

**NEW MEMBER DEEP DIVE:  
CHRISTIE PIERCE**



**CHRISTIE PIERCE** first became aware of Rotary Club when he was a high school senior in Monterey County, California. A guidance counselor suggested that he think about studying abroad. While considering that option, they learned that a student in the Rotary Exchange program had dropped out. That led to a year in a small town in Argentina where he was the only non-native in town. Christie had a wonderful experience and still maintains contact with the host family. Upon his return to the US, he enrolled in Sacramento State, majoring in Communications and Spanish. While there, he helped found a Rotaract chapter and participated in a conference

in Turkey. After graduation, Christie remained in Sacramento, working in the advertising industry. While training for a marathon, he met his now-wife, Jenny. They are both avid outdoors enthusiasts and proved that by choosing snow camping (their idea of fun, not mine) as their third date! Her studies in medicine have brought them now to UK in Lexington where they love the welcoming atmosphere and the beauty of the horse farms. They have had little free time but have managed to hike in Red River Gorge (and to visit Miguels Pizza while there). Christie is still involved in advertising but most of his clients are based on the West Coast at present. Jenny's studies at UK will keep them here until at least July, 2025, but their plans after that time are uncertain. They are looking forward to taking a little time off in October and visiting his brother in Columbia for his wedding. At some point in the future, he would love to visit Norway and Sweden.

Christie has not had a chance to pick any specific activities of the Club that he will participate in but expresses a strong desire to be of service in any way possible.  
— John Meyers

**NEW MEMBER PROPOSALS**

The following individuals have been proposed for membership in Rotary:

**Shawn Barkley**  
Classification: Religion, Ecumenical  
Sponsor: Lyle Hanna

**Dorothy Maye**  
Classification: Financial,  
Bookkeeping  
Sponsor: Peggy Trafton

Objections should be made in writing within seven (7) days to The Board of Directors, Rotary Club of Lexington, 401 W. Main Street, Suite 305, Lexington, KY 40507. Objections are kept in strict confidence.

# The ROTARY Club of Lexington

## WHEEL HORSE

December 19, 2024  
— TODAY'S PROGRAM —

Presiding: President Bret Anderson  
Inspiration, Pledge, & 4 Way Test: Alisha Chaffin  
Introduction of Guests: Rod Hartzler

Program: Booker T. Washington Holiday Party with Santa  
**Location: The Mane on Main**

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**ROTARY CLUB OF LEXINGTON: EMBRACING THE SPIRIT OF SERVICE THIS HOLIDAY SEASON**

The holiday season is a time for reflection, celebration, and connection—a perfect opportunity to embrace the values that define us as Rotarians: Service Above Self, community engagement, and the power of collective goodwill. At the Rotary Club of Lexington, this special season underscores our commitment to making a meaningful impact both locally and globally.

As we celebrate the close of another remarkable year, we are also looking forward to the opportunities that lie ahead—growing our membership, strengthening partnerships, and exploring new ways to give back.

Rotarians thrive on service, and the festive season is no exception. Whether it's filling backpacks at *God's Pantry*, supporting organizations like *Sunrise Children's Services*, or coming together for fellowship at events like last week's *Holiday Party*, our members continually embody the spirit of

giving.

This year, we are reminded of the importance of extending this mission to others. Building our membership remains a top priority as we seek to expand our reach and amplify our impact. We encourage all members to share their passion for Rotary and invite friends, colleagues, and community leaders to join our vibrant, service-driven organization.

We're also excited to highlight new sponsorships that help offset club expenses and fuel our initiatives. **DG Gridley, owner of Aging With Grace**, generously covered the cost of our member roster, while **Markus Cross, realtor extraordinaire**, and **Blue Million** sponsored the launch of our new website. These collaborations not only strengthen our club's mission but also reflect the trust and support we've earned within the community.

As we gather at our weekly lunches, especially this week with the beau-

tiful kids from Booker T. Washington, we're reminded that these moments are more than just meals—they're opportunities to connect, inspire, and collaborate. They are the foundation of the camaraderie and shared purpose that drives us forward.

Looking ahead, we're excited to build on our momentum with expanded fundraising initiatives in 2025. Plans are already underway for new events that promise to engage both our members and the broader Lexington community.

This holiday season, let us remember that the heart of Rotary lies in the simple yet profound act of serving others. Together, we have the power to make this season brighter and more meaningful for all.

Thank you for being part of this incredible journey. Here's to a joyful holiday season and an impactful year ahead!

— Bret Anderson

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**SAVE THE DATE: JANUARY TRIVIA NIGHT**

All of you Jeopardy wannabees need to mark your calendars for January 30th for our January social, Trivia Night, held at Columbia's Steakhouse on Richmond Road. The fun begins at 6pm arrival and dinner, with trivia action, run by Local Trivia Action, beginning at 6:30. Entry fee for trivia is just \$5; but for an additional \$22 plus tax, you get to enjoy a wonderful buffet dinner. Stayed tuned for details on signing up and remember: attendance is limited to forty and it was a sellout previously.

