



Rotaract Review

THE ROTARACT CLUB OF BIRMINGHAM

Volume 1, Issue 5

December 2006



Look Inside for ...

PROGRAMS

December 5th Luncheon
Mr. Max Cooper

December 19th Luncheon
CANCELLED

SERVICE

Magic 96 Family Sponsor

SOCIAL

December 14th Holiday Party
Open Door Cafe

A Message From the President

Happy Holidays! As we prepare to enter this season of family, giving, and rejoicing, I hope you will each take advantage of the many opportunities to serve in our community. Particularly, I encourage you to get involved with our effort (along with Magic 96) to supply gifts for a family in need. Also, please sign up to help out with the Pioneer Classic Basketball Tournament at the Lakeshore Foundation on the weekend of January 12-14. These are both great opportunities to interact directly with the folks you serve.

Don't forget about our Rotaract Holiday Party this coming Thursday, December 14 at the Open Door Cafe. Although it's not mandatory, I hope you'll all come decked out in your best reindeer sweater and

plaid. I hope you all enjoy a little peace in this busy season.

Looking to the New Year is exciting, too. We've got several things on tap, including a night at the Virginia Samford Theater for Fiddler on the Roof in January and our second annual Gala on March 2 (not to mention my first child is due in January.)

Keep up the good work, everyone. I'll see you next Thursday night at Open Door.

- Ben Moncrief
President

We are pleased to welcome the following new members:

Heather Hansen
Justin Rogers
Bill Rowe

Rotaract Vision

To be the premier civic club whose members, alumni, and sponsors responsibly lead the organizations that comprise a world-class community.

Rotaract Mission

To responsibly pursue the wisdom and experience necessary to improve the quality of life of our community's citizens.

Future Speakers

Upcoming
Events
Schedule

December 5

Max Cooper

Largest McDonald's Franchisee and Broadway Producer

December 14

3rd Annual Holiday Party
7 pm
Open Door Cafe

December 19

Luncheon Cancelled
Due to the Holidays

**December 5th
Speaker**

Mr. Max Cooper

Article taken from a recent edition of Birmingham Magazine.



The Gifted Life of
Max Cooper

McDonald's executive, Broadway impresario, Max Cooper has packed a lot of living into his decades in Birmingham, Chicago and New York.

By Bill Canon

max cooper sits in a booth at the McDonald's on Conoco-ings Highway in Homewood pulling at a cinnamon roll, sipping coffee and declining to tell his age.

"I ain't saying how old I am," he says, smiling.

And after a few minutes with Cooper, after a glance at those bright, interested eyes and that wild gray hair, one realizes he is right, his age doesn't matter.

"I love what I do and I don't really have to retire because I don't have a job," he says. "What I did yesterday, I'll do tomorrow. I've been very lucky; I've never worked a day in my life."

"Last week we had a Christmas party for the crew of 'The Odd Couple,' and Neil Simon, who is 78, says he works six days a week. People who love what they do almost never slow down. You might need to take a nap in the afternoon, but you still do what you do."

Cooper, who dines with his employees at the restaurant as if he is a longtime breakfast regular, owns more McDonald's franchises than any other individual, serving as chairman of the company that operates 43 stores in the Birmingham market. He

also founded one of the largest public relations firms in his hometown of Chicago, created the "two all beef patties special sauce lettuce cheese..." slogan for McDonald's and as a hobby produces Broadway plays, winning a Tony Award for the revival of Long Day's Journey Into Night.

And on this chilly, late-December day, advice and anecdotes spill from Cooper as effortlessly as soda from a fountain.

"I organized the national advertising committee and had the marketing responsibility for making Ronald McDonald a national figure. I'm not the creator of Ronald, I'm the midwife."

"Everybody markets, whether or not you do it yourself. You have to promote your product to the extent you have money. Public relations is the best exposure without spending much money."

"(Producing plays) is like going to Vegas. If you can't take the money and write it off immediately, don't do it. They used to have guys invest in shows just so they could meet all the chorus girls."

"Producing plays is a hobby. I ran into a doctor at UAB who breeds

and races horses, and I finally ran into somebody with the same money-losing affinity I have."

Invariably, the conversation turns to McDonald's product. As always, Cooper is smooth, quick and interesting in his response.

