



# AVENUES

Rotary Club of Greater Huntsville

Celebrating Twenty Years of Service above Self

August 25, 2010

## OFFICERS AND DIRECTORS



**Ray Baker**, President

**Jay Billings**, President-Elect

**Ron Wainwright**, Treasurer

**Jennie Robinson**, Secretary

**Miranda Bouldin**,  
Vocational Service Director

**Camilla Canty**, Club  
Service Director

**Johnny Ozier**, Community  
Service Director

**Mary Grace Evans**,  
International Service  
Director

**Bill Renfroe**,  
Sergeant at Arms

**Joe Bergantz**, President,  
Greater Huntsville Rotary  
Foundation

**Charlie Sealy**, New  
Generations Avenue of  
Service

### Website Address:

[www.rotaryclubgh.org](http://www.rotaryclubgh.org)  
John Lewis

### Contacts:

[rotarygh@knology.net](mailto:rotarygh@knology.net)

### Member Spotlight Ideas,

Dave Keen



## This Week's Program:

Rodney O. Pennywell,  
Falcon List, Inc.

Mr. Pennywell has been an active community and business leader in Northern Alabama since 2002. He is a 1986 Electrical Engineering Technology Graduate of Texas A&M University as well as a 2008 Graduate of the University of Virginia's Darden's School of Business Executive Education Program. Serving our country, he spent eight years as an aviator on active duty in the US Army and Commanded an Aviation Unit in the 82<sup>nd</sup> Airborne Division. Mr. Pennywell has worked in the voice/data communication industry as a Business and Strategy Consultant working for companies such as MCI Telecommunications, Ernst & Young Management Consulting, Booz Allen Hamilton and others. His consulting background has afforded him extensive opportunity to work collaboratively with subject matter experts to address large scale problems of Commercial, Civil and Government entities such as the IRS, US Army, IBM, Global One.

In late 2008, Mr. Pennywell Co-Founded Falcon List, Inc – A Business Consulting Company specializing in solving complex problems in the marketplace. It was through these efforts that Mayor Battle appointed him to The City of Huntsville's Economic and Sustainability Council, and later was appointed its Chair. After nearly a year's worth of effort working with City Government officials, Non-Government Organizations, Corporate entities, and private citizens, The Green 13 delivered on-time to Mayor Battle it's report outlining a 20 Year Vision for The City of Huntsville in 2030.

Mr Pennywell was also appointed by Mayor Paul Finley and Superintendent Dr. Dee Fowler as Communication Strategy Lead after February's Discovery School Shooting. Following an assessment of the school system and best practices from the US Dept of Education and US Dept of Justice, a final report with recommendations was delivered in Jun of this year.

Mr. Pennywell is also a 25 year Life Member of Alpha Phi Alpha Service Fraternity where he actively supports and is a frequent speaker for children and youth education, the March of Dimes, Sickle Cell Foundation, and efforts that further entrepreneurship and racial indifference. In 2009 at the Delta Theta Lambda Unity Breakfast, Mr. Pennywell introduced Dr. Randall Pinkett who was Donald Trump's The Apprentice's Season 4 Winner.

Mr. Pennywell is the proud father of four children ages 4, 6, 7, and 10, lives in The City of Madison where he is in the second year of his Presidency of The Highland Lake's Homeowner's Association.