

MARK YOUR CALENDAR

April 5	Lance Nail, PhD, CFA Dean and Professor of Finance University of Southern Mississippi
April 19	Night In Italy Fundraiser - So. Oaks No Noon Meeting this Tuesday
April 25	Dr. Kim Goodwin, Asst Prof of Real Estate
April 28	11:30 - Tentative Board Meeting at The Children's Center at USM
May 16-27	Rotary International Convention Hospitality Tours and Events
June 4th	Rotary Golf Tournament- Timberton

WEEKLY FOUNDATION RAFFLE

Our Foundation Chair, Scott Hummel, is coordinating a raffle each week to help raise funds for the Foundation and also Polio Plus. The first prize, two tickets to an Ole Miss Baseball game, was donated by Janice Touchstone. The winner was Lucy Parkman. The second prize, a hand-made metal sculpture, was made and donated by Milam Cotten. The winner was Dan Henley. A total of \$51 was raised today.

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 Gaudy Child Development Center is located at:



The Family Y -
Veterans Memorial Blvd.
601-268-0808

Call Dan Kibodeaux or
sign up at lunch meetings
dan@Unitedwaysems.org
call 601-545-7141

April Reading Volunteers

Date	Volunteer	Volunteer
Friday, 4/1 9:30am	Audra Cummings	David Johnson
Tuesday, 4/5 9:30am	Janice Touchstone	
Friday, 4/8 9:30am	Anthony Harris David Johnson	Audra Cummings Wes Brooks
Tuesday, 4/12 9:30am	Mike Ratliff Conrad Welker	Lucy Parkman
Friday, 4/15 9:30am	NO READING THIS DAY	NO READING THIS DAY
Tuesday, 4/19 9:30am	Gene Owens Chris Price	Chris Strebeck Robert Cummings
Friday, 4/22 9:30am	NO READING THIS DAY	NO READING THIS DAY
Tuesday, 4/26 9:30am	Janice Touchstone	Aaron Ladner
Friday, 4/29 9:30am	Dr. Scott Hummel	Wes Brooks

**NOW IS THE TIME TO MAKE YOUR PLANS
FOR THE ROTARY INTERNATIONAL CONVENTION
NEW ORLEANS, MAY 21-25, 2011**

**ONE DAY PASS FOR HOUSE OF FRIENDSHIP ON
SATURDAY MAY 21 ONLY \$40**

FULL CONVENTION REGISTRATION IS \$380



Some RIC Event Highlights:

Thurs	May 19 12p	Host Districts Golf Tournament Registration \$100 per golfer Lakewood Country Club
Sat	May 21 8a-6p	House Of Friendship Opens Volunteer needed - \$40 Day Pass
Sat	May 21 2:30p	Sounds Of The South Concert Convention Center \$40pp
Sat	May 21 6:30p	Food, Fun, Fellowship & Fins Aquarium of Americas \$80pp
Mon	May 23 4:00p	Host Hospitality Night Night out tour \$20pp-sold out
Tues	May 24 7:00p	French Quarter Dining Choices of Restaurant \$85pp

May 15-27 Host Hospitality Events and tours, pre-register to attend. Swamp tours, antiquing tours, plantation tours,, cooking classes and more! Costs start at \$30 and go up. For details and registration visit www.rotarycon2011.com. click on Host Event and Tours. Space is limited. Some events are already sold out - register NOW.

The One Day Pass for Saturday May 21st tickets can be purchased at the door.

Volunteer to Help: If you go down Saturday, you can sign up to volunteer in the welcome center with all our other district members, 2-4 Hour shifts.

Contact Suzi Steen if you have any questions.
601.266.4344 - s.l.steen@usm.edu



Spokes

April 12, 2011
www.hattiesburgrotary.com

District 6840

Club Number 04003

Organized 1918

**ROTARY YEAR
2010-2011**

OFFICERS

BILL MCLEOD

President

ROBERT CUMMINGS

President-Elect

MAURA MCLAUGHLIN

Vice-President

PATRICK WARD

Secretary - Treasurer

LAMAR EVANS

Executive Secretary

WES BROOKS

Sergeant-at-arms

BOARD OF DIRECTORS

Term Expiring - June 30, 2011

Janice Touchstone

Gene Owens

Mike Ratliff

Aime Spears

Past President:

