



ARE YOU READY TO HELP LEAD THE CHARGE?

We're just one year away from hosting the **Rotary Large Club Conference 2026 (LCC26.)**

This is a **fantastic opportunity** for our club to showcase the very best of **Lexington**, come together for 4 days of **fellowship and leadership**, and to **welcome Rotary leaders** from large clubs across North America. We're forming the planning committee now — and **we need YOU** to be part of it! Interested in joining the team? Contact **Peggy Trafton** at trafton@rotarylexky.org or call **859-389-8100**.

Let's make LCC26 unforgettable!

SPOTTING ROTARY

On a recent trip to Italy, Peggy Trafton found the Rotary Club of Ostuni - Valle D'Itria – Rosamarina had provided educational signage inside the amazing Matera Cathedral, built in 1270.



Rotary is everywhere! Cheyenne McBride and her family were on an Alaskan cruise in July when they stopped at the beautiful city of Victoria, British Columbia. As they were walking, she noticed that the Rotary Club of Victoria had donated this plaza to the city. What a gift!



WELCOME, NEW ROTARIAN
Zack Moscow

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Service Industry, IT/Cybersecurity
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His bio is in this week's issue of The 5th Page.





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| UPCOMING PROGRAMS | | UPCOMING EVENTS | |
|-------------------|--|-----------------|--|
| Oct 9 | Mayor Linda Gordon, Lexington Fayette County Urban Government | Oct 5 | Walk to End Alzheimer's Disease, Alltech Arena, KY Horse Park, 2:30pm |
| Oct. 16 | Doing Rotary Differently, No Lunch Meeting | Oct 8 | Keeneland Outing, Lexington Room, Tickets \$125 SOLD OUT |
| Oct 23 | Bob Quick, President, Commerce Lexington and Ashli Watts, Kentucky Chamber of Commerce | Oct 11 | Toyota Bluegrass Miracle League, Rotary Day, Shillito Park 10-2:00pm |
| Oct 30 | 5th Thursday, Social Event, See Upcoming Events | Oct 11 | Rotary Leadership Institute, Bluegrass Community and Technical College, Newtown Pike, Free |
| | | Oct 16 | Ride for Polio, CycleYou, 6:30pm |
| | | Oct 27 | Backpack Pack-Up, God's Pantry Food Bank, Winchester Rd., 1:00-2:30pm |
| | | Oct 30 | UK Men's Basketball game watching vs Georgetown, Roosters, Richmond Rd. |
| | | Nov 6 | Screening <i>Join or Die</i> , a film about you should join a club, Kentucky Theatre, 7:30pm |
| | | Nov 15 | Pickle & Pints, Club Pickleball Tournament Fundraiser, 6:00pm |
| | | Nov 20 | Field Trip, Blue Grass Stockyards, Lunch and Tour, Iron Works Pike, 11:30-1:00pm |

The TARY Club of Lexington

WHEEL HORSE

October 2, 2025

— TODAY'S PROGRAM —

Presiding: President Jamie Schrader
Inspiration, Pledge, & 4 Way Test: David Jones
Introduction of Guests: Mike Baker
Introduction of Speaker: Don Hart

Speaker: Kenny Brooks, Head Coach, Women's Basketball, University of Kentucky
Program: UK Women's Basketball... *"till the battle is won"*
Location: The Mane on Main

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MEET OUR SPEAKER



KENNY BROOKS

Kenny Brooks, who was chosen as the 2025 Sporting News National Coach of the Year, was named the ninth head coach of the University of Kentucky women's basketball program on March 26, 2024. He enters his second season as the Wildcats' head coach in 2025-26, his 24th season overall as a head coach. Brooks has compiled five Colonial Athletic Association Tournament titles, four CAA regular-season titles, one Atlantic Coast Conference Tournament title, one ACC regular-season title, 11 NCAA Tournament appearances, and one Final Four appearance.

Brooks' first season at the helm of the Kentucky Wildcats was nothing

short of sensational. He hit the ground running, recruiting players and hiring coaches and staffers that would end up being competitive in a conference that was new to almost all of them. That collection would go on to earn a 23-8 overall record in 2024-25, including an 11-5 mark in the loaded SEC. In the process, Brooks tied the late Terry Hall as the quickest head coach in program history to reach twenty wins at UK. The Wildcats, who earned five ranked triumphs, ranked as high as No. 8 in the Associated Press poll and went on to earn the four seed and double bye at the SEC Tournament and the four seed and hosting privileges in the NCAA Tournament.

The Cats broke or tied twelve school records before ending the season as the nation's leader in blocks per game. Meanwhile, star-studded point guard Georgia Amoore—who he affectionally refers to as his mini-me—went on to earn consensus All-America, Nancy Lieberman Point Guard of the Year Top Five Finalist, ESPN Newcomer of the Year, SEC Newcomer of the Year, and All-SEC First Team—among others—before being picked No. 6 overall

in the 2025 WNBA Draft by the Washington Mystic

Excitement built off the court as well, with reserved season tickets selling out prior to the season, and four sold-out home games. Brooks' team assembled a 3.59 GPA in Fall 2024, the program's highest GPA in ten years (outside of the Covid-affected semester in Spring 2020).

