

ROTARY INTERNATIONAL CLIFF DOCHTERMAN AWARD PRESENTED

Scouting Committee members, Dan Miller, and Harvey Coggin, present the Cliff Dochterman Award to Rob Kirkpatrick. The Cliff Dochterman Award is an honor available to recognize an individual Rotarian who acts as a role model and renders distinguished and dedicated service to Scouting through active service, leadership, or other exemplary contributions to the Scout Association of his or her home country; or internationally.



Dan Miller, Rob Kirkpatrick, Harvey Coggin

MARKETING, MENTORSHIP, AND COMMUNITY: MY INTERNSHIP WITH THE ROTARY CLUB OF LEXINGTON



MADDIE EASTMAN

I'm incredibly grateful for the opportunity to work as an intern with the Rotary Club of Lexington. Throughout this experience, I've learned the value of community involvement and gained a wide range of marketing skills that I hope to carry with me throughout my career. My responsibilities have included updating the website weekly, managing the RCOL social media accounts, and assisting with marketing for Dancing with the Lexington Stars! I am very excited to hopefully be able to attend future events including DWLS. Even with my busy schedule, this internship has remained manageable thanks to the supportive and very helpful team I've had the opportunity to work with!

Maddie is a student-athlete on UK's women's soccer team and majoring in marketing.

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. 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. Tickets must be purchased by April 20th! In order to be sure all tickets are sold we will open sales to others April 14th.

The ROTARY Club of Lexington WHEEL HORSE

April 10, 2025 - TODAY'S PROGRAM -

Presiding: President Bret Anderson
Inspiration, Pledge, & 4 Way Test: Cheyenne McBride
Introduction of Guests: Sharron Townsend
Introduction of Speaker: Chris Aldridge

Speaker: DeVone Holt, President & CEO, Muhammad Ali Center
Program: What the World Needs Now is the Muhammad Ali Index
Location: The Mane on Main

APRIL LUNCH SPONSOR BRET ANDERSON



MEET OUR SPEAKER



DEVONE HOLT

Today we welcome to the Rotary podium DeVone Holt, a multi-talented executive who combines nearly thirty years of experience as an institutional brand manager, culture creator, strategic communicator, and people convener.

In 2024, Holt was named president and CEO of the Muhammad Ali Center (MAC) in Louisville, Kentucky. The MAC is a 96,000 square-foot cultural center that showcases the life and legacy of Muhammad Ali, and carries forward his legacy of service to others and fighting for justice for all.

Prior to joining the Muhammad Ali Center, Holt served as the Chief External Affairs Officer at Goodwill Industries of Kentucky. During his five years at Goodwill, he helped the nonprofit organization turn a 20-acre inner-city

brownfield site into a \$120 million Opportunity Campus in Louisville's most underserved community. In addition to overseeing the marketing, communications, public relations, fundraising, and government affairs for Goodwill, he also served as Superintendent of Kentucky's very first high school for adults, which Goodwill opened in 2022 after a successful multi-year lobbying and fundraising campaign led by Holt.

Previously, Holt served as the National Director of Customer Engagement for ResCare Workforce Services and the Special Assistant to the Superintendent of Jefferson County Public Schools, functioning as the lead external affairs officer for both organizations.

His leadership efforts were recognized in a community study conducted by Leadership Louisville, which identified him as one of the city's most "connected" citizens who has found success as "getting things done" as a "trusted leader."

As an economic development professional, his work helped create approximately \$400 million in new business investments and more than 1,000 new jobs for inner-city residents. He produced these unprecedented results by managing

the inner-city business expansion and attraction project for the city of Louisville for seven years before founding the Urban Insight Agency, which served as a consulting firm that helped companies maximize their investments in urban markets.

In 2003, his best-selling book Hip-Hop Slop: The Impact of a Dysfunctional Culture was published and led him to the lecture circuit. Since then, the book has become the subject of a national debate and has been deemed required reading for college students around the country.

For ten years, Holt served as lead host, writer, and producer of the "Saturday Morning Solutions" radio show in Louisville where he helped create one of the area's largest and most loyal listening audiences by sharing strategies on how to improve urban communities.

In 2024, Holt received an honorary doctorate degree from Simmons College of Kentucky for his decades of work in helping to revitalize inner city communities and the people who live in them.

DeVone is married to Lori Holt and they are the parents of two future leaders: Alexandra and Aaron. He lives in Louisville, Kentucky.

