



# ROTARY CLUB OF FLORENCE

President: Jim Ferguson  
 Secretary: Carrie Herrmann  
 Treasurer: Michelle Owen  
 SGT-at-Arms: Shawn Carroll  
 P. Elect: Frank Schneider



Mondays 12 pm at the Hilton  
 7373 Turfway Rd, Florence KY  
 Box 6027 Florence KY 41022  
 District 6740  
 859-334-0157



## TODAY'S SCHEDULE, NOVEMBER 5<sup>TH</sup> 2018

- 11:45 Buffet Opens (\$14 for Buffet, Coffee, Tea, & Dessert)
- 12:15 President Jim Ferguson Presiding  
**Team 4** Greeting, Prayer, Pledge and 4Way Test
- 12:30 "Transformation in Universities" - Dr. Jim Votruba (Howard)
- 1:00 Meeting Adjourned

### PROGRAMS

NOVEMBER	TEAM
12 Club Assembly / New Member Pinning Ceremony ( <u>Schneider</u> )	5
19 History of Anderson Ferry — <u>Paul Anderson</u> (TBD)	6
26 Club Fundraiser Live Auction ( <u>Team 2</u> )	7
DECEMBER	TEAM
3 The Boone Conservancy - Executive Director <u>Mary Unterreiner</u> (Froelicher)	8
10 "Mr. Theme Park" on Roller Coaster Design, <u>Dennis Spiegel</u> (Buchanan)	9
17 Year in Review & Outlook ( <u>Ferguson</u> ) / Christmas Carols ( <u>Griesser</u> )	1
24 Christmas Eve - No Meeting	
31 New Year's Eve - No Meeting	
JANUARY 2019	TEAM
7 Interact Club Member German Exchange Recap <u>Owen Hardesty</u> (Rahn)	2
14 Club Assembly / New Member Pinning Ceremony ( <u>Schneider</u> )	3

### ANNOUNCEMENTS

**VOLUNTEER HOURS:** Please send all volunteer hours to [Carrie Herrmann](mailto:Carrie.Herrmann@rotaryky.org), 859-628-7796.

**REMINDER — TEAM LEADERS CONFERENCE CALL MEETING 11/05 @ 11-11:30a.m.**

**11/9 ANNUAL DISTRICT 7 P.M. FOUNDATION DINNER:** Keynote Speaker is Dr. Lee Todd, former UK President. Limited seating. To register, first log into DACdb then go to <http://www.directory-online.com/Rotary/index.cfm?EventID=77409364>

**11/17 INTERACTORS FLAPJACKS:** 8am to 10am at Applebee's on Turfway. Tickets will be on sale during Rotary meeting. This is their "WE ARE THANKFUL FOR YOU" event.

**11/19 BOXES FOR STEINFORD TOY DRIVE DISTRIBUTED:** Steinford Toy Foundation is our 4Q CSP. You may bring an unwrapped toy or game to any Rotary meeting between November 5 and Dec. 3 or to the Rotary Christmas concert on Dec. 3. Any cash donation for STF should be made payable to the Florence Rotary Foundation and noted for STF and given to Billy Santos or Greg Palmer. The foundation will match gifts up to \$500 from our members. If you'd like to volunteer to help with box drop-offs on Nov 19/20/21 and/or toy pickups on Dec 7/10/11, please contact [Roger Babik](mailto:Roger.Babik@rotaryky.org), our Chief Elf (859.816.6086).

**11/26 LIVE AUCTION:** Please give auction items to any member of team 2. Only have 7.

**11/28 CAMPBELL ROTARY CLUB MEETING:** The NKU president will deliver the "State of NKU". 12 Noon at the Wilder City Building (520 Licking Pike). Dinner is \$15 (probably Roast Beef, mashed potatoes, green beans, & salad). RSVP to [Jim](mailto:Jim.Ferguson@rotaryky.org) for headcount.

