

# Rotary Club of Alamance

**Gold Club**

Rotary International Presidential Citation  
100% Rotary Foundation Sustaining Member Club

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APRIL  
**20**

## Rotary Club of Alamance



**1st Annual Golf Tournament  
Alamance Country Club**

## Club News

### March 3rd, 2015 Meeting

President Sang Ho Lee opened the meeting. Randy Perkins, just back from his India trip, gave the invocation and led the pledge of allegiance to the flag.

## Guests and Visitors

- Philip Stewart, the Alamance District Executive of the Old North State Council of the Boy Scouts of America, visited a second time.
- Athan Lindsay visited with his son Langston (pictured at right with Pete Beck). Athan picked up an application form and hopes to rejoin us soon as a member. Langston is not interested at this point. The menu doesn't suit him.
- Dean Jones visited as a guest of Sam Powell. Dean and his brother, Starr Jones, are known for their makeup and special effects on the Original Hollywood Horror Show, held in Snow Camp every October and movies such as "The Pirates of the Caribbean" series. Dean won two Emmys for his makeup work on "Star Trek: Deep Space Nine." At the Snow Camp Outdoor Theatre, Dean and Starr will serve as executive director and producer, respectively.



## General Announcements

- President Lee mentioned recent and upcoming birthdays and anniversaries, which are listed at the bottom of this page. Of special note, Lloyd Carter and his wife Ethel just celebrated 53 years of marriage. Congrats!
- Our club will sponsor a golf tournament hosted by the Alamance Country Club on Monday, April 20, with lunch at 11 am and a shotgun start at Noon. Cost will be \$500 per team. We hope to raise between \$3000 and \$4000 to enable us to adequately fund our adopted projects. You can download a flyer by clicking on the picture at the top of the page. Volunteers are needed. Mark Laferriere asked members to download the flyer by clicking on the picture above and using it to invite people to participate. Let's do our best to make this a success.
- President Lee attended a Rotary Leadership Institute meeting in Thomasville over the weekend for Zone 33. He said it was very fulfilling and interesting and he learned a lot.
- Carolyn Rhode distributed contribution reminders to club members to help us fulfill our goal of giving at least \$100 to RI this year. President Lee told us that it is important for all our members to donate because it is part of our achieving Gold Club status and recognition at the District Conference. He said all Gold Club requirements must be completed and submitted by the end of March.
- The Board will meet next Tuesday at 11 am. We will have a Club Assembly on March 31.

## Happy Clams

- Steve Carter told us that the ACC Rotaract Club has been asked to give a presentation to the District Conference describing their ongoing computer refurbishing service project at the college to help low income students get computers. This is quite an honor.
- Randy Perkins publicly acknowledged the contributions of Lane Jones. She was given an ovation, despite being absent at the time of this commendation.

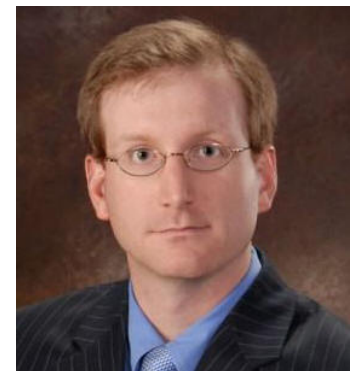


## **Randy Perkins: Report on His Recent Trip to India for National Immunization Day**

Randy and his wife Rita represented our club and district in India during the recent efforts connected with the Polio National Immunization Day sponsored by Rotary. He said he first heard of the opportunity about eight weeks ago and was able to secure places for Rita and himself, despite the short notice. They were part of a group of thirteen which flew to Delhi. Prior to leaving, they knew no one in the group or in India, but Randy said he and Rita were treated fabulously and were warmly embraced by every Rotarian he met, whether wealthy or poor. They met Rotarians from ten or twelve other clubs. He brought back a number of banners which he presented to President Lee. Randy also presented Dick O'Donnell with a receipt for the \$1300 he donated to buy sewing machines for female entrepreneurs there. Randy said he visited some ten different cities during his trip and hopes to give full report to the club later.

