



RCLR News

The Rotary Club of Little Rock, Arkansas, USA
www.littlerockrotary.org

Club Meetings

Little Rock
Clinton Presidential Center
Tuesday at 11:30 AM

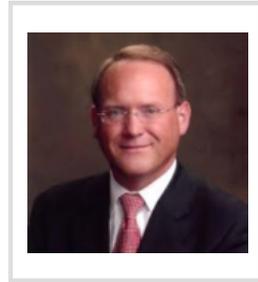
Club Leaders

- George W. Booker**
President
- Robert G. Denman**
President-Elect
- Sonya Schmidt Murphy**
Secretary
- Oscar Washington**
Treasurer
- Jeff L. Hildebrand**
Club Director
- James T. Ferstl**
President-Nominee
- Robert Jackson**
Sergeant-at-Arms
- Jordan L. Beard**
Club Director
- Leila Dockery**
Club Director
- Jane Perkinson Wayland**
Club Director
- Karen H. Fetzer**
Club Executive Director
- Sharon Tallach Vogelpohl**
iPast President
- Barbara M. Graves**
Past President
- Jake Nabholz**
Club 99 Foundation Trustee
- Cynthia Van Veckhoven**
Club 99 Foundation Trustee
- Walter S. Nunnally III**
Club 99 Foundation Trustee
- Jason Michael Thomas**
Club 99 Foundation Trustee
- Leonard S. Hasson**
Club 99 Foundation Treasurer
- Steven C. Wade**
Club 99 Foundation Trustee
- Frank H. Parke III**
Club 99 Foundation Trustee
- Nathaniel Thomas Rutledge**
Club 99 Foundation Trustee
- Kristina Bolhouse**
Club 99 Foundation Chair

Birthdays

- Barry D. Hyde**
September 26
- Robert Jackson**
September 27
- Kerry McCoy**
September 27
- Elisa Masterson White**
September 28
- Max C. Mehlburger**
September 29
- Jane M. Wilson**
September 30
- Anne Bradford Mourning**
September 30
- Ray Hanley**
October 01
- Collins A. Andrews III**

Rotary Meeting - September 30, 2014



Speaker: **Dr. Vince Bertram, President & CEO - Project Lead The Way**

Clinton Presidential Center

11:30am: Buffett Opens 12:00 noon: Program Begins

The importance of STEM education for Arkansas' future - America is facing an education and economic crisis. The crises are linked and, the good news is, they are solvable. By 2018, jobs in the fields of science, technology, engineering, and math (STEM) will grow by 18 percent, nearly double the rate of other occupations. Today in Arkansas, STEM jobs already outnumber qualified jobseekers 2.4 to 1. If our communities, states, and country are to flourish, we must excite and engage our students in the STEM subjects and prepare them with the knowledge and skills to be successful in both their state's economy and the global economy. Failing to do so is the greatest threat to our country's prosperity and our children's future. In his keynote address Dr. Vince Bertram will discuss ways in which businesses, educators, and communities can work together to ensure that our students have a solid educational foundation from which to build a successful career, and in turn, that our communities and country have the workforce they need to grow, flourish, and succeed.

Since joining Project Lead The Way in June 2011, **Dr. Vince Bertram** has led Project Lead The Way to record program growth, with over 6,000 schools offering PLTW programs to nearly 700,000 students nationwide. Under his leadership, PLTW has grown sponsor and partner support, trained thousands of teachers throughout the country, and received numerous national recognitions and awards, including being named one of only four nationally scalable, high-quality STEM programs by the CEO-led initiative, Change the Equation. In 2012, the Social Impact Exchange named PLTW one of America's top 100 performing nonprofit organizations, and in 2014, the CLASSY Awards, working in partnership with the United Nations Foundation, awarded PLTW with the top honor in the category of Education Advancement.

Recognized as a thought leader in education, Dr. Bertram has traveled across the United States, as well as internationally, to address audiences on the issues of STEM education, workforce, and the economy. He was appointed by the U.S. Department of State as its speaker and specialist on STEM education in 2014; testified before the U.S. House of Representatives about the importance of STEM education in solving America's skills gap; and served as a speaker and panelist at numerous events including SXSWeduU.S. News STEM Solutions National Leadership Conference, and the Commonwealth Club of California. Dr. Bertram and PLTW were featured on Fox News' "Beyond the Dream" segment, and Dr. Bertram is a regular contributor to the *Huffington Post*.

Prior to joining PLTW, Dr. Bertram was superintendent of the Evansville Vanderburgh School Corporation, where he led Indiana's third-largest urban school district to unprecedented improvements in student achievement, community collaboration, and operational efficiency.

Dr. Bertram is a member of the Indiana Education Roundtable and has held numerous leadership roles, including serving on the **Clinton Global Initiative STEM Working Group** and chairing the National Council for National Honor Society, as well as serving as director for several nonprofit boards. Dr. Bertram was named a "Distinguished Hoosier"—one of Indiana's highest honors—by former Governor Mitch Daniels, and his peers at the Harvard Graduate School of Education honored him with the Intellectual Contributions/Faculty Tribute Award for his contributions to intellectual life at the Harvard Graduate School of Education.