Mary Cromartie

Term Expiring - June 30, 2012

Jaclyn Adams

Greg Buie

Scott Hummell

Dan Kibodeaux

SPOKES Editor

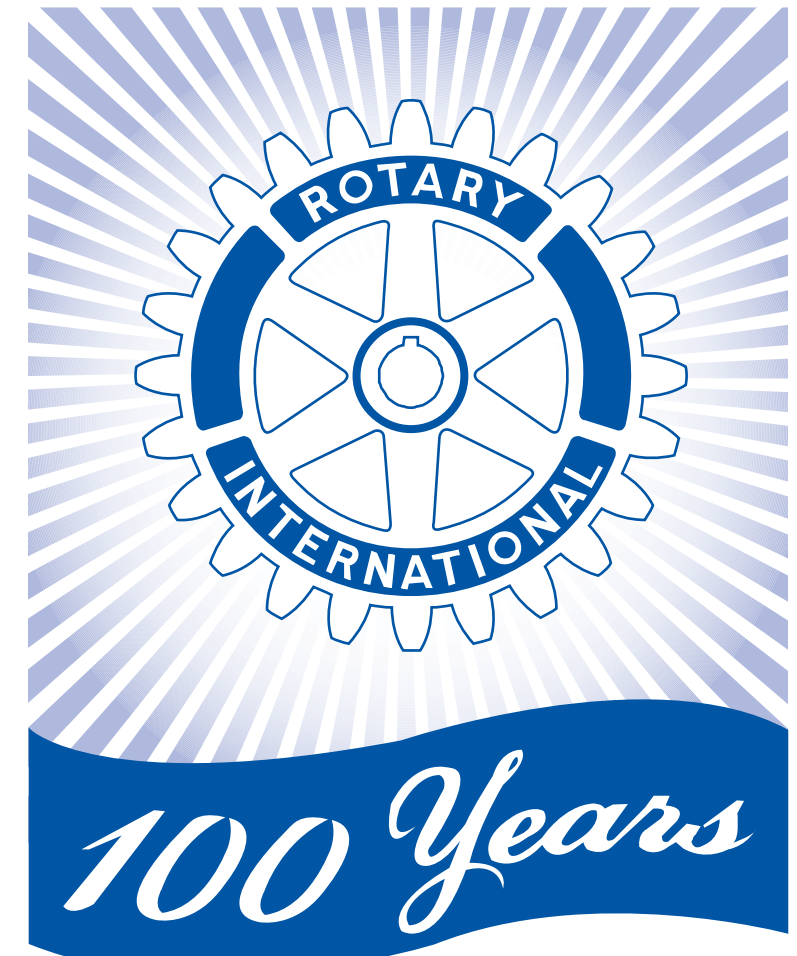
Aime Spears

aspears@whlt.com

Official Newsletter of the

ROTARY CLUB OF HATTIESBURG

A CENTURY OF SERVICE



A NEW CENTURY OF SUCCESS

“SERVICE ABOVE SELF”



Looking for Rotary International 2011 Convention Information?

District Website www.rotary6840.org - Rotary International www.rotary.org

MINUTES FROM 04/05/11

President Bill McLeod presided over today's meeting.

Thanks to Kristy Gould, who gave the invocation and to Audra Cummings, who led the Club in the Pledge of Allegiance. Bill then led members in the Four Way Test.

Special thanks to our greeters today, who were Sarah Liles and Gene Owens.

Wes Brooks welcomed today's guests: Conrad Welker brought son-in-law Steve Krohn as his guest from Charlottesville, VA. Mike Ratliff's guest was Dr. Katherine Nugent. Adam Newsome was the guest of Kristy Gould.

Bill requested that members pray for the family of Mike Ratliff's girlfriend, Consuela. Her father, Alvaro Moreno recently passed away. He also requested that members continue to keep Steve Ramp in their thoughts and prayers during the recent loss of his father.

Bill thanked David Owens and Patrick Ward for their hard work in putting together the Water Project at the Hubfest. He reported that \$1,128 was raised. He thanked all who volunteered to help with this project. He noted the Board voted to send this year's and last year's water project proceeds to a Rotary Club in Pennsylvania that is coordinating water filtration projects in Haiti and Honduras.

Scott Hummel drew two winning tickets in today's raffle drawing with proceeds going to the Rotary Foundation. The first prize, two tickets to an Ole Miss Baseball game, was donated by Janice Touchstone. The winner was Lucy Parkman. The second prize, a hand-made metal sculpture, was made and donated by Milam Cotten. The winner was Dan Henley. A total of \$51 was raised today.

Greg Buie reminded members that "Night in Italy" is Tuesday, April 19th. If you have not yet been added to the volunteer schedule, please contact Greg. He said a "salad crew" of about 8-10 people is needed and those people will need to start preparations at about 3pm that day. If you need to get a Rotary red t-shirt or a Rotary blue polo-shirt, please let Greg or Aime Spears know what your size is. Tickets were given out last week, but anyone who has not received any or who need more, please let Greg know. He will be passing out the shift schedule next week. Bill reminded members that there will be NO luncheon meeting on Tuesday, April 19th due to the Night in Italy event.

Dan Kibodeaux said volunteers are desperately needed for Reading Between the Lions in April and May! Members must step up to the plate to make this program work.

