

Rotarians gearing up for World Polio Day

By Dan Nixon and Arnold Grahl
Rotary International News -- 10 October 2011

Rotarians around the globe are planning events to raise polio eradication awareness and funding for World Polio Day on 24 October.



Rotarians are getting ready to spread the word about World Polio Day, 24 October, and the need to finish the job of eradicating the disease. *Photo courtesy of Pakistan PolioPlus Committee*

Australian club members are working with the [Global Poverty Project](#) on a petition drive aimed at persuading world leaders to fully fund the critical work of the [Global Polio Eradication Initiative](#). Supporters can sign the [petition online](#).

The Global Poverty Project has scheduled an End of Polio Concert on 28 October to coincide with the Commonwealth Heads of Government Meeting in Perth, Australia. Rotarians have joined with the group to lobby leaders to put polio eradication on the meeting agenda. Hugh Evans, cofounder and CEO of the Global Poverty Project, is a scheduled [speaker at the 2012 RI Convention](#) in Bangkok, Thailand, in May.

"Global collaboration has ensured that eradication is within reach," says Michael Sheldrick, the group's polio campaign manager and a member of the Rotary Club of Crawley, Western Australia. "Our generation has a chance to realize a historic opportunity and ensure that no one else ever has to fear this disease. That's why it's vital we commit to finish the job."

Among other events planned around World Polio Day are these:

- Rotarians in Addis Ababa, Ethiopia, are organizing a Walk to End Polio Now, aimed at drawing 4,000 participants and raising money for [Rotary's US\\$200 Million Challenge](#) to match \$355 million in grants from the Bill & Melinda Gates Foundation in support of polio eradication.
- The Rotary Club of Venezia-Riviera del Brenta, Italy, has organized a Run to End Polio fundraiser as part of the 23 October Venice Marathon.

To read more on this story, visit www.rotary.org

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Spokes

October 18, 2011
www.hattiesburgrotary.com

District 6840

Club Number 04003

Organized 1918

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2010-2011

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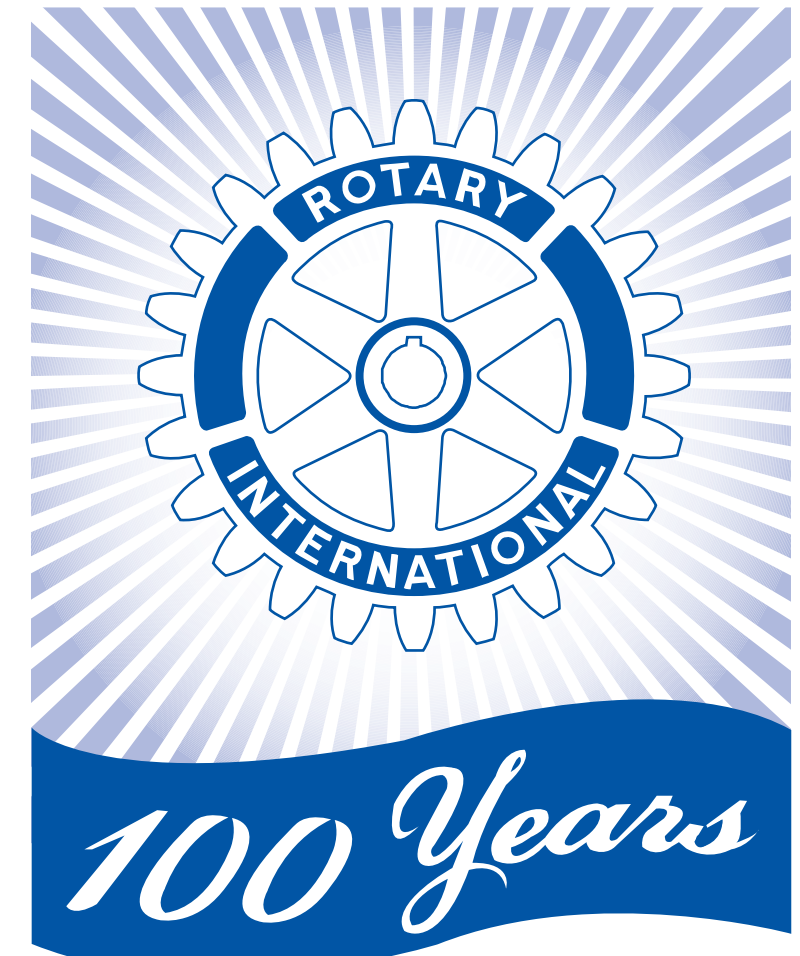
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A CENTURY OF SERVICE



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“SERVICE ABOVE SELF”

MINUTES FROM 10/11/11

President Robert Cummings presided over the meeting.

Thanks to Conrad Welker, who gave the Invocation, and to Dan Kibodeaux, who led the Club in the Pledge of Allegiance. Robert then led members in the Four Way Test.

Thanks to today's greeters, Chris Price and Bill McLeod.

Sean Priebe then welcomed members to today's meeting. Milton Wheeler is visiting from the Petal Rotary Club. Terry Martin was a guest of Gene Owens. Jay Huffstatler was a guest of Dan Kibodeaux. And David and Beth Gamston was a guest of Scott Hummel. The Club members welcomed Milam Cotton and his wife to the meeting. Milam reported that he is feeling great and is happy to be alive with each new day. He is undergoing treatment and is having no adverse reactions to the treatment.

Robert announced that the board meeting is set for October 24th at the United Way's office in downtown Hattiesburg. Refreshment will be available beginning at 5 and the meeting will begin at 5:30.

Dan Kibodeaux distributed sign-up sheets for volunteer readers for the Reading Between the Lions program, every Tuesday and Friday at 9:30am at the Hattiesburg Family Y.

