



the HELICOPTER



The Rotary Club of Pensacola District 6940 Club 4248

WEEK IN REVIEW

The weekly meeting of the Rotary Club of Pensacola was held at New World Landing on a clear and beautiful Tuesday, April 24, 2012. Members and guests were greeted at the door by William Hamilton and Mark Harden. William Hart and William Hart did a great job with ticket sales. The meeting was called to order by President Alan Bookman who led us in the four way test. Betty Gail Peters led us in the prayer and pledge. Father Jack Gray came to the rescue and provided Sunshine and welcomed the military guest, guests of Rotarians and visiting Rotarians. Birthdays were celebrated for Jim Stolhanske, Frances Yeo, Buster Dulion, Madison Currin, Bobby Behr and Andy Popple. Betty Roberts was the winner of the raffle and several Wahoo tickets were picked up by lucky Rotarians and the military guest. President Alan reminded that the Annual Banquet is scheduled for June 26, 2012 at Heritage Hall and that the nominations for the Grover and Sandra Robinson Awards are being taken now to be presented at the annual banquet.

UWF President Dr. Judy Bense introduced the Speaker, Matt Altier, UWF Vice President Administrative Services who presented an outline for the future of Cultural Heritage Tourism in Pensacola. The outline contained 8 major objectives

to be completed. Mr. Altier who is an expert in public-private partnerships provided a look into the possibilities of attracting 1 million additional tourists annually to the Pensacola Area by developing a destination for the Cultural Heritage Tourist, an ever increasing segment of the tourism industry composed primarily of "baby boomers". The typical Cultural Heritage Tourist is over 55 years of age, retired, educated and interested in high end lodging, restaurants and shopping and data indicates the average expenditure of \$995 per person per travel experience. This group travels year round vs. peak summer vacation periods and enjoys touring historic sites such as forts, museums and landmarks while at the same time staying in comfortable lodging close to shops and restaurants. Mr. Altier described Pensacola as a "gold mine" for Cultural Heritage Tourism with its historic downtown, Fort Pickens, Fort Barrancas, the Naval Aviation Museum combined with two National Seashores in the area. According to the outlined plans the objective of becoming a nationally recognized destination such as St. Augustine, with over 6M such tourists each year or Charleston or Savannah with over 2M visitors a year, is within reach and can be achieved in 36 months. Mr. Altier presented a plan with an estimated

cost of \$50M and includes improvements to Downtown Pensacola infrastructure, a Ferry for water transport between Downtown and Ft. Pickens and Ft. Barrancas, trolley system that connects NAS with other historical areas such as Belmont and Devillers and North Hill, and the addition of "boutique" lodging and B&B's downtown. The estimated return when fully completed is \$30M per year in sales and bed taxes to the Pensacola area. UWF currently owns 28 properties in the downtown historic district and with the appropriate public-private partnerships those buildings will be converted to B&B's, hotels, and restaurants to serve as the catalyst for moving forward with putting Pensacola on the map as a destination for Cultural Heritage Tourism. UWF plans to seek funds for the capital improvements through the proceeds of the Restore Act, legislation funded by fines from the BP Oil spill currently before Congress.

President Alan thanked all who served and the meeting was adjourned.

Submitted by Claudia Simmons

ROTARY WHEELS

- ❖ As the Home Builders Association held their annual Parade of Homes it made Handsell Butts remember the FIRST Parade...when there were just eight units shown. He was president as that function was organized.
- ❖ In case we failed to recognize it...good member Al Coby has retired from his role as city manager.
- ❖ Hear that Jerry Maygarden's role at First United Methodist

Church has been altered so that he will concentrate on the church's financial growth factors.

- ❖ Richard Brosnaham surely was all ears when the April 24th speaker detailed plans for the city's historical-cultural development. It was good to hear that UWF will put support behind such a plan. Perhaps that may also involve putting a spotlight on Andrew Jackson's exciting adventures here.

MARK YOUR CALENDAR

CROP - Ethics in Business - Monday, May 7th. No regular meeting on May 8th.

2011-2012 Club Officers

◆ President	Alan B. Bookman
◆ Past President	C. Ray Jones
◆ President Elect	Innes C. Richards
◆ Secretary	Betty B. Roberts
◆ Treasurer	Ronald E. Jackson
◆ Sergeant At Arms	Tim Kane
◆ Historian	John Appleyard

Bulletin Information

Jeff Lewis, Editor 595-4070

Web Site: www.pensacolarotary.org

E-Mail: rcopens@bellsouth.net

*Kerry Langley, Executive Secretary
Office, Room 323 Brent Building*

P.O. Box 528 Pensacola, FL 32591-0528

Phone: 434-0684 Fax: 434-6471

Clubs Available for Makeup

Five Flags	New World Landing	Mon.	12:15 pm
Gulf Breeze	Legends Restaurant	Tues.	7:00 am
	Andrews Institute		
Milton	Red Barn on Hwy. 90	Tues.	12:00 pm
Seville	Seville Quarter	Tues.	5:30 pm
Perdido	Triggers Restaurant	Wed.	7:30 am
Cantonment	Scenic Hills Country Club	Wed.	12:15 pm
Cordova	Gulf Coast Kid's House	Thur.	7:00 am
Pace	Stonebrook Village	Thur.	7:00 am
Suburban West	Pensacola Yacht Club	Thur.	12:00 pm
Navarre	The Tuscan Grill	Thur.	12:00 pm
	Hidden Creek Golf Course		
Pensacola North	Asbury Place	Friday	12:00 pm
	Cokesbury Methodist		

District Governor

Jeanne Quave
www.rotary6940.org

Assistant District Governor

Ted Kirchharr

HAPPY BIRTHDAY

**Birthdays for the week of
May 1st through May 7th**

Carol Law – May 1

born in New York, NY, in Rotary 20 years

Jim Dickerson – May 4

born in Columbia, TN, in Rotary 17 years

GREETERS AND TICKET SALES

May 1

Greeters: Sherry Hartnett and Martin Harwood

Ticket Sales: James Hizer and Gerald Hoewing

UPCOMING SPEAKERS

May

1 - Joyce Dove - Children of Ukraine: A 15 Year Rotary Program for Orphans with Congenital Disease

8 - No Meeting

15 - Dr. John Lanza - School Health in Escambia: Past, Present, Future

22 - Dana Bledsoe - Children's Hospital Enterprise

Pensacola, FL 32591-0528

P. O. Box 528

The Rotary Club of Pensacola

