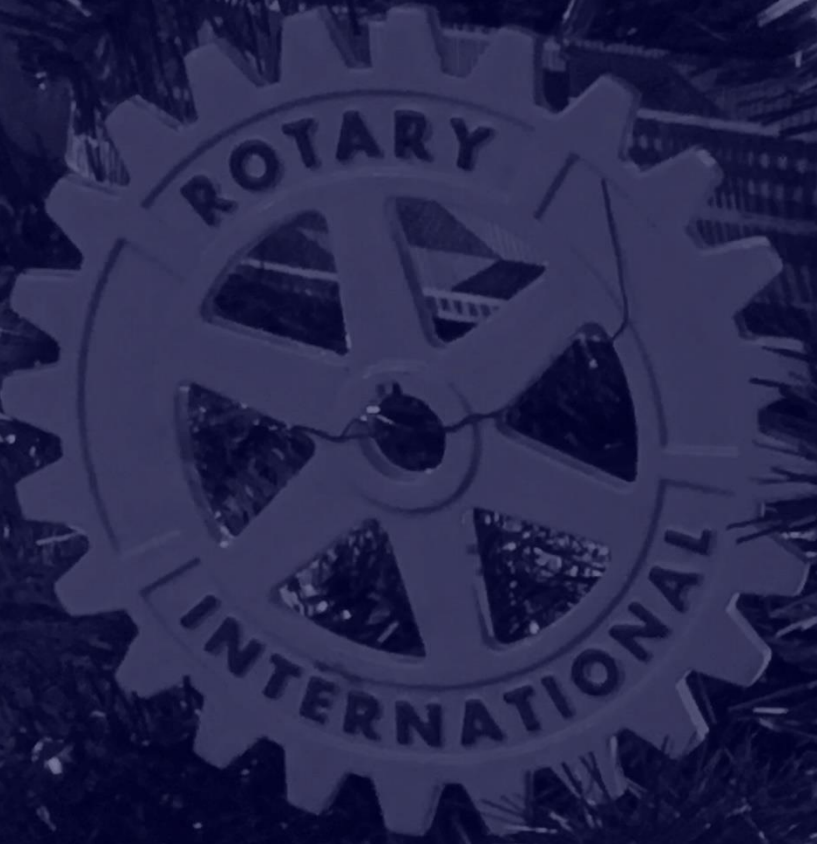


# Rotary Club of Blacksburg

## The Bulletin



Rotary 

District 7570

Club 5753

This Week's Program:

J.H. Bards Spirit Co.

Dec 16, 2021 | Disease Prevention and Treatment Month

Together, we see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves. – Rotary Mission Statement



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# Rotary Club of Blacksburg

(Club 5753)

## Join us for Lunch!

Meets every Thursday at Noon

Blacksburg Country Club

[www.rotary.org](http://www.rotary.org) | [www.rotary7570.org](http://www.rotary7570.org)



SERVE TO CHANGE LIVES

### Join This Week's Meeting

We are excited to hear and taste more about the Whiskey Life in the NRV on Thursday with JH Bards! We hope that you can join us in person for a Bourbon tasting and to hear about distilling in the NRV. If you cannot join us in person, please use the following link:

Join Zoom Meeting

<https://us02web.zoom.us/j/81872218663?pwd=NkhhcGNraEhERHZVcFBMOEsxVkY1dz09>

### This Week's Program

When Jayson Hudson and Jason Hardy, both natives of Blacksburg, VA, moved home to the New River Valley region of Virginia in 2016, they started a local whiskey club called the Bourbon and Rye Drinking Society, or BARDS. Over the next several months they had many whiskey-infused conversations about how great it would be to start their own distillery and be able to bring their vision of good whiskey to the area. From these conversations, J.H. BARDS Spirit Co. was born.



Our facility is located steps from the beautiful New River, a northerly-flowing river that is said to be the second oldest in the world. Inside our production facility you'll find our tasting room, which we constructed by hand from an old barn that we took down board by board. It is intentionally rustic, providing a cozy, relaxed atmosphere to sit and enjoy a flight of our whiskies or one of our signature cocktails.

As an Appalachian distillery located in the heart of the Blue Ridge Mountains, we believe that our local focus (90% of our ingredients are sourced in Southwest Virginia) and commitment to our mountain heritage shine through in our products. Our mission is three-fold:

- To create exceptional spirits from locally produced and sourced ingredients
- To provide education on the history and current trends in the distilled spirit business
- To impart in others an appreciation for both the culture and science of whiskey

#### This week's bulletin is sponsored by

Business owners - When do you plan to sell your business?

Most good exit plans need at least 5 years to minimize taxes and maximize the sale price



Financial Planning

Business Value Enhancement

Investment Management

Mike Jones, CFP®, CEPA®

540-808-8828

The Bulletin is published weekly by the Public Relations committee. For suggestions, comments, or to add an announcement to the bulletin, send your request to Chris French at [chris.french@gmail.com](mailto:chris.french@gmail.com) or 347-306-4740 by Tuesday of the week you want the announcement to appear. Please include "Rotary" in the subject of your email.



