

The Nerve



A Weekly Newsletter of the Rotary Club of Tuscaloosa

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This Week, May 28, 2013 Dean Hardin



Business is moving faster than ever before. To compete with the top-tier schools of today, we must be in the business of tomorrow.

When Dr. Michael Hardin was appointed dean at Culverhouse in August 2011, he found himself facing the same problems that CEOs all over the world are now dealing with: a dated brand identity and an inefficient website structure. Defining the new Culverhouse identity meant repurposing its form to follow the high standards and functionality of our academic programs and experienced, well-respected faculty, as well as the business world of today.

Hardin's five-year goal for the college hinges on bringing Culverhouse into the top 25 public business schools in the nation and across the world by preparing students for a global economy.

Rank and image are important parts of Hardin's strategy, but the heart of the effort lies in providing the best possible education and placement opportunities for The University of Alabama students. This can be achieved by maximizing value through ROI and by building our national standing through collaboration with other schools, engaging alumni, and sharing our culture through the new socially integrated site. Ultimately, the factor that defines us is our ability to place graduate and undergraduate students in the best jobs.

The bar is being raised, and Hardin's Culverhouse is becoming a formidable force in 21st century business education.

Last Week, May 21

Jennifer Sherman

Sherman spoke about the three different areas of focus for the Sickle Cell Disease Association of West Alabama. They are working to identify and diagnose SCD, determine if a person is at risk of the disease due to genetic history, and to raise awareness in the community about SCD & traits.



Announcements

- The 4th annual Tuscaloosa Honor Flight was a great success! Jordan Plaster gave an overview of the Flight. A total of 167 people made the flight, and of that number, 98 were veterans. There were 12 WWII veterans and 86 Korean veterans. Of the veterans that made the trip, 58 served in the Army, 20 in the Air Force, 19 in the Navy, and 1 Marine. Jordan thanked everyone that has been apart of making the Honor Flight a success, and we want to thank Jordan for all of his efforts and leadership to ensure this Flight, and the previous 3 Flights were a great success!!
- Rotarian of the Week was **Patricia Parnell**
- J.G. Brazil recognized 6 Paul Harris Fellows: **Linda McCarley, Debbie Besant, Lucas Hayes, Linda Chambers, Bud Baker, and Ted Turner.**



Guests May 21

Guests at the May 21st meeting of the Club included:
Mary Elizabeth Harper, guest of Carol Wright (Library Director of Tuscaloosa); **James Shirley**, guest of Jordan Plaster (DCH RMC).

UPCOMING PROGRAMS

June 4
Dr. Harris
President of
Alabama State
University

June 11
Dr. David Bronner
RSA

June 11
Tim Nunnally City
of Tuscaloosa
Attorney

“If there is any one particular in which I would have Rotary distinguished from other organizations, it is in the quality of character which results in the doing of things.”

— Paul Harris



At the Head Table May 21

Patricia Parnell (speaker intro), **Joe Bedingfield** (Invocation),
Ryan Stallings (guest intro), **Bill Jessup** (Pledge).

ABSENT? MAKING UP ATTENDANCE IS EASY...

- Visit with the Morning Rotary Club every Thursday at 7 AM at Indian Hills Country Club.
- Attend another club's meeting within two weeks before or after an absence.
- Participate in a Rotary event, such as a committee meeting, social function, Interact event, etc.
- Make up at E-club online: www.rotaryclubone.org.

REPORT ALL MAKEUPS TO CLUB SECRETARY NANCY JONES