



Rotary Club of Durham

Connect. Collaborate. Serve.



May 1, 2017

Volume XXIV, Issue 35

Post Office Box 51572 – Durham, North Carolina 27717

www.DurhamRotaryClub.org

The Mission of Rotary International is to support its member clubs in fulfilling the Object of Rotary By:

- Fostering unity among member clubs
- Strengthening and expanding Rotary around the world
- Communicating worldwide the work of Rotary; and
- Providing a system of international administration

THE 4-WAY TEST

Of The Things We Think, Say Or Do:

1. Is it the **TRUTH**?
2. Is it **FAIR** to all concerned?
3. Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
4. Will it be **BENEFICIAL** to all concerned?

PROGRAM SCHEDULE

- 05/01 Jennings Brody Tiny Chet Miller & Parker & Otis: Retain In Downtown Durham
Introduction: Arthur Rogers, III
- 05/08 Shelley McPhatter, Bridgepoint Construction
Commercial Construction: A Woman In A Male-Oriented Industry
Introduction: Allie Balling
- 05/15 Brian Hamilton: Sageworks Co-Founder & CEO
Introduction: Don Stanger
- 05/22 Ellen Andrews, Church World Services
Refugee Assimilation, Refugees vs. Immigrants and The Future In America For Refugees
Introduction: Rory Gillis
- 05/29 **NO MEETING! IN OBSERVANCE OF THE MEMORIAL DAY HOLIDAY**
- 06/05 Jodee Nimerichter: The American Dance Festival's 40th Year In Durham
Introduction: TBD
- June 12 Gabe Treves: Latin Credit Union
Introduction: TBD
- June 19 **OFFSITE MEETING:**
Additional Information TBA
- June 26 Induction of New Rotary Club of Durham President, Seth Jernigan
Introduction: President B.C. Dash & President-Elect, Seth Jernigan

SERVICE SCHEDULE FOR MAY 1, 2017

Song

Rotary Minute & Invocation: TBD
DRC RAFFLE:

RI FOUNDATION PROGRAMS

Contribution: \$1 Ticket; \$5 – 6 Tickets

Proceeds: ½ RI Foundation; ½ Raffle Winner

Raffle Total On 4/24/2017: \$106.00

Rotary International: \$53; Raffle Winner: \$53

RAFFLE WINNER: JAY ZENNER

CART FUND

(Coins For Alzheimer's Research Trust)

4/24/2017: \$24.10

JOE COLOPY



The Durham Convention and Visitors Bureau's Annual Tribute Luncheon this month celebrated the start-up culture in Durham. The keynote speaker was the Founder of MapQuest, Chris Heivly. Chris is also involved in the start-up culture here and started by asking everyone to imagine themselves as 10 year olds who decide to build a fort. His point was that you didn't do a lot of planning then --- you just went out and looked around and built that fort with whatever was available. MapQuest started as an attempt to improve on the trip planners we used to get from AAA.

Listening to Joe Colopy tell the story of how he started and built Bronto Software, my first thought was that I was beginning to see a pattern here and building forts was a good analogy. Bronto was the leading provider of email marketing software for the top 1,000 email retailers from 2014 to 2016. Joe sold the Company to NetSuite for \$50 Million Dollars in 2015 and it was subsequently acquired by Oracle. By that time, Bronto grew to over 300 people and \$50 Million Dollars in revenue across five (5) offices, with headquarters here in Durham on The American Tobacco Campus and other offices in New York City, Los Angeles, London, and Sydney.

Before sharing all this, Joe told the story of how he and his wife to be, Karalyn, ended up in Durham. When they were both college students in Massachusetts, they headed off to Florida for spring break and Durham happened to be where they stopped halfway down. After college, they joined the Peace Corps.

After returning, he talked himself into a job with "a quirky little company called Redhat." But in 2002, maybe hoping he could duplicate Redhat's success he co-founded Bronto working at home. When looking for some place to live, he and Karalyn thought they might want to live in Chapel Hill but were discouraged (amazed?) at the prices there. A friend suggested Durham --- which the friend described as "bohemian." They discovered they liked the texture, grit, and "fertile soil" for starting a company here and took up residence in Durham. He described Durham as "good fertilizer" which prompted Jim Leak to comment about the nature of a lot of fertilizer. Even though Jim lives in Durham, he has some weird connection to Chapel Hill. It may be some comfort to Jim that Joe's undergraduate work was done at Harvard but his MBA from the Kenan-Flagler School at UNC.