Literacy/Dictionary Project

Many thanks to the approximately 80 Rotarians, family members, co-workers, and friends who volunteered for the Literacy/Dictionary Project!! Every third grader in the Little Rock



October 02

Club Meetings

[Dr. Jeff Clothier, Psychiatrist - Practices of Neurology & Psychiatry](#)

October 7

[Eli Jones, Ph.D., Dean, Sam M. Walton College of Business](#)

October 14

[Gant Tennille, Executive Director, Arkansas Economic Development Commission](#)

October 21

School District (2,068 children!) received their very own dictionary and listened to a story read by a Rotarian.

Special thanks to Committee Chair, John Carmen and committee members Catherine Bays, Johnny Burgess, Rebecca Cate, Sam Chaffin, Gina Hutson, Joe Kolb, Missy Lewis, Rick Lorence, Tim Pickering, Turk Smith, and Cynthia VanWinkle.

See below for enthusiastic thanks from two teachers whose classes participated in the project.

"Thank You! Thank You! Thank You!

As always, the children love their dictionaries. Please tell everyone that helps you how much the third graders in the district appreciate them and all of you each year. Our picture made the district's "Friday Highlights!" Enjoy your week! - Ms. Oliver's Class, Brady Elementary

"I just wanted to let you know how we appreciate the annual visits from the Rotary Club and their donations. The dictionaries are a valuable resource in our classrooms and we do incorporate the use of them in our lessons throughout the year. Please forward my message to those involved in this effort to help empower the students here at Rockefeller Elementary. Again, thank you." - Evelyn Jones - Third Grade Teacher, Rockefeller Elementary

For those of you who were not available for Club 99's Dictionary Delivery Day this year - we know how much you love this project. **You have another opportunity to volunteer by participating in the 2014 VIPs Jane Mendel Reading Day, November 18, 2014.** For more information and to register, follow this link <http://www.lrsd.org/drupal/?q=content/vips-reading-day>.



Drug Take Back Program



Congratulations!! The Rotary Clubs of Arkansas', led by Club 99, "Campaign In a Bottle" won Public Relations Society of America, Arkansas Chapter PRISM Awards last night in the "PSA-Radio" and "PR Campaign on a Shoestring Budget - Non-Profit" categories. Past President Sharon Tallach Vogelpohl presented the awards to Club 99 and President Booker. Below are her comments.

"You've heard us talk about Club 99's involvement in the Drug Take Back initiative... and our own PDG Sam Chaffin leading the charge to engage Rotary Clubs in all three Arkansas Districts to make Drug Take Back a key area of focus for Rotary Clubs in Arkansas. So, going into

a Drug Take Back Day this Saturday, September 27.... How are we doing...?

When the DEA started the semi-annual drug take back program in 2010, there were three 24/7 Rx drug drop boxes in Arkansas.... Now there are 168 boxes in all 75 counties.

*The loss of lives due to prescription drug overdose has been **reduced by 50%** since 2009, and Arkansas is recognized as having one of the best drug take back programs in the country - a model for other states to follow.*

A major part of Rotary's contribution to the initiative last year was a public awareness effort... dubbed "Campaign in a Bottle" Take Back Toolkit. The President of every Rotary club in Arkansas was provided a jump drive in a memorable prescription bottle - provided by our own Scott Pace at the Arkansas Pharmacists Association - that contained professionally developed, easy-to-use materials and tactics that could be effectively deployed by Rotary clubs of any size to raise awareness of prescription drug abuse, local Take Back events and the availability of the secure drop-off boxes for year-round responsible disposal. The materials also positioned the Rotary Clubs of Arkansas as a leader in the initiative.

As a result...

- **2013 was a record-making year for Take Back collections in Arkansas. During the April event, Arkansas collected nearly 19,000 pounds of pills (or, 26 million individual pills) - the most ever. During the October event, Arkansas collected just over 18,000 pounds of pills (or, 25 million individual pills) - the second-highest total collected.**
- **In 2013, Arkansas collected more pounds of pills than Louisiana, Alabama and Mississippi combined.**

And, now...

- **Arkansas ranks fourth nationally in pounds collected per person through all previous Take Back events.**

I'm here today to share that Club 99's "Campaign in a Bottle" received two Public Relations Society of America PRISM Awards for excellence in strategic public relations programs...

First for the Radio - PSA - "Little Bottle, Big Consequences"...

And Second for the Campaign Overall in the category of "Public Relations on a Shoestring Budget" for its effectiveness and creativity of achieving an objective with very limited resources.

President Booker... I'd like to present you with these two awards and thank you, the club and PDG

Chaffin for your ongoing support of this important initiative. It is, indeed, making a difference.

You can make a difference this weekend by cleaning out YOUR medicine cabinet and participating in the Fall Prescription Drug Take Back Day on Saturday, September 27, from 10am – 2pm at locations throughout the state. You can find a list of Take Back location and 24/7 dropbox locations at www.artakeback.org. Thank you!

Rotary Youth Exchange

The Youth Exchange Committee is beginning recruitment efforts for interested students in the Rotary Youth Exchange program. Please see the attached flyer with information on upcoming sessions for students to learn about the program. You can help "get the word" out to young people you know that would benefit and benefit from this wonderful program. For more information, please contact Committee Chair, Phyllis Rogers at progers@ddpar.com
