

The Nerve



A Weekly Newsletter of the Rotary Club of Tuscaloosa

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This Week, July 23, 2013

University of Alabama Athletic Director Bill Battle

Officers, 2013-14

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J. G. Brazil
RI Foundation

James Leitner
Past President

Jim Shamblin
*Tuscaloosa Memorial
Foundation*



William R. "Bill" Battle was named Director of Athletics at The University of Alabama on Friday, March 22, 2013, succeeding Mal Moore who had held the position since November, 1999. Battle joined the Crimson Tide after a career as a college football coach and entrepreneur that was consistently hallmarked by innovation and foresight.

A native of Birmingham, Ala., Battle attended The University of Alabama on a football scholarship and enjoyed a successful playing career as a three-year starter at end for the Crimson Tide under legendary head coach Paul "Bear" Bryant from 1960-62. Battle was a member of Bryant's first national championship team at Alabama in 1961. Generally regarded as the team's best end throughout his playing career, Battle came to Tuscaloosa after starring in three sports at Birmingham's West End High School.

An excellent student, Battle holds a bachelor's degree from The University of Alabama and a master's degree in Education and Physical Education from The University of Oklahoma. He was an Academic All-SEC selection as a senior in 1962 and was selected to play in the Senior Bowl all-star game in Mobile, Ala., in January of 1963. He was named first team tight end and second team defensive end on The University of Alabama All Decade Team of the 1960s.

During his seven-year tenure as head coach (1970-76), Battle's teams went 59-22-2, finished three seasons ranked in the nation's top 10 among five top-20 finishes and won four out of five bowl

games. Battle's Tennessee teams won 11 games once (1970) and at least 10 games in three different seasons (1970, 1971 and 1972). His first Tennessee team finished the seasons ranked fourth in both national polls. His 1971 team finished ranked ninth in both national polls and the 1972 Tennessee squad finished ranked eighth by the Associated Press and 11th by in the Coaches' poll.

Battle began a career in the private sector after his coaching career ended. He held various positions within Circle S Industries in Selma, Ala., and served as president of two different companies, as well as vice chairman of the Circle S Holding Company Board. During his six years at Circle S, the organization grew from two companies earning \$12 million in annual sales to 10 companies earning \$60 million.

Battle founded The Collegiate Licensing Company (CLC) in 1981, and served as president and Chief Executive Officer (CEO) until 2002. He also served as chairman of the board of Licensing Partners International (LPI), which was created in 2001 to represent the licensing interests of non-collegiate sports properties, as well as corporate and entertainment properties.

A 1981 inductee into the Alabama Sports Hall of Fame, Battle was inducted as the first member of charter class of the National Collegiate Licensing Association Hall of Fame in 2000. He was the recipient of the 2005 Paul W. Bryant Alumni Athlete Award at The University of Alabama and was inducted into the International Licensing Industry Merchandisers' Association (LIMA) Hall of Fame in 2008.

Battle received a National Football Foundation award in December 2008 for Outstanding Contributions to Amateur Football. In June 2010, Bill was inducted into the National Association of Collegiate Marketing Administrators' (NACMA) Hall of Fame. He was inducted into the Tennessee Sports Hall of Fame, receiving its Lifetime Achievement Award in 2011. He currently serves on the boards of the Bank of North Georgia, the Bryant-Jordan Student-Athlete Foundation, The University of Alabama A-Club Educational & Charitable Foundation, the Crimson Tide Foundation, and the National Football Foundation.

Last Week, July 16th Representative Bill Poole

Our speaker was Representative Bill Poole. Rep. Poole began by saying that Tuscaloosa is Resource rich and a thriving community. He addressed the Medicaid issue now before the state that was previously spoken on by David Bronner.

Medicaid is an enormous issue consuming more of the General Fund, leaving less for other functions, like State Troopers, Mental Health, etc. Even though our State is very frugal with Medicaid – not spending as much as other states on the program – it devours the General Fund. There are two options on the table right now: Health Insurance Exchange and Expansion. Commissioner Williams reports that 940K Alabama citizens receive benefits costing Alabama \$6 Billion annually, with a 3 to 1 Federal match. The state will spend \$615 Million this year.

With expansion, that would add 300K – 350K with the Federal Government paying 100% of the costs until 2016 and then would decrease funding through 2020 where the state would then bear 10% of that increased cost. The Federal Government is putting together guidelines still for this program. They could have the option to change their contribution in the future, which is where some concern lies from a State level. Although it would now pump millions into the economy, stimulating monies for the very services provided – where will this end up in the future. Alabama currently has a "wait and see" approach to see what happens in other states, and does not want to expand unless current Medicaid costs can be controlled. Alabama currently is leaning toward Regional Managed care through a local provider, like DCH.

