



# Charlotte Reporter

## The Rotary Club of Charlotte

### January 22, 2013

Charter Date December 1, 1916 Club 6006 District 7680  
www.charlotterotary.org

## Wayland N. Cato, Jr. Awarded Excellence in Leadership

By: Rick Handford

Each year, the Charlotte Rotary Club, in conjunction with the Charlotte Chamber and the Charlotte Business Journal, awards to an outstanding citizen the Excellence in Leadership Award. This year's award, presented by Phil Van Hoy, goes to Wayland Henry Cato, Jr. Mr. Cato received a BS in Commerce from the "Chapel Hill branch" of the University of North Carolina in 1944, and spent two years of active duty in the Navy, serving on minesweepers in the Pacific during the conclusion of World War II. He left the Navy in 1946, and returned to the states to found Cato Stores in 1946, with his father, Wayland Sr., and his brother, Edgar Thomas Cato.



Headquartered in Charlotte, the company started with two stores, in Sumter and Mullins South Carolina. Three additional stores were added in that first year, with revenues totaling \$136,000. The Company grew steadily, adding two to three new stores each year, and Wayland Cato, Jr. was named president of the company in 1960. The company continued to expand during the '70s and '80s, but fell on hard times in 1990, when it narrowly avoided bankruptcy.

The 1990s were a period of recovery and expansion, and under the leadership of Mr. Cato, the company made a turnaround from a loss of \$10 million in 1990 to a profit of \$9.5 million in 1991. The company continued its rapid growth, with profits of \$18 million in 1992 and \$24.8 million in 1993, when he was named Chairman and CEO.

Today, the company, now Cato Corporation, has 1,302 stores in 31 states, and its stock is traded on the New York Stock Exchange.

Mr. Cato has served on the boards of numerous business, civic, and charitable organizations, too numerous to list here. Some notable commitments were the board of First Charlotte Financial, where he was an organizing member and first board chair, the Charlotte Chamber of Commerce, and the Spoleto Festival board. He has been a staunch supporter of higher education, with substantial commitments to CPCC, who has named its northeast campus the "Cato Campus" in honor of his service, and gave him its Distinguished Service Award in 2005. He has supported UNCC, where the Admissions building was named in his honor, and where he has endowed the "Wayland H. Cato Jr. Endowed Fellowship Fund" for outstanding doctoral students.

Mr. Cato and his wife, Marion Rivers Cato, have also been deeply involved in the Charleston area, where they support historical preservation, the arts, and education. The College of Charleston has named its art center "The Marion and Wayland H. Cato Jr. Center for the Arts", and where he has served on the College of Charleston Foundation board and endowed several scholarships.

## PROGRAM SCHEDULE

2012-2013

Program Chair: Ed Driggs

1Qtr Edwin Peacock  
2Qtr Colleen Brannan  
3Qtr Bob Freeman  
4Qtr Bill Constangy

### JANUARY 2013

29th **Beth Wood**  
NC State Auditor

### FEBRUARY 2013

5th **Congressman**  
**Robert Pittenger**

12th **Jack Truong**  
CEO, Electrolux USA

19th **How I Got Where**  
**I'm At**

26th **Heath Morrison**  
Superintendent, CMS

12:30 Tuesday  
Crowne Plaza - 201 S. McDowell Street

<https://www.facebook.com/groups/42974089870/>

As might be expected, he has also won numerous awards, including “The Order of the Palmetto” in South Carolina and “The Order of the Longleaf Pine” in North Carolina, possibly the first time that a single individual has been so honored by both states. He also has been inducted to the North Carolina Business Hall of Fame.

After he was presented the award by Phil Van Hoy, Mr. Cato briefly addressed the Club and guests, which included several members of his family. He thanked the Rotary Club for presenting him with this honor, and expressed that he had been fortunate. In his words, “Ten years ago, at age eighty, I said no more boards, and I’ll be ninety in March, and I said no more speeches”.

Proof that brevity is the soul of wit. Our best wishes and congratulations to Mr. Wayland H. Cato, Jr.

