



## HERB GILLEN THE COLUMBUS AIR SHOW

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### ON THE WEB

[www.uarotary.org](http://www.uarotary.org)

[www.district6690.org](http://www.district6690.org)

[www.rotary.org](http://www.rotary.org)

For make up locations, check the club web site or call the make-up hotline at (614) 470-1002.



Milt Lustnauer introduced the speaker, our own Club member, **Herb Gillen**.

Herb was not afforded the usual detailed introduction, so let's do it here, lifting from the website for the eponymous Herb Gillen Agency: Herb has been a leader in the Central Ohio marketing community for more than 25 years. Herb has long embraced a multi-disciplined approach to marketing, and his experience in the field draws from a wide range of clients and industries.

His professional experience ranges from state and local politics, which included four years on legislative staff of the Ohio Senate, to marketing and communication positions in the business and non-profit sectors. Herb broke into the agency world with the Haunty Agency, where he directed the Account Services side of the agency for legendary adman Jack Haunty. He then moved on to other agencies, where his multi-disciplined marketing philosophy continued to grow and evolve. Herb founded Herb Gillen Agency in 2005 and the agency has grown with Herb at the helm.

Through the years, Herb has worn numerous hats in the marketing world as he has developed strategy, directed creative and built brands. Herb holds Masters Degrees in Journalism and Sport Management, both from the Ohio State University. He also received a Bachelor of Arts in Political Science from Ohio State.

Herb is active in UA Rotary where he served as the 2019-20 President and in other positions. He was a board member for Columbus Homeless Families Foundation and the International Council of Air Shows Foundation. He has also served on the board for Columbus Bridgescape Academies

Charter Schools. He is cursed with being a lifelong Chicago Cubs fan.

Herb's talk focused on his involvement in promoting air shows, including the upcoming Columbus Air Show on June 16-18, 2023 at Rickenbacker International Airport. Herb initially got involved in 2005, with his initial job at a marketing agency that worked on the Dayton Air Show. He grew to enjoy the travel to various airports and military bases connected to air shows, and the opportunity to meet interesting people, including members of the Armed Services. In 2020, he created Herb Gillen Airshows, which fully produces air shows, in addition to the marketing work.

Herb described the long history of air shows in the US, dating back to 1910, and the robust record of such shows in our own region. Things did tail off here starting in the 1970s, with the last air show in Columbus taking place in 2007.

The 2023 Columbus Air Show came about with the encouragement of former Congressman Steve Stivers, also a general in the Ohio Army National Guard. Also crucial to the effort has been a partnership with the Columbus Regional Airport Authority and a sponsorship by Scotts. Overall corporate growth in central Ohio and a surge of interest in outdoor events post-COVID have further bolstered the revival of air shows in Columbus.

Herb described the many challenges that must be addressed to put on a successful show, including the availability of parking and ramp space, airline deconfliction, the conjoined military base at Rickenbacker and the various police jurisdictions involved.

Herb described the various aircraft that will be on display at the show, as well as different amenities. There is a need for courtesy shuttle drivers (think: golf carts), and there is \$100 per day available for Rotary for each Club member who can serve as a driver. More details, including how to purchase tickets, are available at [columbusairshow.com](http://columbusairshow.com).

**CLICK HERE** to view this meeting and all previously recorded Rotary meetings



## GREETERS

### February 21

Steve Frame  
Brian Bainbridge

### February 28

Jim Nicklaus  
Ben Lupton

### March 7

Tim Kellogg  
Joe Ayers

## REGISTRATION DESK

### February 21

Ted Foster  
Brendan King

### February 28

Andy Livingston  
Tom Westfall

### March 7

Jim Winfree  
Rudy Whipps

## CALENDAR

**February 21 - Scioto CC/Zoom**  
Carl Scharf – Tax Update from  
CPA, Schneider Downs

**February 28- Scioto CC/Zoom**  
Chris Hamel, President –  
Gateway Film Center

**March 7- Scioto CC/Zoom**  
Theresa Flores –  
SOAP Project: Update  
Host: Mike Kull

## VOLUNTEER OPPORTUNITIES

Submit your volunteer opportunity to [herb@herbgillen.com](mailto:herb@herbgillen.com) for inclusion in the Rotaryview Newsletter.

## SOCIAL EVENTS

Please submit your social event reminder to [herb@herbgillen.com](mailto:herb@herbgillen.com) for inclusion in the Rotaryview Newsletter.

## OUR NEXT MEETING

**FEBRUARY 21ST**  
Scioto Country Club/Zoom

Upper Arlington  
**Rotary**  
Club



## THE MEETING



**Milt Lustnauer** opened the meeting, which was held in person at Scioto Country Club and also via Zoom.

**Joe Valentino** provided the invocation and led the pledge of allegiance.

**John Trapp** introduced his guests, **Jennifer Alvord** and **Brett Buchanan**.

**Joe Valentino** introduced his guest, **Andy Geistfeld**.

## NOTES AND ANNOUNCEMENTS:



**Milt Lustnauer** noted that emails were recently sent to encourage members to make their annual \$250 gift to the Upper Arlington Rotary Foundation, to support the Foundation's charitable work.

Milt observed that 25 members still have not paid the amount shown on invoices sent in January, and he encouraged payment on time.

Milt noted that 9 new members have been added to the Club since last July 1, with others currently "in the hopper", and he thanked **John Trapp** for his efforts to attract new members.

Milt encouraged review of the proposed revision to the policy relating to sustaining members, which was provided at each table and will come up for a vote soon.

**Chip Knopp** described three new funding projects that the Community Service Committee approved:

\$2,500 for a speaker that the Stand Project will present, on the new strain of highly addictive marijuana.

\$5,000 to Move to Prosper to provide welcome baskets for families moving to better housing conditions.

\$6,000 to First Responders Bridge, to allow UA police officers and firefighters to attend a retreat on mental health issues.

Chip noted that there is more money "in the till", available for funding before the end of June, and the Committee continues to look for ideas that allow for both funding and the opportunity for in-person involvement by Club members.

Milt acknowledged some new, repeat Paul Harris Fellows: **Tim Kellogg, Barri Jones, Steve Lichtblau** and **Ned Clark**.

Milt thanked **Bill Hosket** for his presentation on the OSU basketball season at the Roundtable program that morning.

**Herb Gillen** conducted aviation-themed harassment, in line with his subsequent presentation.

## MEMBERSHIP DUES REMINDER

We are nearing the end of the grace period for payment of the dues invoice sent on January 2, followed by a reminder on January 31st. Per club policy, names of members who have not paid, and the amount due, will be published in Rotaryview the week of February 20.

If you aren't sure if you've paid contact **Milt Lustnauer** or **Peggy Concilla**.