**UPCOMING PROGRAMS**

- Dec 26 and Jan 2** HOLIDAY BREAK
- Jan 9** Dr. Demetrus Liggins, Superintendent, Fayette County Public Schools

**UPCOMING EVENTS/VOLUNTEER OPPORTUNITIES**

- Jan 15** Backpack Pack-Up, God's Pantry Food Bank, Winchester Road, 1:00pm
- Jan 20** MLK, Jr. Celebration Freedom March, Central Bank Convention Center, 1pm
- Jan 24** Early Morning Mixer, 46Solutions, Lexington Green, 8-9:30am
- Jan 25** Rotary Leadership Institute, Eastside Public Library, Lexington, 9:45- 4:30pm
- Jan 30** Community Service, International Book Project, Unpack and Sort Books, 1440 Delaware Avenue, 11:30-1:30
- Jan 30** Trivia Night, Columbia Steak House, 2750 Richmond Road, 6 pm



**ANOTHER GREAT ROTARY HOLIDAY PARTY IS IN THE BOOKS!**

While at today's lunch meeting the holidays are all about the children of Booker T. Washington Elementary School, on December 12 many of our Rotarians gathered together for an adult celebration, putting on their best "bib and tucker" for a gathering at the Campbell House. This was our third Rotary Holiday party and this is a new tradition that looks to have staying power.

Approximately 70 Rotarians and guests enjoyed fellowship with new and old friends accompanied by libations and live jazz! After a terrific dinner buffet, the more energetic among us danced to DJ music by Bourbon Beats. The turnout was excellent, with a good mix of our Club, including new Rotarians like Dana Stefaniak, attending her first meeting as a member today, to Tom Ashford, Bill Straus, Jim Dundon, and Sharron Townsend, all of whom all joined in the 80's, and many, many more who joined in the intervening years. The accompanying photos tell the tale!

Susan Adams and her Social Committee are to be congratulated and hope to see all Lexington Rotarians, significant others, and friends there next year!

– Submitted by Susan Adams



The Rotary Club of Lexington  
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Set up & printing by Lynn Imaging  
Editorial Standards: *Chicago Manual of Style*, 17th ed.

*Rotary in Review*

**THE 150-YEAR OLD 'NEW' VALVOLINE**

On December 5, our Club was delighted to welcome Lori Flees, the Chief Executive Officer and President of Valvoline Inc., to the podium. Lori's presentation, titled The 150-Year-Old 'New' Valvoline, offered an insightful look at the history, evolution, and future of one of Kentucky's most iconic brands.

Valvoline, a leader in the automotive services and products industry for over 150 years, is best known for its motor oils, lubricants, and vehicle maintenance services. Lori began her talk by recounting Valvoline's humble beginnings in the late 1800s and its pioneering role in the automotive industry. She emphasized that the company's success is not just due to quality products, but also its ability to adapt in a rapidly changing world.

A key theme of Lori's presentation was how Valvoline continues to reinvent itself for the modern marketplace. She shared how the company has embraced innovation, sustainability, and customer-centric solutions to stay competitive. Under her leadership, Valvoline has expanded

its quick-lube business model, which has been vital to its growth. Lori emphasized that, while Valvoline is proud of its legacy, it is now focused on redefining itself for the future. Lori detailed Valvoline's decision to focus on mobility services alongside its traditional product lines. She discussed how the automotive industry is shifting with the rise of electric vehicles and the need for more sustainable products. Valvoline, she explained, is committed to being at the forefront of this change, embracing new technologies and offering innovative solutions for car owners.

Another highlight of the presentation was Lori's focus on Valvoline's employees and company culture. She stressed that Valvoline's global workforce is committed to delivering exceptional service while maintaining a culture of integrity, inclusivity, and social responsibility. Lori noted that Valvoline's focus on employee development and customer satisfaction has helped maintain its strong brand identity and reputation.

Lori also reflected on Valvoline's

long history in Kentucky, its contributions to the local economy, and its commitment to giving back to the community. Valvoline, she explained, is dedicated to making a positive impact in the region, from supporting local charities to promoting sustainability.

Lori's vision for Valvoline's future is one of continued growth, adaptability, and leadership in the automotive services industry. As she concluded her remarks, she shared her excitement about the company's future, particularly in expanding digital services, leveraging data and technology, and advancing its sustainability efforts.

In conclusion, Lori Flees' presentation was a powerful reminder that, no matter how established a company is, constant evolution is key to remaining relevant and successful. Through innovation, a focus on customer and employee satisfaction, and commitment to sustainability, Valvoline is clearly poised to thrive in the years to come.

– Dan Koett

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