

## **MEETING OF MARCH 13, 2007**

### **Minutes of Meeting of Mar. 6, 2007**

- Conrad Welker presided over the meeting.
- The invocation was given by Larry LeBlanc.
- Conrad Welker led the Club in the Pledge of Allegiance.
- Kristy Gould introduced today's visitors:
  - ✓ Bradley Black was a guest of Johnny Stevens.
  - ✓ Valerie Sartin was a guest of Tina Lowrimore.
  - ✓ Josh Mars was a guest of Bill McLeod
  - ✓ Dan Henley also visited our club, as did Milton Wheeler and Pierce Stevens, visiting Rotarians.

### **ANNOUNCEMENTS**

- 1) Greeters for the day were Angela Herzog and Bill MacLauchlan.
- 2) Conrad made members aware that the time is now for Grover Anderson Scholarship nominations. He also asked members to consider supporting the Rotary Foundation by purchasing raffle tickets prior to the District Conference.
- 3) Milton Wheeler announced that the District Assembly and this year's PETS will be combined on March 31, 2007 at the Poplarville campus of Pearl River Community College. Everyone is invited; however, newly elected officers are expected to attend.
- 4) MEMBERS: Please check the Club ROSTER and make sure

your correct business or preferred phone is listed. Write your name and correct business or preferred phone number on a piece of paper and give to Lamar Evans to go in the next edition of the ROSTER in SPOKES at the end of the month. Freddy Walter would like for EVERY one to list his or her name and CELL phone number on a sheet of paper provided on the tables.

5)

### **LAST WEEK'S PROGRAM**

Erin Granberry introduced the speaker, Rick Looser.

Rick began his working career at Dunn Landscaping in Alabama. He graduated from the University of Alabama and his first real job in public relations was with the Alabama Poison Control Unit. That unit was investigated by 60 Minutes.

Rick is the founder of The Cirlot Agency, Incorporated, a Mississippi based public relations and advertising agency.

The Cirlot Agency has created an advertising campaign that has the goal of changing minds about Mississippi. "Yes, we can read. A few of us can even write." is one of the slogans used in the ad series. That particular advertisement ends with photos of well known authors who lived and wrote in Mississippi, including Tennessee Williams, Nevada Barr, Willie Morris, Eudora Welty and William Faulker, just to name a few. The text of the ad goes on to say, "From Pulitzer Prize winners to revolutionaries who initiated momentous cultural change .. oh, yes, Mississippians can write. No other state in the country can claim as many honored, awarded and

revered writers as Mississippi. Yes, Mississippi. Where words transcend.

Rick began this campaign on an airplane coming back from Washington when he struck up a conversation with a twelve-year-old. Rick says the youngster asked him if he saw those KKK people on his street every day and if everyone in Mississippi still hates Black people. Rick says that's the notion the child had of Mississippi and one that he had gotten from watching movies and television. At that point, Rick thought it was time something started to happen to change opinions about our state, especially if children as young as twelve already had such mind-sets about our state.

The advertising campaign has been free to the people of our state. Rick estimates that his agency has invested approximately \$300,000 in time and expenses to the campaign. The hard work and the investment seem to be paying off, because the campaign has received notice by a growing number of national media representatives. He's been interviewed by NBC for the Today Show and expects that the segment will run within the next two weeks.

Why did he undertake this challenge? "I did it because it needed doing," according to Rick. He challenged Rotarians to find something that they are not now doing and begin doing it, simply because it needs to be done.

The Cirlot Agency campaign isn't for sale. Rick says he didn't think the agency could tell the entire truth about our state if a corporate sponsor or the government had a vested interest in the campaign.

If you would like to see or use the campaign visit

[www.mississippibelieveit.com](http://www.mississippibelieveit.com). The ads can be downloaded from that website in a variety of formats. You just cannot use the ads to generate income for yourself or your company and you can't add your company logo to the ads.

Conrad concluded the meeting by saying: Thanks to you Rick for your agency's efforts. Mississippi. "Yes, our hands are out. And our hearts are open."

## **THIS WEEK'S PROGRAM**

Erin Granberry introduced the program.

About the second annual Young Authors Celebration:

The second annual Young Authors Celebration was on the Hattiesburg Campus of William Carey University on Friday, February 23<sup>rd</sup>. Three hundred and fifty students from grades one through eight representing 15 schools and 6 districts attended. They met the fourteen authors/illustrators and then shared their own books that they had written and illustrated in a writer's workshop conducted in different classrooms throughout the university campus. They had lunch on the campus and made a visit to the bookstore to purchase the books that the authors had written. Copies of each child's book will be placed into the MS Treasury of Young Authors and Illustrators website for children to view. Each child received a gift bag with a book, coupons, pens and pencils. Also each student was given a t-shirt to wear to the Celebration. Dr. Morris visited each classroom to speak to the students about writing before they attended the Celebration.

Dr. Barry Morris has been in education for the past 35 years in elementary and middle schools and at the university. Serving as a classroom teacher for 25 years, Dr. Morris completed his Ph.D. in Elementary Curriculum and Instruction at the University of South Florida. He serves as the Chairman of the Department of Education at William Carey University. He and his wife, Ann, live in Collins.

Dr. June Hornsby taught for five years in the elementary schools of Montana, Mississippi and

Louisiana. She been teaching graduate and undergraduate classes and has been Director of Student Teaching at William Carey since 1992. She received an Ed.D. in Elementary Education Curriculum and Instruction from USM. June and her husband, Ben, live in Hattiesburg.

## ROTARY INTERNATIONAL NEWS

### Working for peace

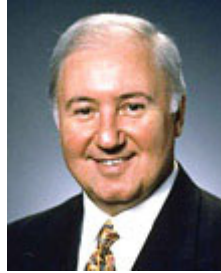
March 2007

Dear family of Rotary,

The Rotary Centers for International Studies in peace and conflict

resolution represent the educational and peace initiatives to which The Rotary Foundation has given priority in the area of educational programs.

The six Rotary Centers for International Studies operate in collaboration with seven prestigious universities worldwide. The Rotary Foundation sponsors up to 60 Rotary World Peace Fellows who enroll in a two-year master's degree program at one of the Rotary Centers – as many as 10 fellows per center – to focus on international relations and the achievement of peace and conflict resolution. Each center organizes an annual seminar where the fellows present their research and projects concerning peace, goodwill, and international understanding. This research is publicized throughout the Rotary world and by international media.



Luis Vicente Giay

These fellowships are financed with donations from the districts, individual Rotarians, and the World Fund. The Trustees of The Rotary Foundation have approved a plan to raise US\$95 million by 30 June 2015, to establish a fund to ensure financing for the Rotary Centers program in perpetuity.

Today, there are 285 former and current Rotary World Peace Fellows, and more than 200 of them will gather 14-16 June for the Rotary World Peace Symposium in Salt Lake City, Utah, USA. This event, part of the annual RI Convention, will focus on academics, with the direct participation of Rotarians and peace fellows. This is a unique opportunity to observe the amazing progress of the Rotary Centers program. The symposium will include excellent speakers and allow fellows and Rotarians ample time to interact. I urge you all to participate in this meeting. Witnessing the exceptional achievements of our fellows firsthand is certain to renew your confidence.

The Rotary Centers represent Rotary's commitment to the cause of world peace and understanding by contributing to the formation of the next generation of community and world leaders dedicated to mediating, preventing, and solving world conflicts, and tackling the difficult problems that cause them. Based on what we have achieved thus far, we are definitely headed in the right direction.

Sincerely,  
Luis Vicente Giay  
Trustee Chair, The Rotary Foundation,  
2006-07

Editor: Gary Garner