

PROGRAM



Fred Cole

The “King Cole” of the Regional Farmers Market
By: Marilyn Bowler

With a shy grin and ready wit, Fred Cole, Market Manager of the Charlotte Regional Farmers Market, and three-month employee of the North Carolina Department of Agriculture and Consumer Services, charmed us with his enthusiastic acclaim for Charlotte. Moving from Schenectady, New York so recently, Fred extolled the virtues of all things related to our city and state, from lower taxes to the more reasonable cost of housing, shorter traffic lines and warm Southern hospitality he and his wife have consistently experienced here.

Arriving at our meeting armed with five magnificent baskets filled with delicious-looking fresh fruits and vegetables ~ which were subsequently awarded to five lucky attendees ~ Fred captured our hearts before he even stepped to the MIC. In making Fred’s introduction, David Zimmerman shared with us that Fred is not only a Rotarian, a Paul Harris Fellow, and a Past President of the Hudson Shores Rotary Club, but was just last week named Rotarian Of The Year by the Hudson Shores Rotary Club.

Bringing with him to his current position is a thirty-year bio of ownership/management skills and experience in the areas of corporate and civic accomplishments. He co-founded LEDFOOT Express Corporation, a same-day and overnight package express company which, under his leadership, grew from a two-person to a mega-office/multi-hundred employee operation. Following the sale of a portion of the company in 1992, he incredibly doubled the volume of business for the portion he retained and topped the profit list in record time. He then joined the Capital District Farmers Market near Albany, NY as General Manager and so began a love affair with farmers, farmers markets, and the products that come from nature’s soil. Fred is also generous with his time and talent, stepping up to lead several professional and charitable organizations including the Albany Executives Association where he received the prestigious “Executive of The Year” award.

With a reputation for making constructive changes, taking the helm at the Charlotte Regional Farmers Market meant that Fred’s first mandate was/is “change.” Our market has been the same for over thirty years and although it’s been a successful venture over time, there’s much room for growth and building awareness of the magic of buying foods that move straight from the soil onto our dinner tables. Mouthwatering watermelons, cantaloupes and peaches; vine-ripened tomatoes and beans; delicious carrots and onions and potatoes and peppers and chives; fresh eggs that are still warm from the henhouses. Olives and grapes and apples and pears ... so good one has to take a bite before getting home. Fred Cole will make our Farmers Market not only more successful and profitable but also put this great amenity on the tips of consumer’s tongues.

Fred reminded us that the Department of Agriculture and Consumer Services, for which he works, touches every one of our lives every single day. Not only does the Dept. of A&CS impact our daily lives via farms and farming, but also by overseeing such consumer products as gas pumps, scanners, taxi meters, exterminator/pest control regulators, and a long, long list of additional consumer items. Indeed, horticulture and agriculture are important parts of U.S. industry, and consumers’ demand for high quality, good value, efficiency and price control all fall under the mantle of the Dept. of A&CS.

Grocery stores carry foods which have been duly inspected and are declared safe; drug stores provide protected, disease-free products of all kinds; schools provide nutritious lunches for children; and the USDA oversees foods for hospitals, shelters and food banks.

UPCOMING PROGRAMS

August 6

Anne L. Matthews
VP – Rotary
International

August 13

Kit Cramer
Asheville

August 20

Michael Smith
Center City Partners

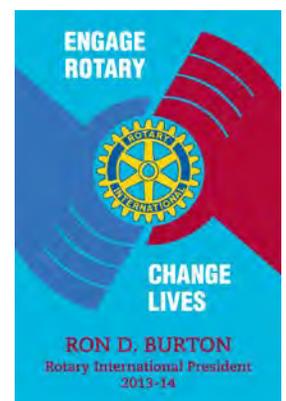
August 27

Dr. John McConnell
CEO, Wake Forest
Baptist Hospital

LUNCHEONS Time/Location

12:30 Tuesday
Charlotte Plaza
Uptown Hotel
201 S. McDowell

2013-2014 THEME



Words like “sustainability” and “conservation” and “preservation” are not just buzz words to the Dept. of A&CS ... they are mandates.

Fred encouraged us to visit the local Farmers Market regularly. Located at 1801 Yorkmont Road (toward the rear of what used to be the Charlotte Coliseum) -- it's a 22-acre complex that typically attracts 150 farmers and 10,000 people every Saturday. It's open Tuesday through Saturday, with its 4-5 buildings bulging with food products from North and South Carolina, including a Greenery Shed, Craft Barn, and the newly-added fresh fish, Carvel ice cream, picnic tables, new signage, and postings on Facebook.

On the to-do list ~ upgrading the buildings, adding an ATM, adding EBT, and organizing a citizens' advisory board. (Attention: Fred welcomes any of our members who wish to participate as an advisory board member to contact him.) He took the time to thank the many politicians and corporate leaders who have supported his efforts and continue to offer ideas and services.

Let's check out our Farmers Market this week and go armed with cash and a big basket to carry home armloads of fresh foods for our families and our friends!

Fred Cole – the “King Cole” of farmers markets! Well-deserved applause!