LAST WEEK'S PROGRAM SUMMARY

It has many benefits – it's free, it requires only 15 minutes of your time, it counts as a make-up meeting, and the children receive so much enjoyment from this. The smile's on each face makes this program so worthwhile. Please give this small amount of time to the children on a Tuesday or a Friday morning. Contact Dan as soon as possible.

Bill mentioned that Bill Tolbert has resigned and is relocating to Sumrall, where he will join their Rotary Club.

Erik Graham announced that the Golf Tournament now has a title sponsor – Forrest General Hospital. He thanked Audra Cummings for her work in securing them. ARC (Association for Rights of Citizens with Developmental Challenges) will be the beneficiary of all proceeds from this tournament, which will be held at Timberton on June 4th.

Lance Nail introduced today's guest speaker, Dr. Mike Wittmann, Associate Professor of Marketing at USM. Lance said that Dr. Wittmann is a leading professor, has written published articles, and has won teaching awards. He graduated from USM, holds a Master's degree from the University of AL, and a Doctorate degree from Texas Tech Univ. He and his wife, April, have three children.

Mike's slideshow presentation asked "What can we learn about innovation from other companies?" To demonstrate the process of innovation, he used the simple and basic tool known as the hammer. The hammer has been around for thousands of years. But in recent times, the building trades have changed. Screws are being used in place of nails and nail-guns sometimes replace the use of a hammer. So a hammer-producing company, such as Stanley Tools, asks itself "How do we improve the hammer?" "It's time to innovate!"

Companies such as Stanley Tools use a "discovery team" in the field to investigate and learn. Then a process is followed: Theory ideas, Product managers, Concept design, Validate concept, Product development & marketing plans, Prototypes developed, Adjustments & changes made, Final product.

From there, product line extensions can be developed and marketed. An extension of a product is useful for occupation variations. In the case of a modified hammer, the original change catered to construction workers. A new change will cater to firemen. Another change will help policemen and swat teams. Every time you evolve a product, it creates a bigger market.

Mike said there are four crucial points: 1. Listen to the customers, 2. Innovate to solve problems, 3. No matter what size the company is, always find ways to innovate, 4. Promote what you can do!

THIS WEEKS PROGRAM

Biography of Lance Nail

Lance Nail, PhD, CFA is Dean and Professor of Finance at the University of Southern Mississippi. Lance's research interests include mergers and acquisitions, corporate governance, and insider trading. He has published over 50 articles or columns and has made over 100 presentations at numerous conferences and seminars. Additionally, Lance is the managing co-editor of the Elsevier journal International Review of Financial Analysis and served as the editor of a book on international corporate governance.

Lance's service to the profession includes serving as a reviewer for dozens of manuscripts at academic journals and he has served on the program committee for the Eastern Finance Association, Financial Management Association, and the Southern Finance Association. He currently serves on the board of directors of the Eastern Finance Association and previously served on the boards of the Southern Finance Association, CFA Society of Alabama, and Risk Management Association of Birmingham. He is currently a member of the CFA Society of Mississippi.

Receiving eight teaching excellence awards at both the University of Alabama at Birmingham (UAB) and the University of Georgia, Lance was also recognized as a best practices in teaching professor by Thomson Publishing (now Cengage) for his use of technology in teaching Finance. Prior to joining USM in 2008, Lance served as chair of the Department of Finance, Economics, and Quantitative Methods at UAB.

Lance received his Ph.D. in Finance with a minor in Economics from the University of Georgia in 1996 and his BS in Finance with a minor in Economics from the University of Alabama in 1989 – graduating first in his class. He spent three years in industry as a mortgage-backed and asset-backed bond consultant for Ernst & Young National Consulting Group from 1989 through 1992.

FROM THE MEMBERSHIP COMMITTEE

Ron Edwards has been proposed for membership by Erik Graham. If you would like more information about Ron you can see Robert Cummings or Erik Graham.

TENTATIVE PLANS FOR APRIL BOARD OF DIRECTORS MEETING

The Children's Center at USM has offered to host our next board meeting on Thursday April 28th at 11:30. Please let Bill know if you can attend or not.

COMMUNITY SERVICE

NIGHT IN ITALY APRIL 19TH



SOUTHERN OAKS

BENEFITTING
THE CHILDREN'S
CENTER AT USM

ALL MEMBERS WILL BE EXPECTED TO
HELP THAT NIGHT
SIGN UP SHEET IS ON YOUR TABLES
TICKETS NOW AVAILABLE SEE GREG BUIE

ANNUAL ROTARY GOLF TOURNAMENT

BENEFITTING ARC

Mark your calendar

June 4th for the

annual Rotary Golf Tournament

Timberton Golf Course

Sponsored by **Forrest General Hospital**

Members can help with:

Teams, Sponsorship,

Volunteers to help the day of the tournament

For questions and to participate, contact Erik Graham
Program Chair