Atlanta West End Rotary Club

KeyWay

AUGUST 20, 2026

This Week's Program: Jay Morgan, Founder of J.L. Morgan Company

Friday, August 21, 2026

Friday, August 21, the Rotary Club of Atlanta West End is pleased to welcome **Jay Morgan**, **founder of J.L. Morgan Company**, as our program speaker. For more than 30 years, Jay has worked in public affairs, helping corporations, coalitions, and business organizations develop strategies, build relationships, and find solutions to complex issues. Known for his ability to build strong coalitions, Jay has worked on issues ranging from healthcare and economic development to criminal justice reform and state tax policy.

Jay founded his firm in 1997 and has also held several leadership positions with the Georgia Chamber of Commerce. His commitment to service extends beyond his professional career. He serves on the board of F.A.I.T.H. (Fight Abuse in the Home), which supports victims of domestic violence, sexual assault, and child abuse, and continues his longtime involvement with the Georgia 4-H Foundation. We look forward to hearing Jay's insights on leadership, coalition building, and bringing people together to address challenging issues.

MEETINGS

August is Membership and New Club Development Month

8/21	Lobbyist Jay Morgan, JL Morgan Company Inc.
8/28	General Meeting

BIRTHDAYS

9/3	Uku Urb
9/16	Jennifer Fields

WEDDING ANNIVERSARIES

8/23	Richard Gerakitis (46)

ROTARY ONLINE

https://atlantawestendrotary.org
https://rotary6900.org/
https://rotary.org/

ROTARY CLUB OF ATLANTA WEST END

Fridays, 12:15 pm
Georgia Tech Hotel & Conference Center*
800 Spring St NW
Atlanta, GA 30308

LEADERSHIP

President	Christopher Hempfling
President-Elect	Rodney Fields
Immediate PP	Victoria Seals, PhD
Vice President	Rodney Fields
Treasurer	Melanie Sewell
Secretary	Neil Shorthouse
Public Image	CJ Stewart

KeyWay Report: Daniel Hardeman

CJ Stewart, Public Image Director chaired our meeting and introduced **Mr. Daniel Hardeman**, Co-Owner – with **Laura Hardeman** - of the Dill Dinkers Pickleball Clubs. Daniel explained that – surprisingly to many – is not new, because Pickleball was invented in Bainbridge Island, Washington back in 1965. His Dill Dinkers has several facilities including a major facility at 1200 White Street, Suite 1000, Atlanta GA 30310 . Daniel described Pickleball as "what happened when Ping-Pong and Tennis got together and had a baby."

Moe carefully, Daniel explained Pickleball is a paddle sport that blends elements of tennis, badminton, and table tennis . It is played with a solid paddle and a perforated plastic ball on a badminton-sized court with a low net. People of all ages enjoy it as singles or doubles. Daniel says his team helps players build skills and play with more confidence through individual and group lessons with players of all skill levels with Dill Dinkers's certified Pickleball instructors.

He emphasizes Pickleball is a sport for everyone – Daniel has a 93-year-old who UBERs to one of his centers at least once per week. He sees the sport creating its own culture engaging all types of people – even helping to overcome the US's image of violence and bringing people together because it is so easy to get started and gain some success very quickly. So he's watching Pickleball not only building community but for many it's creating closer connection to others – he mentioned a growing number who embrace the sport: e.g., the Black Child Development and the PRIDE communities – because it offers a safe place for everyone. He's watching growth in integrity among contestants, even empathy, building self-worth and work ethic among those who want to become better and better. Further, some claim playing can help fend off dementia … and doubtless it does wonders for hand-eye coordination.

A downside which Pickleball industry works to overcome is its constant noise – the incessant POP when the paddle smacks the ball. This has led to efforts for zoning to rein in Pickleball locations from residential and apartment complexities. Another complaint occurs on public tennis courts when Pickleballers takeover of the courts for hours excluding tennis enthusiasts from being able to plan. Daniel says his enclosed sole purpose facilities help solve some of these problems.

Respectfully submitted,

CJ Stewart, Jared Evans, Neil Shorthouse

Atlanta West End BeltLine Cleanup — September 19

Join Rotary Atlanta West End to clean the Washington Park section of the BeltLine

We have a great opportunity to put *Service Above Self* into action at our upcoming Atlanta BeltLine cleanup project. Please join Rotary Atlanta West End as we help clean up the Washington Park section of the BeltLine.

When: Saturday, September 19 at 9:00 AM
Where to meet: Washington Park Natatorium, 102 Ollie St NW, Atlanta, GA 30314

I hope each of you will consider joining us and, even better, bring a friend, family member, or prospective Rotarian along with you. This is a fun way to serve our community, enjoy some fellowship, and introduce others to what Rotary Atlanta West End is all about.

Please remember to complete the liability waiver before participating: https://www.tfaforms.com/5195801

Special thanks to Bridgette Long, our community service chair, for organizing this opportunity.

I look forward to seeing everyone as we work together to make the West End shine!

Agenda, Connections, & Four-Way Test

Meeting Agenda

1. Call to Order
2. Invocation & Pledge
3. Introduction of Guests
4. Tasse Trivia
5. DEI Moment
6. Announcements
7. Program/Speaker
8. The Four-Way Test
9. Adjournment

Sign up to be a program chair in the new Rotary Year here today!

A Little Dues, A Lot of Good

Supporting District 6900 starts with staying current on your district dues. Keeping your dues up to date ensures we can continue providing leadership development, youth programs, district events, club support, and the many resources that help our clubs thrive.

THE FOUR-WAY TEST of the things we think, say or do

first Is it the TRUTH?

second Is it FAIR to all concerned?

third Will it build GOOD WILL and BETTER FRIENDSHIPS?

fourth Will it be BENEFICIAL to all concerned?