Brooks arrived in Lexington after serving eight seasons as the head coach at Virginia Tech. Under his guidance, the Hokies enjoyed eight consecutive winning seasons and made four straight appearances in the NCAA Tournament. Brooks joined Virginia Tech after an impressive 14-season stint as head coach at James Madison University, where he compiled a record of 337-122 (.756), which made him the winningest coach in school history.

Brooks played college basketball at James Madison University for three seasons under coach Lefty Driesell, while also earning a degree in business management. Brooks and his wife, Chrissy, have four children, Kendyl, Chloe, Gabby, and Nicholas.

The Rotary Club of Lexington
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Editorial Standards: *Chicago Manual of
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ROTARY WOMEN TEAM WITH HABITAT FOR HUMANITY FOR SOME “TOOL TIME”

Several women Rotarians recently joined forces with female students from UK to help with a Kentucky Habitat for Humanity (HFH) building project. This was part of a HFH building project as part of its “Women Build” initiative. The house under construction is located off Russell Cave Road.

Rotary Participants were Mary Ellen Fifles, Kim Johnson, Judy Worth, and Susie Basham. Work including lifting trusses, ripping plywood, and installing outside weatherboard.

Why a “Women Build” initiative? HFH notes on its webpage

- Women are more likely than men to face higher housing cost burdens than men at every income level.
- On average, single women pay more for mortgages and receive less favorable lending terms than single men, even when credit profiles are similar.
- In many parts of the country, women must earn significantly more than men to afford the same home, due to the gender wage gap and rising housing costs.
- Single mothers face some of the highest barriers to stable homeownership, contributing to long-term economic insecurity for entire families.



Rotary in Review

BULLYING: WHO, WHY, WHERE, AND HOW TO ADDRESS

At our September 25 meeting, Dr. Alexander Vazsonyi treated us to the impact of bullying in our society, not only in Lexington but around the world. He demonstrated statistical evidence regarding both those being bullied but also those engaging in bullying. His primary focus was on cyberbullying. He explained that studies from over 1,000 youth, ages 9 – 16 from twenty-five European countries were utilized to build on prior research which has shown that traditional school bullying predicts cyberbullying. Individuals low in self-control seek immediate pleasure without much consideration of long-term consequences of their behaviors or actions. Victims of cyberbullying report significantly higher levels of depressive symptoms than victims of traditional bullying.

Dr. Vazsonyi elaborated as follows: “Cyberbullying does not seem to be a behavior problem that is independent of traditional bullying in that offline victims are also at risk to the victims online. Our study adds to the existing literature on the importance of self-control by establishing its links with cyberbullying perpetration and victimization.”

Cyberbullying causes emotional damage and, due to ever-advancing communications technology, its now ubiquitous nature among youth, and the instantaneous nature of the messaging, its impact can be sudden and devastating to victims. On a positive note, it was noted that in the past several years many school systems both in the U.S. and globally have reduced/eliminated the use of cellular devices in the schools. Although the research is not voluminous, yet the results have been remarkable. The reduction of cyberbullying in those schools has been dramatic, but of course the effectiveness of this approach is limited to the hours that children are in school.

With regard to bullying generally, Dr. Vazsonyi sounded another positive note, referencing a seminal Finland study and the development of an anti-bullying program referred to as KiVa. KiVa was developed by the University of Turku, Finland, with funding from the Ministry of Education and Culture. It is evidence based and the data demonstrates the positive impact that it has had on reducing both the sheer number of incidents and in the self-improvement in positive attitudes of those being bullied. Elements of KiVa have been utilized in the US and elsewhere, again with positive results.

As a grandfather of two granddaughters ages 8 and 11 it was frightening for this writer to see the statistics that females in that age group are the ones with the highest frequency of being bullied. During the question and answer session following the talk, it was obvious this was a topic of interest given the quantity and quality of the questions that being asked. Truly this was a program that hit home with many of us. A special thanks to Jeff Thompson for suggesting and setting up this program.

– Jim Richardson

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NEW MEMBER DEEP DIVE: LOUIS HATCHER



LOUIS HATCHER

us a lot about Louis.

Louis had been an active supporter of Big Brothers/Big Sisters (BB/BS) and met Dale Suttles on a trip when Dale was in leadership for BB/BS of the Bluegrass. Louis was a big fan of Dale's work and continued to support Dale's mission when he transitioned to become President of Sunrise Children's Services, a Kentucky faith-based nonprofit that provides therapeutic residential or foster care throughout Kentucky for children who have been abused or neglected. On one visit to the Danville residential facility, a young boy asked Louis, "Did you really come all the way from Georgia just to see us?"

Louis was deeply moved that such a seemingly insignificant gesture by him could have such a profound impact on a young person who had endured such a difficult life. At this point he knew that he wanted to continue to work with Sunrise and now is serving as in-house counsel for them as he winds down his law practice in Albany, Georgia.

