

THE BEAUMONT ROTARY CLUB



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Keith Mackey- Vice President of Marketing Verlo Mattress Factory Stores



Serving as vice president of Verlo Mattress Factory Stores LLC National Corporate Headquarters is retail specialist and furniture/bedding industry veteran, Keith Mackey.

lion dollars in annual revenue. He was responsible for all aspects of the retail model with specific focus on driving revenue; overseeing the management and sales staff of all stores, developing and implementing training programs and strategies designed to increase productivity.

Mackey also worked for Tempur-Pedic International as a territory sales manager for the state of Virginia. In six months, he opened 93 additional doors (80-percent increase); added 36 slots to 18 existing accounts; and was the only sales manager out of 56 to achieve the contest quota designed to add new product slot.

Mackey initiated his career in the bedding business at Heilig Meyers Furniture Company, America's largest furniture retailer at the time of his departure with annual sales of over 1 billion annually. During his nearly 10-year tenure with Heilig, Mackey was named Credit Manager of the Year, twice; received the Vice President's Award – Manager of the Year; selected as corporate trainer for vice presidents, divisional supervisors and store managers for his ability to develop and present training programs on all aspects of the operations.

Mackey attended both Middle Tennessee State University and Cleveland State Community College for business administration. Originally from Tennessee, Mackey resides in Janesville, Wisconsin, with his family.

Mackey's current position involves a broad scope of responsibilities, including making sure that all Verlo franchise organizations are achieving benchmark. He also implements merchandising programs, ensures Verlo brand imaging is maintained at the store level, oversees interior design elements and spearheads research and product development.

Mackey holds a 20-year record of achievement and demonstrated success, driving multi-million dollar, multi-unit operations in the specific areas of revenue, inventory management, merchandising, marketing and cost controls while providing award-winning leadership in highly competitive markets. Mackey is tenacious in building new businesses, securing an expert staff and foregoing strong relationships with vendors, media outlets and community leaders.

Prior to joining Verlo, he was employed as the director of sales/retail operations for Fowlers Furniture, Inc., a family-owned, multi-store full-line furniture chain with locations in Tennessee and Georgia with over 20 mil-

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PLEDGE
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4-WAY TEST
ULIANA TRYLOWSKY

GUEST INTRODUCTION
CRAIG ESCAMILLA



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 admin@beaumontrotaryclub.org
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 Meets Wednesdays at Noon
 MCM Elegante' Hotel • 2355 IH-10 South
 International Ballroom

Upcoming Programs

2/20 Regent Truncale– Lamar Univ.
 2/27 Jerry Epstein-Drug Forum of TX

Make-ups

Monday noon:

No. Port Arthur Holiday Inn Hwy 69
 Vidor..... Hibernia National Bank

Tuesday noon:

Spindletop..... Elegante' Hotel
 Orange..... Sunset Grove
 Port Neches..... Pompano Club

Wednesday noon:

Groves..... Pompano Club

Thursday 7:30 a.m.:

Hardin County.....
 Cowboy Reds, Lumberton

Thursday noon:

Port Arthur..... Holiday Inn Hwy 69

Friday:

Nederland..... Holiday Inn Hwy 69

On-line: www.rotaryclubone.org
 (limit 3 times in each quarter)

SCHOLARSHIP NEWS APPLICATIONS DUE

Scholarship applications for high school seniors bound for college are now being accepted by the scholarship committee. Dr. Richard Bothel is the committee chairperson. For more information about these Rotary scholarships, contact Richard at richard.bothel@lamar.edu. Applications are available in the Rotary office and on the website (www.BeaumontRotaryClub.org). The applications are due Saturday, March 1st.

District Conference

Mark your calendars now for 5910 District Conference in Beaumont, Friday April 25 - Sunday April 27. Details on conference schedule will be provided in this space by DG Chuck Mason and the Conference Committee in future RotayGrams. The Youth Study Exchange students will be attending the conference. Club member hosts homes are needed for Friday night, April 25th. Contact Leenette.wilke@gsa.gov who is YSE Chair.

