

## MEETING OF MARCH 27,2007

### Minutes of Meeting of Mar. 20, 2007

- Conrad Welker presided over the meeting.
- Mike Ratliff gave the invocation
- Tom Potter led the Club in the Pledge of allegiance.
- Allen Anderson sat in for Kristi Gould and introduced our visitors and visiting Rotarians:
  - ✓ Jack Gay visited from the Petal Club.
  - ✓ Sam Britten visited from the Waynesboro Club.
  - ✓ Jack Kennedy was a guest or Rob Jackson and Ms. Mason was a guest of Dan Mason.

### ANNOUNCEMENTS

- 1) Thanks to Chris Strebeck for serving as our greeter today.
- 2) Conrad announced that the District Conference will be held in Biloxi on the weekend of May 18-19. Registration information must be turned in soon to the District. Anyone interested in attending need to check with Conrad or Lamar Evans and make sure they get on the roster.

- 3) All District Clubs:

Please NOTE that the telephone number for the **Beau Rivage** for hotel reservations is **228-386-7111**. Be sure and tell **THE HOTEL** that you are with the Rotary District Conference. If you have any problems, you may contact Gill Miller, Secretary, Rotary District 6840 or

the Conference Chair, Susan Church at 228-860-6925.

- 4) Freddy Walter reminded incoming officers and board members that the PETS training program will be offered on March 31. Freddy also reminds us that there are cards on the tables to write your name, home & office phone nos., and e-mail address. Please cooperate in this effort for the sake of convenient communications. Thanks!!
- 5) Conrad reminded members to purchase their raffle tickets for the District Conference event. It appears that enough has been generated thus far to award ten Paul Harris Fellowships.
- 6) It was announced that Tom Rhea Phillips is recovering at home from bypass surgery and is doing well.
- 7) Valerie Sartin was then inducted into the club as a new member by Tina Lowrimore. Valerie is the Market Manager for Cellular South. She assists the company with many public relations events and private functions.
- 8) **Sonny34 Cotton thanks the following for their assistance in participating in the cemetery committee's 2007 activity {painting, clean-up, and surveying for future needs} at Oaklawn and Riverview cemeteries. Those members participating included Sonny34 Cotten, Mike Ratliff, Conrad Welker, Susan Light, & Joe Spell. This has been a continuing annual effort for the past 12-15 years bonding us to: honor the past, enjoy the present, and provide for the**

**future---in Rotary service and fellowship---Sonny34.**

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

Erin Granberry introduced the program, Jeff Flathau. Jeff is the CFO and owner of Flathau's Fine Foods.

Jeff noted that he was to have been accompanied by his wife, Heather. However, she was predisposed with company demands and unable to attend.

Flathau's Fine Foods is a local catering company in the Hattiesburg area. They manufacture and distribute gourmet snacks such as Cheddar Chipotle Cheese Straws, and a family of The Snaps. The business has been operating in this area for the past fourteen years and within the past five years has focused more on the gourmet end of the business. Flathau's Fine Foods is known as the cookies in the can company. Jeff noted that he derived the idea of using paint cans for his product after catering an event for Anderson Retail where paint cans were used for the catered event.

Some of the companies selling their products include Marshall Fields, TJ Max, Starbucks and others. Jeff reports about 2,500 customers with reps in all fifty states and distributors in ten of those states. The company is beginning to reach into the electronic market and will launch a "Cookie Club" for customers in the near future.

Additionally, they are beginning to open up the international market. A distributor for Australia has been secured and SONY in Japan will be carrying the product in the near future.

Although the company's headquarters are located in Hattiesburg the production plant operates out of Petal. The company employs ten full-time people and increases its staff up to 25 during the busy season. Jeff notes that much of his sales now are seasonal with the majority of the business being conducted during the last two quarters of the year. The company is capable of producing about one ton of product each day.

Thanks to Jeff for his generosity at the end of his presentation for the sample of goodies he produces.

**BREAKING NEWS: Flathau's Fine Foods has been named a finalist for the second annual Gallo Family Vineyards Gold Medal Awards, a nationwide search for the country's top artisanal food producers. Raspberry Snaps are a finalist in the Outstanding Bread/Baked Good category, and Peppermint Snaps are a finalist in the Outstanding Confectionary Good category. The awards are expected to be announced in about three weeks. Good luck, Flathau's Fine Foods!**

### **THIS WEEK'S PROGRAM**

Major Billy Lane, Hattiesburg Police Department, is our speaker.

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