## **Mark Laferriere: Husband, Father, Auditor Par Excellence, and Chair of our Fund Raising Efforts**

Mark is married to Julie and has one son, Lucas, who attends Elon Elementary. He works as an auditor for Smith Leonard Accountants and Consultants, which is located in the Greensboro - High Point area. Mark was born in Johnson City, Tennessee and moved to the Triad at age 3. He lives with his wife, Julie, and their son, Lucas, in Gibsonville. Mark prefers spending quality time with his family when away from the office. He has over 14 years experience serving both public and privately held companies. His specialties include employee benefit plans. Mark received his BS in Accounting at Appalachian State University. In addition to his service in our Rotary Club as a committee chair, he also serves as a board member of the Boys and Girls Club of Greater High Point and is a member of the North Carolina Society of CPAs. He was also a part of Leadership Greensboro, the Class of 2011. Smith Leonard serves the High Point Marketing Authority, where he met our speaker, Tammy Nagem.



## **Tammy Nagem: Chief Operating Officer for the High Point Marketing Authority**





The High Point Marketing Authority has been around for thirteen years and is a 501(c)6 non-profit organization similar to the Chamber of Commerce. It manages 180 buildings which provide show space for the semi-annual High Point Furniture Market, which has been in operation for over 100 years. The HPMA was established in 2001 to handle the ever increasing demands of logistics and marketing. The Furniture Market is a credentialed trade show which is not open to the public.

Regarding the marketing end of things, Tammy said that the HPMA has become very proficient at using social media to further the cause, as well as more established means. She mentioned the use of independent "style spotters," who help to alert both furniture buyers and the general public of trending styles and exceptional products.

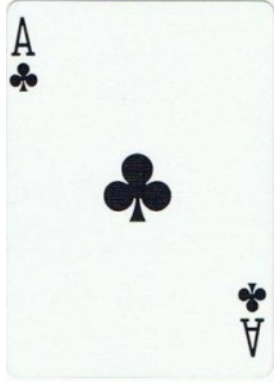
Logistically speaking, Tammy told the club that the HPMA manages thirteen blocks of buildings in downtown High Point, ninety hotels, three airports, and two park and ride lots with shuttles. The HPMA becomes the second largest transportation provider in the state two times a year, managing some 150,000 rides every market. Permitting taxis and drivers is part of the grand scheme of things in an effort to make sure qualified drivers are always available to market attendees. She said the screening process is done in cooperation with the High Point Police Department and has the cooperation of the drivers who now screen themselves.

Tammy, who is also known to many as Miss Market, said that twice a year the Furniture Market contributes some 21,000 jobs to the local economy. If furniture manufacturers are included, the number goes up to 37,000 jobs. It is estimated that the market brings in some \$450 million worth of revenue.

Tammy also said that the HPMA runs a sophisticated security operation during the markets, at which time some 75,000 people from 100 countries fill the streets and buildings of High Point. Emergency responders meet regularly to review the measures in place and add any new ones that seem necessary, such as bomb sniffing dogs and extra security on buses. She also mentioned the good camera system already present in High Point.

Another facet of the operation is recycling. The city of High Point recycles some 450 tons of cardboard each year, the packaging material of choice used by furniture manufacturers. Special awards are given to those dock supervisors who do the best job at recycling. Medical expenses are also provided by volunteer doctors and nurses from High Point Regional Hospital and Cornerstone Medical who work in a special bus. A buyer center for internationals provides services to help foreign visitors arrange tours to other NC sites after the market concludes. This center works in cooperation with the NC Tourism office.

After a short Q&A period, President Lee presented Tammy with a plaque by which to remember her time with the club to express our appreciation for her sharing with us.



Card

## Drawing

Richard White represented his table today but failed to pull the winning card. We are now down to only 16 cards, and one of them is the elusive Ace. The pot continues to grow, being over \$700 now.



## Closing

As is our custom, we all stood to say aloud the Rotary Four Way Test, after which the meeting was adjourned by President Lee. Until we meet again...

# Club Related Dates

## District and Club Business

- **2nd Tuesday of Each Month** - For officers and committee chairs, 11 am until Noon.
- **March 31, 2015** - Club Assembly
- **April 20, 2015** - First Annual Golf Tournament
- **April 30 - May 3, 2015** - District Conference in Roanoke, VA
- **June 30, 2015** - Installation of New Officers and Board

## Birthdays and Anniversaries

Mar	Birthdays	Mar	Wedding Anniversaries
12	Lane Jones	8	Francois and Andrea Masuka
17	Tripp Hilliard	27	Joseph and Susannah Williams
22	Mark Laferriere		

Want to see when you have program speaker responsibilities? Simply click on the Programs link below or the same link on the menu on the left above.

## Programs Schedule



Meets on Tuesdays from Noon until 1 PM at 40 West Grill in the Ramada Inn in Burlington, NC

Club 6090, District 7690 Piedmont NC

Chartered March 31, 1981

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