When asked about what Durham needed to do to keep it going he made an interesting suggestion that I haven't heard in a while --- that is, that we try to recruit a few large companies to locate their headquarters here. A common observation that was often made before Durham's revival was that it wasn't a headquarters town to major corporations; and even what it had begun shrinking when Glaxo absorbed Burroughs-Wellcome and then was combined with Smith-Kline. Then Liggett moved out and CCB was absorbed eventually by Suntrust – etc. In cities like Charlotte, a few headquartered-companies – like Bank of America, could get behind and drive development without checking in with headquarters in another state or country. Capital Broadcasting, which isn't actually headquartered in Durham, may be the closest thing we have now to that kind of force now. If anything, there is a counter trend going on with even the venerable Research Triangle Park trying to duplicate/complement/compete with the nimble, collaborative, gritty start-up culture of The American Underground.

Joe is not resting on his money colored laurels. He still wants to build forts and his umbrella company --- for that he calls Colopy Ventures.

**CLUB STATISTICS AS OF
MAY 1, 2017:**

Club Members: 248 Active: 212
Active-LOA: 7; Honorary: 29
Staff Positions: 1



May Birthdays 2017

CHERYL PARQUET	MAY 01
EDWARD HEDGEPEETH	MAY 01
SHERRY DEVRIES	MAY 03
RALPH ROGERS, JR.	MAY 05
JERRY O'KEEFFE	MAY 07
JULIE RIGBY	MAY 09
JIM DAVIS	MAY 14
FORREST PERRY	MAY 19
ANN EVANS	MAY 19
BRADY SURLS	MAY 21
BILL WHICHARD	MAY 24
CHRIS HYLAND	MAY 27
TOM BONFIELD	MAY 30

PENDING NEW MEMBERS

Michael Goodman (Induction Date: May 15)
(Sponsored By: Seth Jernigan)
Nancy Carstens (Induction Date: May 15)
(Sponsored By: Don Stanger)

2016-2017 ROTARY LEADERSHIP

RI President: John Germ
District Governor: Rusine Mitchell Sinclair
ADG-Area 7: Joyce McKinney

2016-2017 Club Officers

President: B. C. Dash
Immediate Past-President: Lois Deloatch
President-Elect: Seth Jernigan
Vice-President: Shelly Green
Secretary: Mimi O'Brien
Treasurer: Susan Miller
Sergeant-at-Arms: Stan Morris
Finance Advisor: Barry Curtis
Legal Advisor: Deana Labriola

2016-2017 Board of Directors

Andy Esser
Blake Strayhorn
Meg Solera
Marge Nordstrom
Danielle Kaspar
Desmond Miller
Dave Ross
Aries Taylor
John Cross

Club Website Master

Jay Zenner, Designer; Updates



So far this write-up has probably not done justice to how much fun it was to hear his presentation. He was lively and funny and the smile of Past-President, Vandana Dake, as she introduced him, is probably a sign of their friendship and the fun she has had designing spaces for him over the years. That fun carries over to the new company's Website, at www.colopy.com where the header proclaims that it is "Scaling Awesomeness in Durham." A tweet recorded on that page from two weeks ago announces that Joe would be telling funny Bronto stories at DSI Comedy on Franklin Street, in Chapel Hill. Based on how well he did with our audience, he probably knocked them dead there as well.

Take a look at the last quarterly video Joe recorded as the Owner of Bronto.
<https://www.youtube.com/watch?v=uhadW1kbPvA>

I also want to personally thank him for drawing my number in the Raffle and announcing it so dramatically. That probably means I'll buy a six pack of Sierra Nevada this week instead of my usual PBR.

Submitted By: Jay Zenner

WELCOME TO OUR NEWEST MEMBER, CALEB BAKER!!

(Caleb Is Sponsored By George Deaton)



A ROTARY MINUTE WITH RACHEL GALANTER



BOOKS ON BREAK - 2017

May 5 and May 8-10

For More Information & To Sign Up:

www.durhamrotaryclub.org



Club Facebook link: www.facebook.com/DurhamRotaryClub

Executive Secretary: Sharon Lassiter
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