# Rotary



Do a bit of good for someone.

# GIVE BLOOD

Donate blood, save a life in the process.



## ROTARY CLUB OF BLACKSBURG

Give blood or platelets to the Red Cross or Virginia Blood Services at any time and receive a club make up. Email Leslie!

## Connect with us!



**E-Mail**

blacksburgrotary@gmail.com



**Twitter**

@RotaryBlacksbrg



**Instagram**

BlacksburgRotary



**Facebook**

facebook.com/RotaryBlacksburg



**Web**

www.blacksburgrotary.org

## The Four-Way Test

Of the things we think, say, or do...

Is it the Truth?

Is it Fair to all concerned?

Will it build Goodwill and Better Friendships?

Will it be Beneficial to all concerned?



### Club Leadership

President: Ken D'Amato  
President-Elect: Phil Araman  
President-Nominee: Tom Ryan  
Secretary: L. Jester / R. Spencer  
Treasurer: Fred Meyers



### Club Directors

Club: Phil Araman  
Vocational: Eric Johnsen  
Local: Tom Ryan  
International: Peter Weimerskirch  
Youth: Karen Stemen



### District and Global

RI President: Shekhar Mehta  
District Governor: Tara Ellis  
Area 9 Governor: Cora Gnegy  
District Secretary: Tim Carter  
District Treasurer: Jacob Higginbotham



# This Week's Speakers

JASON  
HARDY



*Having grown up in the South, Jason Hardy has been drinking whiskey off and on since he started teething. Since that time, he has spent countless hours fine tuning his appreciation for fine whiskies and other spirits. His desire to start a distillery was realized when he formed the NRV's "Bourbon and Rye Drinking Society" (BARDS) in 2016 along with his friend and fellow whiskeyhead Jayson Hudson.*

*A 20+ year veteran of the banking industry, Jason's role with J.H. BARDS Spirit Co. is as President and Finance Officer, with duties ranging from overseeing the company's finances to overseeing the company's disposal of trash. Using skills and strategies developed as a commercial banker, Jason is responsible for plotting the company's course and making sure funds are available to complete the journey.*

*A graduate of Hampden-Sydney College, Jason is married to Kara, his high school sweetheart. They live in Blacksburg with their sons Jackson and Nate, and dog Maggie, who keeps the family on their toes.*

JAYSON  
HUDSON



*Jayson Hudson is just an old head that's been doing the restaurant thing for a while. One day behind the bar, he found a fellow whiskey head in Jason Hardy and the Bourbon and Rye Drinking Society (B.A.R.D.S.) was born.*

*As the Vice President and Operations Manager of J.H. Bards Spirit Co., Jayson is the resident bartender and whiskey specialist. He oversees the day-to-day operations, manages the tasting room, and pretty much whatever else needs to be done, while trying not to spend all of the money. Jayson has over 30 years in the hospitality industry, working across a wide range of concepts in the Northern*

*Virginia, Denver, Colorado, and the Boston, Massachusetts areas. In 2017 he found his way back to his hometown of Blacksburg, Virginia, relaxing into a sweet bartending gig.*














*Jayson and his wife Amy are summer camp sweethearts, who both grew up in the New River Valley. Over the last three decades together they have traveled the world following Amy's scientific adventures. While they do not have any children, they have a happy little herd of far too many cats just to keep things interesting around the house.*



**Merry Christmas  
from the  
Blacksburg Rotary Club!**



# Calendar

December 2021						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 Tom Ryan 	2 	3	4
5	6	7  Satellite Club	8	9 	10	11
12	13 Jim Halferty 	14	15	16 	17	18 Marquita Hill 
19	20 Mary Biggs 	21 No Satellite Meeting Larry Hincker 	22	23 No Meeting	24	25 
26	27	28	29 Brenda Moses 	30 No Meeting Stan Perkins  Paula Alston	31 Ed Powell 	

## Upcoming Programs and Events

- Dec 21 – Satellite Club will not meet
- Dec 23 – NO MEETING – Merry Christmas
- Dec 30 - NO MEETING – Happy New Year
- Jan 6, 2022 – Paul Harris Fellows Ceremony
- Jan 7 – STEM rocket construction at EMES
- Jan 13 – COL Keith Parrella, U.S. Embassy security
- Jan 14 - STEM rocket construction at EMES
- Jan 20 – Citizen of the Year presentation

## Need a Make-Up?

- Blacksburg Satellite Club**  
Corporate Research Center – 1<sup>st</sup>/3<sup>rd</sup> Tues 5:15pm
- Montgomery County**  
Inn at Virginia Tech – Wednesday, 7:15 AM
- Christiansburg-Blacksburg**  
Blacksburg Country Club, Monday 5:30 PM
- Floyd**  
Floyd Country Store, Wednesday Noon
- Radford**  
Best Western Radford Inn, Wednesday Noon  
Kuhn Barnett School Building, Tuesday 5:30 PM
- Salem**  
Salem Civic Center, Thursday Noon
- Pulaski**  
Pulaski CC of Thornsprings, Monday 12:15 PM
- Giles**  
Giles Community Hospital, Thursday Noon