Louis moved to Lexington in March of this year. He is an avid weightlifter and was a former national record holder in the bench press in the lifetime drug-free ranks. Louis continues to enjoy working out and is also pursuing a Doctorate of Ministry in Christian Apologetics (OK, I confess that despite having multiple ministers in my family, I had to look that up – it's the practice of defending and explaining the Christian faith).

Louis and his wife, Ovaline, have three grown children and seven grandchildren with one more on the way. When I asked him what he hoped to gain from membership in Rotary, he not surprisingly answered that he looks to be a servant in whatever activities he is involved in.

– John Meyers

NEW MEMBER DEEP DIVE: ZACK MOSCOW



Zack Moscow has just about come full circle; he now lives in a house that is very close to the neighborhood that he grew up in. But before he returned to his roots, he embarked upon three distinct careers.

For the previous twenty-one years, he has lived primarily in Nashville.

ZACK MOSCOW That led to career number one – music performance and production. Zack is a keyboardist who prefers jazz but admits that he played "whatever paid the bills". He even performed on the Jagermeister Country Tour (he has subsequently sworn off Jagermeister). Career number two required a move to Cincinnati and a job with Rhinegeist Brewery, as their seventh employee at the time. Zack worked to develop national accounts for the brand. While the beer business can be very enjoyable, Zack felt the need to find a third career.

He obtained an MBA and studied Information Technology at Vanderbilt University. Zack is currently the Vice President of Strategic Growth for NetGain Technologies, LLC. The company assists businesses in outsourcing their IT needs and developing higher-end cyber governance policies.

Zack was very active with the Nashville Rotary Club, especially their projects with 2nd Harvest Food Bank and Habitat for Humanity. He seeks the same kind of fulfillment from service for the community here in Lexington. Zack and his wife, Sara Madison Moscow, MD, have two children – eight year-old Max and five-year-old Claire. They are reveling in the small pleasure that both will be going to the same school soon. Zack loves cooking but admits that the family also enjoys eating out.

– John Meyers



| | | | | | |
|---------|----------|----|--------|----------|----|
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| Ike | Lawrence | 10 | Pete | Perlman | 29 |
| Paul | Chartier | 11 | Paul | Chewning | 29 |
| Susie | Basham | 11 | Jeff | Morrett | 30 |

BLOM RECEIVES MAJOR HUMANITARIAN AWARD



We at the Wheel Horse are thrilled when the rest of the world tumbles on to the fact that Rotarians truly live the motto of "Service Above Self". Case in point: our

own **Brigitte Blom** who on September 23 was named the 2025 Humanitarian of the Year by her alma mater, the Haile College of Business at Northern Kentucky University. This annual award is given to an individual who has demonstrated exceptional leadership and service to the university and community through their time, talent, and treasure. Sounds like a Rotarian!

In presenting the award, it was noted that "Blom's unwavering commitment to education and public policy has made her a transformative force within the realm of education in Kentucky, and her passion for creating a better future for all Kentuckians continues to remain at the forefront of her work."

Brigitte in turn noted her gratitude and added the following.

Northern Kentucky University will always be a special place to me, in large part because of the professors who supported, inspired, and encouraged me. They saw things in me, I had yet to see in myself. Their passion for their subject matter brought the disciplines of economics and international studies to life for me - and connected to my own sense of curiosity and passion for learning. I'm grateful to have had the opportunity to take all of that with me to my leadership of The Prichard Committee for Academic Excellence.

Congratulations, Brigitte!

RUNNING DOWN A DREAM AT ASBURY SEMINARY



Fall is marked by throngs of fresh-faced youngsters heading off to school, a moment often marked by proud parents taking a photo of the kids as they head out the door on the first day of school. Not to be outdone, Rotarian **Chris Campbell** posted his own first-day photo, as he began his educational journey at Asbury Seminary. His goal: to obtain a Masters Degree in Biblical and

Theological Foundations. One more Rotarian for whom learning is a lifelong experience. Wishing you all the best, Chris!



LADIES AND GENTLEMEN, WE NOW PRESENT THE BRIDE AND GROOM

We aren't certain just what is in the water being consumed by our Rotary photographers. First it was Bill Straus, now its Michael Wallace, entering into the state of wedded bliss. We are thrilled to join all Lexington Rotarians in congratulating Michael and bride Alexis on their September 20 marriage at the Gatewood in La-Grange, Kentucky. In this case they took the plunge both literally and figuratively as their honeymoon was a diving trip to Florida. Congratulations Michael and Alexis.



AND WE'LL HAVE FUN, FUN, FUN . . .

The 5th Page thanks Susan Adams for sharing with us this photo of the Beach Boys playing the first major concert at Gatton Park. Rotary Club of Lexington is, of course, a major financial supporter of the park and this represents an entirely new chapter in the Lexington entertainment landscape. We'll assume that Susan did indeed have fun, fun, fun!