New Members

Welcome new members into the Club: Vernon Dunn, Communities in School; David Mayer, Champion Construction; Richard Orum, Center-Point Energy; Cy Jenkins, Sr., Pine Forest Nursing and Rehabilitation Center; Donald Newman, Jason's Deli; and Patty Williams, Communities in School.



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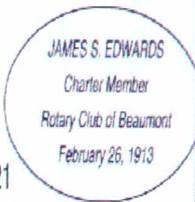
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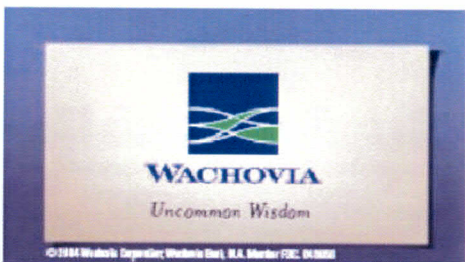


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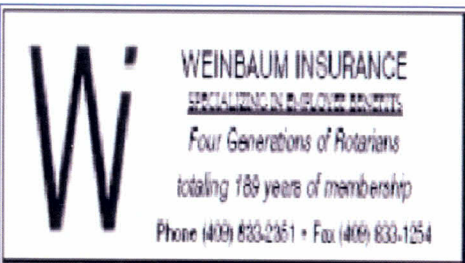
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REVIEW FOR FEBRUARY 6TH

After listening to an informative talk by Jim Kite from Rotary International, we must all be thankful that we are blessed to live in the United States of America. If you go to the website of www.hopeandrelief.org you will be able to tell how this humanitarian got involved with the Nicaraguan project. The website begins "Who Are The Children of the Dump?" It goes on to explain how in the late 1990's living conditions deplorable as mothers and children were forced to live among garbage dumps. Entire families were left to fend for themselves as they looked for food.

You may ask yourself, how these conditions came to be – and the simple answer is after the revolution in the late 70's, Communist took over the country for quite a number of years. The Communist ousted any professional people that did not agree with their tactics or beliefs. Coupled with Hurricane Mitch in 1998, these people were doomed.

Rotarian International decided to help.

They approached the people living in these conditions and decided to form a 'partnership'. The partnership included the people learning how to build their own homes for themselves as well as build schools. Rotarians would supply the materials, and the communities would do the work. This partnership gave the community a sense of pride as they learned to rebuild their lives by planting food for both consumption and for boosting their economy by selling what they did not consume for themselves. The homes are deeded to the oldest woman of the family to insure that the children always have a roof over their heads.

Partnering has really helped the communities in Nicaragua to move from extreme poverty to a more acceptable form of living under their current circumstances.

Many projects are being developed and funded through the generosity of many donors to HOPE and RELIEF. Isn't it nice to know that we are a part of a giving organization that helps people around the world.

RYLA 2008 A GREAT SUCCESS...

AND A LIFETIME OF MEMORIES

One of the most rewarding opportunities available to Rotarians is that of working closely with the youth of our communities to help young people develop qualities of leadership and civic responsibility. The Rotary Youth Leadership Awards (RYLA) is a program that encourages and recognizes the leadership abilities of teenagers and young adults through specially designed training workshops and camps.

RYLA 2008 was held January 4 to January 6 at the Pineywoods Baptist Encampment in Woodlake, Texas (outside of Corrigan, Tx) which is a fancy name for a forestry camp. The 42 Clubs in Rotary District 5910 sponsor 220 high school juniors to attend a weekend totally excluded from all distractions. A weekend where high

school junior interact with experts, news reporters and journalists about current issues facing future leaders. A weekend where they meet prominent professionals with real success stories-one-on-one. A weekend where they work through a set of challenges and stretch their leadership skills to new heights, such as walking a tight rope or crossing a 12-foot obstacle. A weekend where they cheer some, cry some, lead some, learn some, and follow some. RYLA is a lifetime of memories.

Jolene Ortego and Tillie Hickman are co-chairs of Beaumont Rotary's RYLA this year. In subsequent editions of *RotaryGram*, they will share feedback from local students who participated in RYLA in January. Stay tuned...these young people who attended RYLA are extraordinary.



Don't just sit idle. Volunteer to serve.
Service Above Self

