

NEW MEMBER DEEP DIVE: CASSI KLINE



Many of us have taken a slightly circuitous path to reach our ultimate careers – a small detour here, maybe a U-turn there. But occasionally we meet someone who has been laser-focused on their goal from the very beginning. May I introduce Cassi Kline.

Growing up in Lexington with a special-needs brother, Cassi saw first-hand the good works performed by various nonprofits. One such entity was Bluegrass Care Navigators, formerly Hospice of the Bluegrass. She decided early on that her life goal was to work in the nonprofit field. To that end, she attended UK, majoring in Business Administration with a minor in Communication.

Cassi's next stop was Los Angeles, working with AmeriCorps VISTA, a program that allows participants to gain skills in areas that affect poverty, including education, public health, climate, access to benefits, and more. She worked directly with the LA May-

or's Office to develop an alumni program for their LA's BEST Afterschool Enrichment Program that had served over a quarter of a million young people.

But Cassi missed her family and Kentucky, so she looked for opportunities to return home. This was in 2019, and Andy Beshear was looking for a deputy director of finance for his gubernatorial campaign. After a rigorous vetting process, Cassi got the job which helped her hone her fundraising skills. After Andy was elected, Cassi returned to California to again work with LA's BEST before returning to Lexington for a job with Bluegrass Care Navigators where she is Associate Director of Philanthropy.

Cassi is working on a Master's degree in Public Administration with a concentration in Nonprofit Management at EKU. When not working or studying, she enjoys crafting and crocheting. Cassi also enjoys traveling and will soon visit a friend in Madrid.

Rotary was a natural fit for Cassi as she has always been one who sees the benefit to all of "Service Above Self".

– John Meyers

COMMUNITY OUTREACH COMMITTEE MEETING

Interested in serving on our Community Outreach efforts? Join the committee meeting next Thursday, April 3rd immediately following the club lunch meeting. Please contact Alisha Chaffin if you have any questions! Alisha.rotary@gmail.com

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| Apr 3 | TBA | Mar 28 | Early Morning Mixer, 46Solutions, Lexington Green, 8-9:30am |
| Apr 10 | DeVone Holt, Muhammad Ali Center | Mar 29 | Toyota Bluegrass Miracle League, Opening Day! Shillito Park, 10:00am |
| Apr 17 | Doing Rotary Differently, No Lunch Meeting | Apr 16 | Membership Social/Recruitment, Miracle League Field, Shillito Park, 5:00pm |
| Apr 24 | Kip Cornett, Lexington's 250 th Celebration | Apr 17, 20 | Backpack Pack-Up, God's Pantry Food Bank, Winchester Road, 1:00pm |
| | | Apr 23 | Keeneland, Spring Meet, Lexington Room, 11:00-6:00pm, \$125 |
| | | Apr 25 | Early Morning Mixer, 46Solutions, Lexington Green, 8-9:30am |
| | | May 10 | Dancing with the Lexington Stars, Carrick House, 6:00-11:00pm, \$225 |
| | | May 29 | 5 th Thursday Social, Lexington Legends, Legends Ballpark 5:30pm |

The ROTARY Club of Lexington

WHEEL HORSE

March 27, 2025
— TODAY'S PROGRAM —

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|------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|
| Presiding: President Bret Anderson Inspiration, Pledge, & 4 Way Test: Gary McCormick Introduction of Guests: Introduction of Speaker: Bill Wilson | Speaker: Dr. Rufus Friday, Executive Director, Center for Integrity in News Reporting Location: The Mane on Main |
|------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|

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MEET OUR SPEAKER



DR. RUFUS FRIDAY

Last year, Gallop reported "that Americans continue to register record-low trust in the mass media, with 31% expressing a "great deal" or "fair amount" of confidence in the media to report the news "fully, accurately and fairly," similar to last year's 32%. Americans' trust in the media -- such as newspapers, television and radio -- first fell to 32% in 2016 and did so again last year. For the third consecutive year, more U.S. adults have no trust at all in the media (36%) than trust it a great deal or fair amount. Another 33% of Americans express "not very much" confidence."

