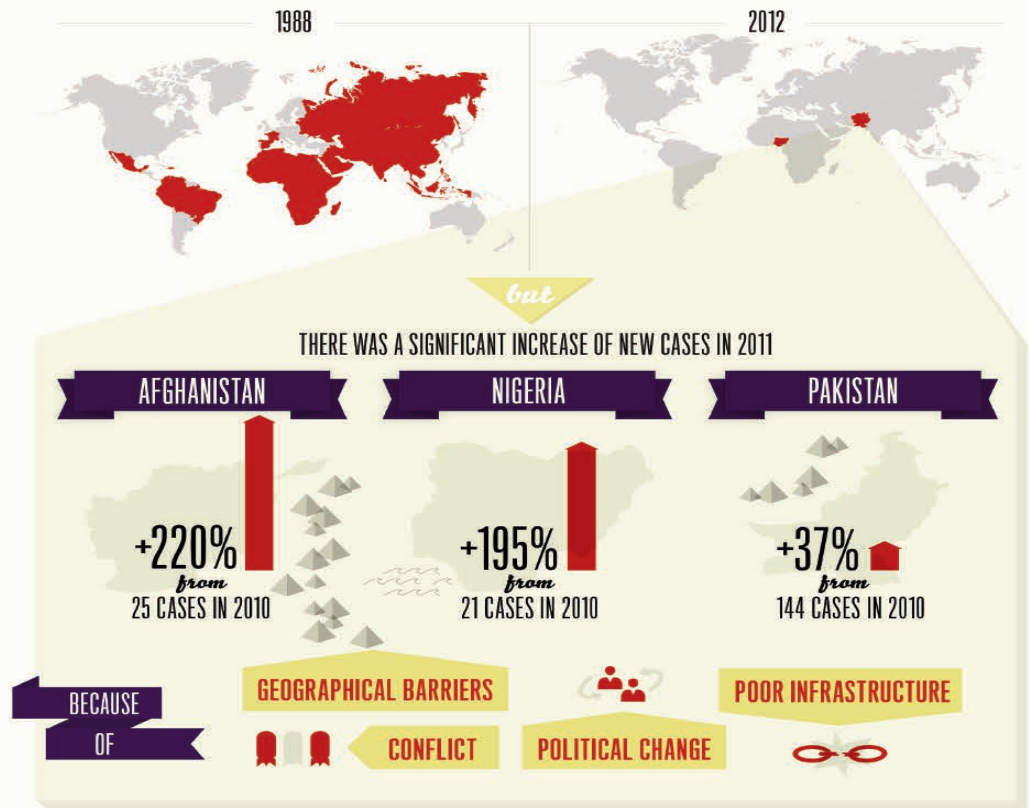




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District 6840

Club Number 04003

Organized 1918

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2012-2013

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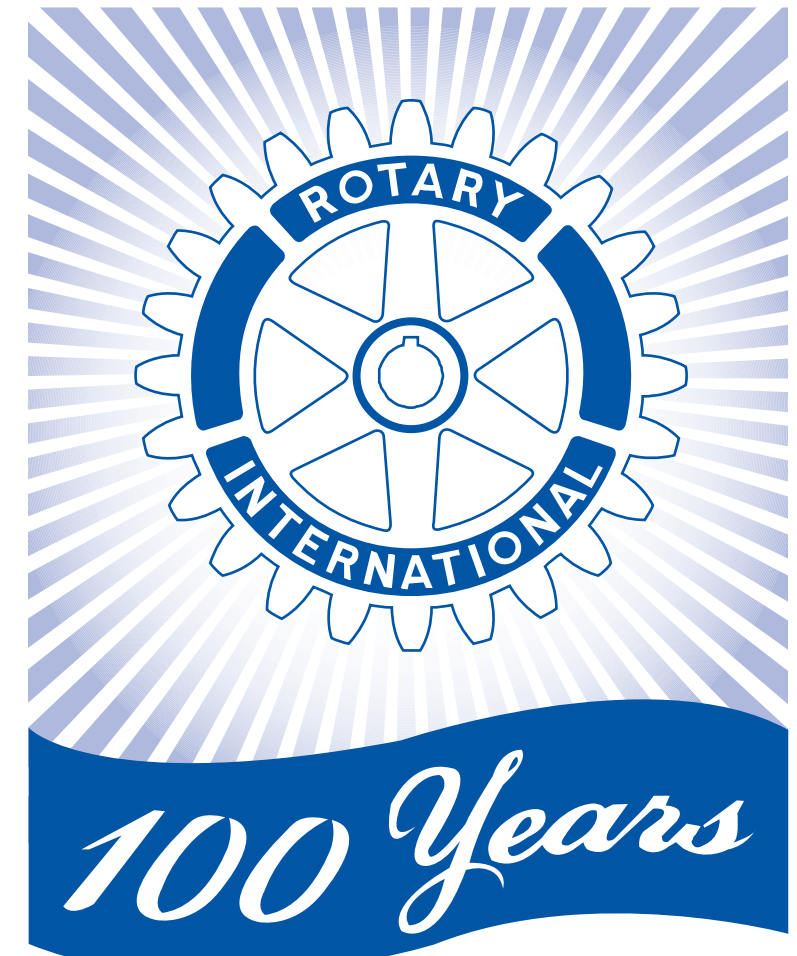
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Official Newsletter of the

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A CENTURY OF SERVICE



A NEW CENTURY OF SUCCESS

“s ERv ic E Ab Ov E s El f”

MINUTES FROM 06/05/12

President Robert Cummings, Jr. presided over the meeting.