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Table with 2 columns: UPCOMING PROGRAMS and UPCOMING EVENTS/VOLUNTEER OPPORTUNITIES. Lists dates and activities from April 17 to May 29.

ROTARY CELEBRATES TOYOTA BLUEGRASS MIRACLE LEAGUE OPENING DAY

Rotarians turned out in joyful force on Saturday, March 29 to celebrate the Opening Day of the 2025 Toyota Bluegrass Miracle League (TBML) Spring Season at Shillito Park. It was a perfect blend of sunshine, smiles, and service as our club hosted a community picnic and joined athletes, families, and volunteers for a full slate of inclusive baseball.

Opening Day also featured a special pregame tribute honoring longtime TBML Board President Jim Jordan, who served in this capacity from 2015 to 2023. Current board president Tony Barrett presented Jordan with an engraved julep cup in recognition of his tireless leadership and impact. Under Jim's guidance, the league secured major facility upgrades and expanded its reach—ensuring TBML remained a safe, welcoming, and joy-filled place for players of all abilities.

Thanks to Rotary TBML Committee Chair Eileen O'Brien for her leadership in organizing Opening Day. Rotarians served as buddies, worked the grill, cheered from the stands, and celebrated the start of another incredible season. According to League Commissioner Kevin Haury, this was the largest Opening Day crowd he can remember. If you missed Opening Day, there are still plenty of chances to get involved this spring. Special thanks to TBML and the YMCA of Central Kentucky for inviting us to be part of such a meaningful day of community, inclusion, and fun.



Photos Courtesy of TOPS

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Rotary in Review

MARC WHITT: PR LESSONS LEARNED ALONG THE WAY

It was “old home week” at Rotary as Marc Whitt brought warmth, wit, and four decades of public relations experience to the podium during our April 3 meeting. A longtime friend to many in the room and a valued member of the PRSA Thoroughbred Chapter Board, Marc shared reflections from his professional journey and his bestselling book *PR Lessons Learned Along the Way*, offering 10 essential leadership lessons with a blend of storytelling, humor, and humility.

Representing the University of Kentucky and President Eli Capilouto, Marc opened by thanking Rotarians for being among the 10% of people who go beyond simply getting by to truly making a difference through service. “Branding,” he noted, “is not just a logo or color palette. Branding is spelled S-E-R-V-I-C-E.”

Marc illustrated that point with a powerful personal story about working summers at his grandfather's service station in Paintsville. Tasked with detailing a pristine Apple Red Corvette for a new Army recruiter, Marc poured his heart into the job—but missed one detail: the inside of the tailpipe. The re-

cruiter launched into a harsh tirade. Yet, rather than scolding Marc or deflecting blame, his grandfather calmly accepted responsibility and asked Marc to give it another go. The result? A perfect detail, a stunned recruiter, and eventually, a regional contract for the service station. “My grandfather believed in me,” Marc said. “And that moment taught me that people expect excellence—but we should strive to be exceptional.”

Among the other leadership lessons Marc shared:

- **Expect and learn from failure.** Fear can paralyze progress, especially for those new to a role. “Grow your people,” he encouraged leaders. “Don’t expect them to start at your level of experience.”
- **Lead by example.** “Character and integrity must always come first,” Marc said. “At the end of the day, our name is all we truly own.”
- **Meet each day with high expectations.** Whether the goal is big or small, progress matters. “Even just a little bit of achievement today is more than yesterday.”
- **Grab the low-hanging fruit before climbing to the top.** A childhood

story about scaling an apple tree reinforced the importance of recognizing opportunities right in front of us before risking it all for something just out of reach.

• **Stay fresh and relevant.** Marc recalled the excitement of installing a fax machine at Georgetown College—a moment that underscored the need for lifelong learning and adaptation in a rapidly changing field.

He rounded out his list with reminders to remain battle-tested, keep a sense of humor, celebrate others, and have fun along the way. “Kindness never falls out of fashion,” he said, inviting Rotarians to repeat the phrase aloud—and we did.

When asked about maintaining a personal brand in today's divisive climate, Marc offered this guiding principle: “I keep my strong opinions for private conversations. Online, I try to share messages that bring people together and reflect the good we can collectively pursue.”

We're grateful to Marc for reminding us that excellence, character, and kindness aren't just leadership traits—they're Rotary values.

– Dan Koett

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