On to other issues:

- There was a major bill related to Airbus recruitment that will result in suppliers being able to be recruited for the Tuscaloosa and West Alabama area. UA is currently looking at a partnership opportunity. Airbus is building the most state of the art facility in the world, right here in Alabama.
- Funding for school damages (\$8 Million) from Tornado was secured. All of our local educators overcame obstacles to get this money for our community.
- Education Budget has gone another year without pro-ration. There are healthy projections like 2% raises for teachers in the coming year. We

do have to continue paying \$400K back that was injected into the budget to keep it going, but then we will turn the corner and that will only take a couple of years.

- Local transportation projects are in swing, with replacement of the bridge in Alberta City, among others.

Questions and comments from the group included discussing the local school flexibility law, healthcare, money for highways, use of the Education Trust Fund and the ever popular "When will I-59 be 6 lanes all the way into Tuscaloosa.



Announcements

- **REMINDER:** Our first off-site meeting will be held August 13th at 11:30 at the Bryant Conference Center. This will be a combination meeting with the United Way of West Alabama's Campaign Kickoff. Signup sheets will be on the tables during the meetings prior to the off-site. All Rotarians that are planning to attend will need to sign up so that we can have an accurate head count of who will be attending
- Karen Baldwin shared that Ray Farabee brought back a Rotary banner from Steamboat Springs from his travels!
- Our Rotarian of the week was drawn from all previous recipients – and one fact about that person shared. Today was Alan Hartley – who performed at the age of 14 in Vegas

Correction from last weeks Nerve for President Karen's Rotarian of the Week:

B = Be Engaged (keeping with the International theme...Engage Rotary, Change Lives)

O = One more member (we need to recruit more members)

W = Whoo Hoo (have more fun)



News from the Rotary International Foundation

By J.G. Brazil

And now the envelope please! This Tuesday every Rotarian can look forward to receiving an individualized Paul Harris Fellow (PHF) Report. This report provides each member with full information regarding (1) Current Paul Harris Fellow Level; (2) Contributions Needed For Next Level; (3) Points You Can Donate; and (4) Quarterly Billing Option. This information will help members plan their Foundation giving for the 2013-2014 Rotary year. Envelopes will be distributed this Tuesday and the following Tuesday with “leftovers” being mailed to the remaining members. Please ask for your report at the Sign In table following the meeting if you fail to be handed your envelope.



News from the Tuscaloosa Rotary Memorial Foundation

By Jim Shamblin

Every three years, the Rotary Club of Tuscaloosa selects a project to help by pledging money over a three year time frame to fund our part of the project. We have just finished giving Caring Days \$100,000 to build their new facility. It is time for the club to pick a new project. Last Jan., the TRMF Board asked the members to recommend a program that needs our support. You suggested the DCH Breast Center, YMCA, Kentuck, Hospice of WA, Tuscaloosa Public Library, Salvation Army, and the Arts Council.

The TRMF Board visited these facilities and got an on site presentation of the need/s of each. All are worthy of our support, but the Board felt that we should limit our choices to the two projects that need money now and fit the guidelines of the club- generally a “bricks and mortar” gift.

The Salvation Army’s main facility, the Center of Hope, was totally destroyed by the April 2011 tornado. The Center provided shelter and meals for the homeless, a meeting place for Alcohol and Narcotics Anonymous and gave classes in budget management and help in finding a job. The total cost of rebuilding will be about \$ 5 million and they asked us for a pledge of \$50,000.

The Arts and Humanities Council of Tuscaloosa County is renovating the old Allen-Jemison building downtown and turning it into the Dinah Washington Cultural Arts Center. The Center will provide gallery space, offices for local arts/ civic organizations and a small theater. The Arts Council needs \$121,000 to finish. They have asked the club to pledge \$50,000 to help.

After a thorough discussion, the TRMF Board recommends to the club that we support both of these fine projects with a gift of \$40,000 to each, paid over a three year period, starting in Aug. 2013. The TRMF Board would like the clubs permission to proceed and this could be done by a vote at the next club meeting, July 23.



At the Head Table July 16

Patricia Parnell (Invocation), **Bruce Henderson** (Pledge), **Cason Kirby** (guest intro), **Jim Page** (speaker intro).



Guests July 16

Guests at the July 16th meeting of the Club included:

Adrian Scott, (fundraising/Associate VP of Stillman), **Gerald Washington**(fundraising/Associate VP of Stillman)

UPCOMING PROGRAMS

July 30th
Eddie Conyers
Honor Flight Story

August 6th
Lauren Ballard
Angel Flight Soars

August 13th
United Way
Campaign Kick-off
Off-site

“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

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