"We give the customer what they want," he says. "We don't expect people to eat here three times a day. Three times a month is a frequent user. If you go to a French restaurant, you're not going there to get a salad."

"Fast food is an easy target. What they refer to as junk food is the same thing you serve at home at a barbecue."

So, after everything's said and done, what is Max Cooper's greatest accomplishment?

"I've been married 55 years to my wife Lorayne."

His wife worked as a kindergarten teacher for 40 years in the Chicago public schools. That's right, Chicago. Cooper is in Birmingham for business at least four days a week, but still keeps a home in his native city.

"I'm like most people here," he says. "I have a place on the lake. My lake is Lake Michigan." ■

Photo: Bill Canon

Membership Spotlight on Grant Lauderdale

Name: Grant Lauderdale

Company: ServisFirst Bank

Hometown: Athens, Alabama

Briefly describe a typical day in your life as a young professional:

I feel fortunate to wake up everyday knowing each day will be different from the next. On days I do not have sales meeting I usually try and schedule a business meeting for breakfast or over coffee.

As a banker, everyone I come in contact with presents an opportunity to gain a new client, but most importantly make their acquaintance. Between sales calls I make sure things run smoothly at the branch and try to underwrite credit requests for new loans.



How did you come to join Rotaract?

I friend mentioned there was a good group of young professionals that I need to be involved with, so I attended a meeting.

What has been the most memorable moment during your time with Rotaract?

Volunteering at the Red Cross.

You are an active part of the Programs Committee - please describe your involvement.

So far I have been involved with suggesting new speakers for the luncheons and our Professional Development series.

Please describe the benefits you have seen of Rotaract for a young professional.

I got to know several other professionals I may not have met until later on in my career that I now call friends.

Third Annual Holiday Party Thursday, December 14th 7 pm Open Door Cafe

Mark your calendars for the Third Annual Rotaract Holiday Party. It will be held on December 14 at The Open Door Cafe from 7:00 until 10:00 PM.

Feel free to wear your favorite "Holiday" attire. There will be no admission fee for this party. Members are allowed to bring their spouse or significant other. The Rotaract Club will be providing light appetizers and a limited tab for beer and wine (cash bar after the tab runs dry). This will be a fun and festive evening for all. Please remember to RSVP to the invite so we can get a proper head count.

Contact VJ Graffeo if you have questions, vjg@hsy.com.

Pioneer Classic Basketball Tournament at Lakeshore Foundation January 12—14, 2007

Rotaract Club will be volunteering at the Pioneer Classic Basketball Tournament at Lakeshore Foundation on January 12 -14, 2007.

Lakeshore Foundation needs volunteers to work concessions, run the clock and shot clock, and keep the scorebook. The tournament is from 8:00 am-9:00 pm on Friday and Saturday and 8:00 am- 2:00 pm on Sunday with several volunteer opportunities during the weekend. The concession stand requires a minimum of 2 hours and the clocks or scorebook is a minimum of two games. We will schedule a mini-training session the first week of January.

Please sign up before December 22 with Marilyn Harvest at marilyn@foundationbirmingham.org.

For more info on Lakeshore Foundation visit www.lakeshore.org.

Rotaract Club of Birmingham Board of Directors

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Service Opportunity during the Holidays



In the Holiday Spirit?

We hope so because it is time for Rotaract's Annual Holiday Project!

Last year's project was so much fun, we've decided to do it again. We will be adopting a family this year through Magic 96. Be looking for an e-mail later this week containing all of the needs for the family. We will be in need of toys and clothing for the kids and other necessary items for the family. If you don't have time to shop, don't worry! You can still give a monetary gift which the Rotaract elves

monetary gift which the Rotaract elves will use to shop for the family. You can drop off items at the Holiday Party on December 14th, or to a Service Committee member anytime before December 20th. We will also need a few folks to help with wrapping, shopping and delivering. Contact Eve Rhea at 251-5864 or Marilyn Harvest at 334-221-7936 for more information or to volunteer. Again, be looking in your inbox later this week for an e-mail giving all of the project details!



Happy
Birthday
to our
December
Birthdays



Bud Miller 12/2

Justin Rogers 12/3

Robert Moore 12/6

Marilyn Harvest 12/15

Dennis Rowlen 12/18

Meredith Padalino 12/28

Erin Stephenson 12/30