**11/30 ROTARY NIGHT.** NKU VS UMBC (University of Maryland Baltimore County). Ticket cost \$9.00 (Unlimited). Lower Arena seats with access to Braxton beer garden included. One check from the club for members attending is appreciated made payable to BB&T Arena. Deadline November 23, 2018. [John Salyers](mailto:John.Salyers@rotaryky.org) (859.446.1947). Sign up today!

**12/3 59TH ANNUAL CHRISTMAS CONCERT** at Lake Christian Church. Mark your calendars. Shawn Carroll will start helping from this year.

**5/18/19 NKY INTERNATIONAL FESTIVAL.** This is a Rotary Signature event coordinated by the Covington Club. All Rotarians are encouraged to attend. Mark your calendars.

**6/1/19 RI CONVENTION.** [Click](http://www.rotary.org) to register. Location is Hamburg, Germany.

## Happy Birthday

### November 2018

Whalen, Diane	5	Bunger, Kim	21
Gutzeit, Pat	10	Sample, Leon	22
Palmer, Greg	16		
Schulkers, Shona	20	Salyers, John	24

**Jim Ferguson**  
 Florence Rotary  
**President**  
 859.907.5466

**Billy Santos**  
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## The B-Line in Northern Kentucky is Trailhead to Bourbon Country

Written By: Patrick Moynahan



How do you entice the 70 million motorists and seven million airline passengers who pass through Northern Kentucky each year to stay awhile?

Give them a B-Line to a nearby bourbon distillery ... or a restaurant offering 50 brands of bourbon ... or a bar featuring 100 brands of bourbon.

That's the strategy of the Northern Kentucky Convention and Visitors Bureau. The tourism agency created The B-Line to celebrate the region's bourbon heritage and promote economic development, according to Julie Kirkpatrick, vice president of sales and marketing.

"The bourbon industry here is so rich and we wanted to take advantage of it," she said at a recent Rotary Club of Florence luncheon. They also wanted to add a "bourbon experience" to encourage travelers to spend the night here and spend their money here.

Three distilleries, five bars, and four restaurants in Northern Kentucky comprise The B-Line. Participants can collect a stamp to paste in a passport (The B-Line Guide) at each stop. If they visit two of the bars, two of the restaurants and two of the distilleries, they can receive free souvenirs, including bourbon glasses and

coasters.

The Kentucky Bourbon Trail, a tour of the state's largest distilleries, attracts 1.2 million visitors a year. Many fly into Cincinnati/Northern Kentucky International Airport but choose Lexington or Louisville as home base, according to Kirkpatrick. However, prior to Prohibition, distilleries in Petersburg and Maysville produced the most bourbon.


"We wanted to do something that talks about our proximity as the start of bourbon," Kirkpatrick said. Tourism officials envisioned The B-Line as a first stop - a thirst stop - for bourbon for people coming into the state.

The Kentucky Distillers Association, which runs the Kentucky Bourbon Trail and Kentucky Bourbon Trail Craft Tour, bought into the idea. The organization designated The B-Line as the Official Gateway Trailhead, according to Kirkpatrick.

She pointed out The B-Line and the Kentucky bourbon trails promote responsible drinking and support robust taxi and rideshare programs. The B-Line website [findyoursippingpoint.com](http://findyoursippingpoint.com) encourages participants to enjoy bourbon like a true Kentuckian: responsibly.

"You should find your sipping point; you shouldn't fall over your sipping point," Kirk-

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For Ticket Purchase Contact  
Barbara Rahn  
(859) 663-8984  
blr-interact@twc.com

Applebee's Location For Event  
7383 Turfway Rd  
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**FOR YOU!**

patrick said.

Will the B-Line really attract travelers and boost tourism revenue?

The visitor's bureau saturated Pittsburgh with marketing promotions prior to the Steelers game with the Bengals in Cincinnati on October 14.

"Our restaurants and bars saw a 30 percent increase in bourbon sales," Kirkpatrick said.



District Governor Dean Hammond visits the Florence Rotary Club