CLUB NEWS

- Condolences extended to the Rotary family: **Scott Mickle's** mother passed away last week following a 20 year battle with MS. Funeral services were held in Durham on July 29, 2013.
- Luther Fincher** had surgery on his shoulder over a week ago and is now dealing with surgery to remove his gall bladder; Governor McCrory has appointed Superior Court Judge **Bill Constangy** to the NC General Statutes Commission; Mark your calendar to be at Longboard's Tap and Taco, August 7th from 5:00 – 9:00, to celebrate Baby Mitchell's successful completion of his first year of treatment for cancer. A portion of the proceeds will benefit Mitchell's Fund, which provides support for families at Novant Health Hemby Children's Hospital.
- Want to know who won those luscious fruit/veggie baskets....**Meg McElwain, Jessica Dupree, Hank Donaghy, Bill Allen** and **Karen Price**.
- Jessica Dupree** introduced **Greg Crumpton** as the club's newest Rotarian. Greg is president and founder of AirTight Mechanical and can be reached at greg.airtight.co.

POSTED FOR MEMBERSHIP (Comments to the Rotary Office by August 6, 2013)

Craig M. Goodson

Messer Construction Company

Classification: Construction, Business Development

Sponsor: John Tabor Endorsed: Rob Webb and Katie Tyler

BY THE NUMBERS

Attendance	<u>07/30/2013</u>	<u>07/31/2012</u>	Membership	New Members: Claire Fallon, Greg Crumpton
Visitors & Guests	12	9	07/01/2013 316	
Club Members	165	156	07/30/2013 316	
Total Attendance	177	165	Net Increase	Resignations: Les Ward
Percentage	59.4%			

Birthdays August 6 - 12

08 Dave Zimmer 08 Ronnie Pruett
08 Pam Jefsen 09 Marilyn Bowler
12 Ben Dobson

Anniversaries August 6 - 12

07 Shannon & Scott Mickle 09 JoAnne & Bill Allen
09 Vicki & Bruce Walker 10 Faye & Ron Campbell
11 Samantha & Heath Morrison

NEXT WEEK: ANNE L. MATTHEWS, ROTARY VICE PRESIDENT



At our meeting next week, we have the honor of having Rotary International Vice President Anne L. Matthews. She is a Rotarian from Columbia, South Carolina and began her term on July 1st as the first female vice president of Rotary International.

She is a recipient of Rotary's Service Above Self Award, The Rotary Foundation Citation for Meritorious Service and Distinguished Service Award. Matthews is a Rotary Foundation Benefactor, Bequest Society member, Major Donor, and Paul Harris Society member.

She has a long and distinguished career outside Rotary as well. President of Matthews and Associates, an educational consulting firm, she has degrees in business, economics, and educational administration, including a doctorate from the University of South Carolina.

Next Week: **Get there EARLY**

This will be a well-attended meeting with probably 60+ visitors

911 SCHOLARSHIP GOLF CLASSIC SEPTEMBER 18th



This is a most worthy cause and we can use your participation in the following:

Sign up to play on Wednesday, September 18th

Items for the Player's gift bags

Please contact Bill Gill at bgill@whgill.com

Thank you

RECYCLE YOUR ROTARIAN MAGAZINE



Please don't throw out your **Rotarian Magazine**. Let's us it to promote Rotary or inspire new members. Please consider the following:

1. Take your old Rotarian Magazines to offices that have magazines in waiting rooms – your dentist, your doctor, your own waiting rooms, wherever. (Let us know if you have other waiting rooms.)
2. Bring your magazines to our Rotary luncheons. We can give them to potential new members.

Let us know of any other ideas for using these recycled magazines
This is a free Public Relations opportunity – Spread the Word.

LUNCHEON PHOTOS



Kate Payerle with Bill Griffin and Karen Price



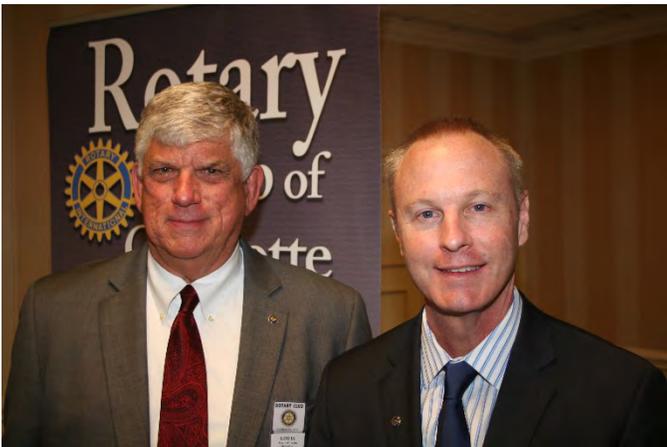
Exchange Students Stefano Benveduti-Marini and Nick Davaz with Don Millen



Trip Savery with guest Amber Brown



Speaker Fred Cole with guest Gale Bonnell



Louis Watts and Greg Sizemore



Brion Blais with guest Adrienne Craighead (former Ambassadorial Scholar)



Don Carmichael and Brenda Lea



John Gallas and Don Steger



Jenn Snyder with James



Mark Markanda and Governor Luther



Angela Broome and Dick Reiling



Ty Hands with guest Janessa Givens