Robert announced that approximately 9 more \$50 commitments are needed in order to purchase a Paul Harris Fellowship in Joe Spell's name and memory. Anyone interested should make their intentions known.

PROGRAM SUMMARY

Betsy Rowell was then introduced and asked to provide her Classification Talk. Betsy is a native of Covington County, Mississippi but grew up in Alabama and Florida. She returned to the Hattiesburg area within the past few years where she enjoys reading, gardening. Her husband recently purchased her a piano and she is now refreshing her skills at the instrument. She manages the Hattiesburg Downtown Association where she organizes special events and economic development activities.

Betsy then introduced today's guest speaker, Rick Taylor, Executive Director of the Hattiesburg Convention Commission. Rick provided members with information about his marketing philosophy and how he uses that philosophy in marketing the many facets of the Convention Commission.

His marketing goal is to make sure that the events, activities and facilities under his management are marketed so that they stand out from the other marketing clutter that the market faces on a daily basis.

According to Taylor Americans are faced with hundreds or perhaps thousands of marketing efforts on a daily basis. According to a recent study Rick says we end up recognizing about 300 of those events on a daily basis. Therefore his marketing strategy is to make sure that his campaigns cut through the clutter.

Rick says that the Broca area of the brain has been found to assist in filtering much of the mundane and predictable information that humans encounter. Marketing efforts must push through that filtering system if they are to make an impression. In addition to visual and verbal efforts the Commission also uses smell in some of its events in an effort to make the event more memorable.

There was no winner in today's Foundation event. The prize rolls over to next week.

MARK YOUR CALENDAR

- Oct 18 Rick Duke, Director, USM's Trent Lott National Center for Excellence in Economic Development & Entrepreneurship**
- Oct 24 Rotary Board Meeting at The United Way**
- Oct 25 Web Heidelberg & Sally Hughes--Gordon's Creek Project**

WEEKLY FOOTBALL BOARD GAME

Our football board game has had a couple of rule changes. If the winning square has not been purchased by a player the proceeds will carry over to the following week. Each week's winner will split the cash proceeds with the club which will benefit the Rotary Permanent Fund. The winner will not be announced until the end of the meeting, must be present to win.

We Have a Facebook Page!

Visit Rotary Club of Hattiesburg on Facebook and "like" our page.
Post your pictures, videos and comments.

READING BETWEEN THE LIONS LITERACY PROGRAM

Volunteers needed each week on **Tuesday or Friday** mornings at 9:30 to read children's books to Pre-Schoolers. Read for about 20-30 minutes.



The Family Y -
Veterans Memorial Blvd.
601-268-0808
Call Dan Kibodeaux or
sign up at lunch meetings
or email
dan@Unitedwaysems.org
call 601-545-7141

October Reading Volunteers Needed!

Date	Volunteer	Volunteer
Tuesday, 10/4 9:30am		
Friday, 10/7 9:30am	Jaclyn Adams	Steve Ramp
Tuesday, 10/11 9:30am	Chris Price	Conrad Welker
Friday, 10/14 9:30am	Wes Brooks	
Tuesday, 10/18 9:30am	Aime Spears Conrad Welker	Bill McLeod
Friday, 10/21 9:30am	Sean Priebe	
Tuesday, 10/25 9:30am		
Friday, 10/28 9:30am	Wes Brooks	

TODAY'S PROGRAM

Meet Our Presenter, Rick Duke -

Joel R. "Rick" Duke is Director of the Trent Lott National Center for Excellence in Economic Development and Entrepreneurship. In addition, he is a Professor of Practice in the Department of Economic & Workforce Development. Rick joined The University of Southern Mississippi in July 2010 after a twenty five year career with The Georgia Institute of Technology where he was a Principal Research Associate and Director of the Economic Development Institute. Rick also spent 10 years in the private sector with Kraft Foods, Inc. in roles like plant management and industrial engineering. He has a Bachelor's Degree in Industrial Management from Georgia Tech, Masters in Business Administration from Florida Southern College, Certified Economic Developer (CEcD), Economic Development Finance Professional (EDFP), graduate of the Economic Development Institute at the University of Oklahoma. Rick has been in numerous leadership roles including President of the Georgia Economic Developers Association, International Economic Development Council's Board of Directors and President of the Rotary Club of South Hall County Georgia.

Take part in "This Close" and be the face of Rotary

Rotary International News -- 14 October 2011

Get ready for World Polio Day on 24 October and raise awareness about our fight to End Polio Now. If you post your "This Close" photo as an avatar on Facebook or Twitter between 17-24 October and tweet about it using the hashtag #mythisclose, you could be randomly selected to have your photo featured on RI's Facebook page for one day. You should also include a link to www.thisclose.net in your tweet.

In addition to help celebrate, on RI's Facebook page we'll change our profile photo from 17-21 October with "This Close" ads from notable people from around the world.

Don't forget to follow RI's Twitter account so we can direct message you if you've been selected. Also note that all participants must be age 18 or older.

Here's a suggested tweet you could use:

@Endpolionow. I could be the face of @Rotary on Facebook with my thisclose.net ad. #mythisclose #wpd11

Resources

- RI's Twitter account -- twitter.com/rotary
- RI's Facebook page -- www.facebook.com/rotary
- RI's other social networking accounts
- Create your "This Close" avatar -- www.thisclose.net
- "Rotarians gearing up for World Polio Day"
- "Earn double recognition and help end polio"
- Sign up for a free RI social media webinar
- Help End Polio Now and make an online contribution

Looking for Rotary District Information or International Information?
District Website www.rotary6840.org - Rotary International www.rotary.org