

Meet Joe Heslet

Introduction by John Steckler

Fellow Rotarians, honored guests, I have something I want to show you. This, as probably most of you know is a boomerang. The funny thing about a boomerang is that if you hold onto it, it won't work. You have to let go of it and if you do it right, it will come back to you.

Today, I have the privilege of introducing you to our newest boomerang Rotarian, Joe Heslet, who rejoins us today as the corporate replacement for KCTS Channel 9 Public Broadcasting.



The reason he is a boomerang is because I had the privilege of introducing him to this Rotary 7 years ago. A lot has happened to Joe since then....besides getting 7 years older. But first a little background.

Joe was born in Shreveport, Louisiana and grew up in California as his family followed his professional baseball playing father. Joe himself played ball through college but choose a career in Radio instead.

His radio background lead him to be hired by a radio research company up here in Seattle which has been his home ever since.

An interesting thing about Joe is that if you were to cut him....he would bleed Media and Sales. These are his career passions. He has held many positions including General Sales Manager for KOMO/KVI radio, Director of Sales and Advertising for the Puget Sound Business Journal and General Manager of the Issaquah Press in....Issaquah. This last position took him away from Seattle Number 4 as he joined the Issaquah Rotary.

He was finally wooed back across the water by his old friend and former boss, Rob Dunlop who is now the President and General Manager of Cascade Public Media. Cascade Public Media came about through a recent integration of public media site, Crosscut.com and Public TV station KCTS, Channel 9.

Joe is the new corporate sales manager for Cascade Public Media. This position offers him the chance to utilize all of the media and sales skills he has developed in his career and give back in a meaningful way.

Joe resides in Redmond with his wife of 33 years, Linda. They have two children, a son named Michael who is a junior at Washington State and a daughter named Christine who just graduated from Central Washington University.

Besides becoming a collage graduate, Christine also just presented Joe and Linda with their first grandchild, a beautiful baby girl named Lilly.

Joe's passions include, music, singing, golf and keeping fit and active. Hopefully we will see him leading us again in the opening song as he used to.

As a returning Rotarian in a corporate classification he doesn't need any sponsors so there is no one to thank except maybe Rob Dunlop.

Now this is not just any boomerang Joe. This is the official Seattle Rotary Number 4 Boomerang which I have the privilege and honor of bestowing on you as our newest Boomerang Rotarian rejoining us under the classification of Public Broadcasting.

Welcome Back Joe, We missed you!