Head Table: Catherine Browning, Brenda Lea, Marilynn Bowler, Phil Van Hoy, Tony Zeiss; Invocation: Gregg Walker; AV: Nikki Keith  
Visitors & Guests: Steve Eanes; Health, Happiness & History: Chase Saunders; Song: Ed Driggs

## **CLUB NEWS**

→ Two new members were introduced this week and three membership nomination packages are being reviewed. Welcome **Trip Savery**, who is sponsored by **Kevin Pitts** and introduced by **Sheila Bacon**. Trip is vice president/station manager for Greater Media Charlotte, WBT AM/FM, WLNK FM and can be reached at [tsavery@gmclt.com](mailto:tsavery@gmclt.com); on behalf of **Byron Bullard**, **Luther Fincher** introduced **Nick Whitenburg**, who is senior principal consultant for Optimism Matters. Nick can be reached at [nickwhitenburg@optimismmatters.com](mailto:nickwhitenburg@optimismmatters.com). Welcome to Charlotte Rotary!

→ **Tom Bartholomy** worked in the BBB Minute by relaying an identity fraud incident involving President **Marilynn**. It seems someone had gotten ahold of Marilynn’s credit card and charges in Paris popped up on her bank statement. Tom stressed the importance of checking your on-line banking to review daily activity. And also said to use [creditreport.com](http://creditreport.com) for a free credit report ([freecreditreport.com](http://freecreditreport.com) is NOT free).

→ Governor Chris Jones recognized **David Zimmerman** for demonstrating Service Above Self while promoting a District fundraiser to benefit Peace. The deal was for every ticket bought on-line for the Southern Christmas Show, Southern Shows would make a \$1 donation to the Rotary Peace Centers. Although only 84 tickets were purchased throughout the District, David and Southern Shows turned in a check to benefit the Peace Centers for \$500. Governor Chris awarded David with his Paul Harris Fellow, Level Six pin.

→ **Meg McElwain** shares details of her family’s experience with Mitchell’s leukemia diagnosis in the article “When Kids Get Cancer” in the January issue of Charlotte Parent Magazines on newsstands now; **Brad Picot** is among finalists in the Charlotte Chamber’s Young Professionals Awards (Entrepreneur category); **Cindy Wolfe** was quoted in an article on the sudden trend of Charlotte banks re-entering the residential building business; did you see the article on **Suzanne Bledsoe** which detailed her traditional, classic style??

→ Other Rotary news: Charlotte West Rotary will celebrate their 50<sup>th</sup> anniversary with a cocktail event benefitting Presbyterian Hospital’s Community Care Cruiser on Saturday, February 2 at 6:00 PM. The event will be held at The Belk House at Presbyterian Hospital; tickets are \$25 per person and you can RSVP to Kim Darden at [kpdarden@novanthealth.org](mailto:kpdarden@novanthealth.org). Anyone interested in the 2013 Mt. Kilimanjaro climb, which will be held September 16-21, 2013, should contact Mike Walker at [mwalker@stephens.com](mailto:mwalker@stephens.com) or 704-589-2754.

→ Reminder that you can sign up to help plant trees for the First Canopy Project – a project to plant 22 trees at Southside Park @ Toomey Avenue on February 23 from 9:00 am to Noon – on our website: [www.charlotterotary.org](http://www.charlotterotary.org).

## **DISTRICT’S MID-YEAR ASSEMBLY**

Everyone is invited to the District’s Mid-Year Assembly that will be held at the UNCC Uptown campus, February 2 from 9 am to Noon. Registration is required over the Database (Sandy can help with that). A side note – parking is in a lot of Ninth Street and the cost is \$4 (cash). Several things will be covered in this meeting including an update on the International Assembly by Governor-Elect **Luther Moore**; club program samples to share; social media best practices; using technology and remaining goals for the District.

<b>Attendance</b>	<u>01/22/2013</u>	<u>01/24/2012</u>	<b>Membership</b>	<b>New Members:</b> Neal Emmons, Trip Savery, Nick Whitenburg
Visitors & Guests	35	15	07/01/2012 316	
Club Members	171	173	01/15/2013 313	
Total Attendance	206	188	Net Increase -3	<b>Resignations:</b> Bill Meanor, Janice Booth, Lee Connellee, Gaby Linscheid, Joel Walters, Jeff Payne, Lee Martin
Percentage	61.1%			
<b>Birthdays January 29-February 4</b>			<b>Anniversaries January 29-February 4</b>	
29 Paul Pennell	29 Kathy Boone		29 Margie & Harry Daugherty	02 Ann & Don Carmichael
29 Claire Blocker	02 Liz Irwin		03 Mary Lynne & Lawrence Calhoun	
02 Rock Miralia	02 Alice Harrison		04 Miriam & Jeff Searcy	04 Lynn & David Erdman
03 Jesse Hite				