Thanks to Jaclyn Adams, who gave the invocation, led the Pledge of Allegiance, and served as a greeter along with Sean Priebe.

Robert led the Club in the 4-Way Test and then asked Sean Priebe to introduce today's guests. Mike Ratliff had as his guest Adam Hays and John Griffith had as his guest Paul Harris. Dean Cromartie was the guest of Mary Cromartie, Tom Light had his wife Susan Light as his guest, and Gordon Broom was the guest of Bill McLeod. There were no visiting Rotarians today.

Robert stressed the importance of club members participating in our Polio Plus campaign before the end of the Rotary fiscal year on June 30. Your contributions will be greatly appreciated and the money raised will go to the Rotary International Polio Plus campaign where vaccines, including polio, are administered in places where they would not otherwise be available.

Robert announced that the Kollege of Knowledge has been postponed a couple of weeks, but is scheduled to take place at 10:30 on the morning of June 19th. All red badge members are encouraged to be in attendance for this very important orientation meeting.

The next Board of Directors meeting is scheduled for Monday, June 25th, followed by the installation of new officers on Tuesday, June 26th. All past presidents were encouraged to attend and participate in the passing of the gavel ceremony when the new board members and officers will be inducted.

Erin Granberry then introduced today's featured guest speaker, Butch Smith, owner and operator of Country Girls Creamery in Poplarville.

A nurse for the past 20 years, Butch decided to switch gears and started Country Girls Creamery with his dad and brother about two and a half years ago along with the help and encouragement of his daughters (thus the name of the business). This makes him a third-generation dairy farmer.

Butch said he watched his dad, a life-long dairy farmer, struggle with the more commercial side of the dairy business that involved shipping bulk milk in a very competitive market. He said they decided to take a different, more localized approach, which also allowed them to control every step of processing their milk products that are made from only hormone-free jersey cows.

"We like it because of its simplicity," he said. "The cows go in one end of the building and milk comes out the other end." Country Girls Creamery produces milk, cream, yogurt, butter, and cheese---all of which are pasteurized, but unhomogenized.

He said pasteurization is a mandatory process required to eliminate bacteria, but they prefer the non-blending technique of leaving their products unhomogenized because it allows the cream to rise to the top. They offer whole, low-fat, and chocolate milk as well as a variety of artisan cheeses.

Despite a common misperception, this type of fresh from the farm milk has about the same 2-week shelf life as standard commercially shipped milk on a store shelf. Butch said a lot of his customers report being able to tolerate the fresh whole milk much better than homogenized store products.

Before actually kicking off the business, Butch said he traveled around the region with his daughters so they could show off their cows at 4H competitions. But sooner than later, they decided they wanted him to make a go of it. The business has since grown to a milking herd of 106 cows, which will expand to about 150 after calving.

Their herd consists of A1 jersey breed cows that are well-suited genetically and economically for this area's climate. They're pasture-fed with a diet that is 90% grass and only 10% grain (mainly in winter). They use strictly artificial insemination for breeding, which allows the Smith's more control over quality characteristics such as a long neck and good legs, hooves, and utters.

Although Country Girls Creamery is not a "certified organic farm," Butch said they're regulated very similarly through monthly inspections by the MS Department of Health and the MS Water & Soil Conservation Service, which oversees waste management regulations for farms.

Today, Country Girls Creamery products are available from an assortment of local retail outlets, including Li'l Butcher Shop and Corner Market grocery stores. Butch said they do very little advertising, as the product quality and flavor speaks for itself. The farm is also a popular choice for tours and field-trips, regardless of group size.

MEET TODAY'S SPEAKER

Dr. Bobby Middlebrooks

Dr. Middlebrooks received a PhD from the University of Texas, Southwestern Medical School in 1966. He was a Post-Doctoral Research Associate from 1966 – 1978. Dr. Middlebrooks became an Assistant Professor of Microbiology and remained at the University of Texas until 1972. He then spent two years at the University of New Hampshire as an Assistant Professor of Natural Science. Since 1974, Dr. Middlebrooks has been a professor at the University of Southern Mississippi. He has taught Microbiology and Biological Sciences. He is a nationally known researcher and teacher. He also served as Interim Provost for The University of Southern Mississippi.

CALLING ALL PAST PRESIDENTS!

The Board of Directors is asking all past Presidents of the Rotary Club of Hattiesburg to please attend June 26, for the installation of our new officers.

New officers will be installed and awards will be presented. All members are asked to attend.

FROM THE MEMBERSHIP COMMITTEE

Dan Davis is being proposed for membership by Tracie Fowler. Dan is the Manager of Marketing and PR with Southern Pines Electric Power Association

Also proposed for membership is Kevin Zemetis. Kevin is President of The Strategic Results Center and has been proposed by Scott Hummel.

If you have any questions or comments about those proposed, please see our Membership Chair, Maura McLaughlin.

READING BETWEEN THE LIONS LITERACY PROGRAM

Volunteers needed each week to read children's books to Pre-Schoolers at The Family Y - Veterans Memorial Blvd. See Bill MacLaughlan to volunteer.

MARK YOUR CALENDAR

- | | |
|---------|---|
| June 12 | Polio Plus Focus Day
Speaker - Dr. Bobby Middlebrooks |
| June 19 | 10:30, Kollege of Knowledge-
For all Red Badge Members |
| June 19 | Jack Norris, President
Gulf Coast Business Council |
| June 26 | 2012-13 Rotary Officer Installation |

POLIO PLUS

We will have a 50/50 raffle to be held June 26th. The proceeds will contribute to the Polio Plus program. See Janice for tickets.