Today's speaker, Rufus Friday, will address what he and his organization, the Center for Integrity in News Reporting (CFINR), are doing to counter this trend.

Friday is a distinguished media executive and leader dedicated to journalistic

integrity, community engagement, and public service. CFINR was established in 2024 to lead the charge in solving the issue of regaining the public's trust in media. Friday was appointed as Executive Director of CFINR that same year.

Before joining CFINR, Friday served as President and Publisher of the *Lexington Herald-Leader* in Kentucky from 2011 to 2018. He later served as Special Assistant to the President and Chief Advocacy Communication Strategist at the Kentucky Community and Technical College System (KCTCS) from 2019 to 2021 and as Executive Director of the Hope Center in Lexington from 2021 to 2023. Prior to that Friday served numerous newspapers in a variety of capacities.

A proud alumnus of North Carolina State University, Friday holds a B.A. in Business Management and Economics. There he also played football. In recognition of his leadership and contributions, he was awarded an Honorary Doctor of Laws from the University of the Cumberland. Friday's dedication to service extends beyond journalism. He currently serves as Chair of the *Stars and Stripes* newspaper publisher national advisory board, as well as on the boards of the Southern Newspaper Publishers Associ-

ation Foundation and the National Children's Reading Foundation.

Additionally, he is a board member of the Muhammad Ali Center, a trustee of the University of the Cumberland, a member of the University of Kentucky's College of Communication and Information Dean's Advisory Council and serves on the Baptist Health Lexington Administration Board and the Foundation for a Healthy Kentucky Advisory Council. In 2019, he was inducted into the Junior Achievement of the Bluegrass Business Hall of Fame in recognition of his professional and community impact.

Friday and his wife, Melody, reside outside Lexington, Kentucky, and are proud parents to their daughter, Chanel.

**WELCOME,
NEW ROTARIANS**

Lawrence "Larry" Spell

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Ph: 255-917-2706
Education, Music Education
Transylvania University
Sponsor: Shawn Lyons

Look for their bios in an upcoming issue of *The 5th Page*.

PRESIDENT ELECT TRAINING SEMINAR

Taking over the reins of a Rotary Club is a commitment not to be taken lightly. Most of us know about the Rotary Leadership Institute (RLI), a course recommended for all Rotarians to gain a more in-depth understanding of Rotary both globally and locally. Graduation from RLI is mandatory for certain Club leadership.

In addition to RLI, president elects are also required to attend The President Elect Training Seminar (PETS). The purpose of PETS is to provide essential and current information to incoming club presidents in order to prepare them to have an effective and fruitful year.

Our own president-elect, Laurel Marin, recently joined other dedicated Rotarians in Chattanooga, Tennessee for the Mid-South PETS. In addition to our District 6740, District 6710 (Western Kentucky), along with Districts 6760 and 6780 (Tennessee) and 6860 and 6880 (Alabama).

By participating in small group sessions, exposure to top Rotary and motivational speakers and exchanging ideas with other presidents-elect, Laurel and her peers will go back to their clubs, ready lead them on into the future of Rotary.

The accompanying photo shows Laurel with Greg Palmer of the Florence, Kentucky Club. Greg is the District Governor-Elect of District 6740.

Laurel, congratulations and thanks!



SHOOTING THE STARS!

Dancing with the Lexington Stars, our Club's signature fundraiser, is just around the corner and the publicity machine is in full operation. Several Rotarians recently participated in a photoshoot for the *Tops Lexington* magazine featuring our star dancers. All eight couple "Stars" were able to make it for the photos and the video interviews. Crystal Newton and Michael Wallace conducted the video interviews, then edited them for use in social media. Hunter Lisle was present to encourage the dancers and answer any questions they had about their lessons. Susan Adams did the scheduling and kept things moving. Look for the April *Tops Lexington* edition to learn more about our dancers and see the great pictures!



Hunter Lisle, Crystal Newton, Susan Adams, Michael Wallace

The Rotary Club of Lexington
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- Laurel Martin - President-Elect
- Kim Johnson - Past President
- Alisha Chaffin - Secretary
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- Trafton@rotarylexky.org
- Jenny Schnurr - Office Assistant (Staff)
- jenny@rotarylexky.org

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WHEEL HORSE CONTRIBUTORS

- Joe Bark Paul Chewning John Meyers
- Robert Mucci Jim Richardson
- Jenny Schnurr Bill Straus Peggy Trafton
- John Wharton, Editor
- Dan Koett, Assistant Editor
- Set up & printing by Lynn Imaging
- Editorial Standards: *Chicago Manual of Style*, 17th ed.

Rotary in Review

COMBATING ALZHEIMER'S DISEASE THROUGH CUTTING EDGE RESEARCH IN THE BLUEGRASS

The Rotary Club's most recent speaker was Dr. Maj-Linda Selenica, Associate Professor and Associate Director of Outreach & Partnerships in the Dept. of Molecular and Cellular Biochemistry at the Sanders-Brown Center on Aging (Sanders-Brown). Based at the University of Kentucky, Sanders-Brown's basic and clinical scientists are working together to improve the health of older adults in the Commonwealth and beyond through research dedicated to understanding the aging process and age-related brain diseases.

Today, more than seven million Americans are living with Alzheimer's, which is the fifth leading cause of death for adults sixty-five years of age and older. Kentucky is home to 81,000 of these patients; 11.2% of Kentuckians have subjective cognitive decline. This comes at a cost to Kentucky's Medicaid system of \$949 million. The human cost is incalculable.

Dr. Selenica stated that Sanders-Brown is a nationally leading institution promoting healthy brain-aging through basic and applied research. It is one of only thirty designated research centers in the United States and was one of the first ten funded by the National

Institutes of Health. Recently, Sanders Brown received a \$3.1 million grant from the National Institute on Aging. The Center's focus is in five areas: healthy aging, basic research, mixed pathologies, healthy brain activity, and identifying risk factors, such as Down's Syndrome and vascular co-morbidities. She said that Alzheimer's is a form of dementia and 60-80% of Americans have some form of it. Last year, Alzheimer's and other forms of dementia cost \$360 billion. The cost to Medicaid was \$9.5 billion, in addition to medical and caregiving costs not covered by this plan. It was estimated that \$4.8 billion in care costs are unpaid.

She said that Alzheimer's is an aging disease that causes a reduction in the brain's memory area. This can lead to anxiety and a decrease in "executive" decision-making. The disease, which was discovered 120 years ago by a German doctor, is a decline in cognition caused by a buildup of plaque around the brain's neurons. As the neurons are killed there is a loss of brain activity, causing brain shrinkage and memory decline. She suggested that the keys to delaying the "aging" of the brain are a healthy diet, exercise, and cognitive

activities such as reading—easy steps to follow in combating Alzheimer's and dementia. Central Kentucky is fortunate to have such cutting-edge research being conducted on this critical health issue through Sanders-Brown.

— Paul B. Chewning

ROTARIANS, THIS IS YOUR CALL TO THE KEENELAND POST!

The Social Committee is once again organizing a day at Keeneland for Rotarians to enjoy "Racing As It Was Meant To Be". Enjoy a spring afternoon at Keeneland on Wednesday April 23rd, one week after you head out to Shillito Park for our Miracle League Field membership social. Susan Adams reports that only eighteen tickets have been made available for this spring meet, since requests were stated by the track to be "overwhelming". The price for the tickets has once again increased. Each ticket is now \$125. Use this link -<http://e.givesmart.com/events/Gqy> - or the QR code on the tabletop signs at our Thursday meetings to get your tickets before they are gone.

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