

MEETING OF MAY 15, 2007

Minutes of Meeting of May 8, 2007

- Conrad Welker presided over the meeting.
- Jeff Bowman offered an invocation.
- The Pledge of Allegiance was led by Robert Simmons.
- Dan Kibodeaux and Michael McMillan served as Greeters.
- Kristi Gould introduced and welcomed visiting Rotarians and guests:
 - Dr. Milton Wheeler visited from the Petal club.
 - Lindsay Wilson was a guest of Kristi Gould.
 - Chris Ryals was a guest of David Thoms.
 - George Karnes was a guest of Frances Karnes.

ANNOUNCEMENTS

- 1) Conrad reminded club members that the District Conference occurs next weekend.
- 2) He also reminded them that the GSE guest will attend next week's club meeting.
- 3) On a sad note, Conrad also announced the resignation of Thomas Estes. Tom resigned due to business schedule conflicts with our weekly meeting. Conrad noted that he taught Tom in Junior High.
- 4) Angela Herzog reported that she still needs one additional RYLA nominee. She also reported that the Club has nominated Grace Cornett, daughter of Robert Cornett and Forrest Floyd, grandson of John Tadlock for American Legion Boys and Girls State Scholarships.
- 5) Richard Todd once again reminded club members of tonight's Salvation Army Steak to Steak event. Additional club members are needed to purchase tickets and to attend as club representatives.

LAST WEEK'S PROGRAM

David Senne introduced the guest speaker, Kathleen Williams, Executive Editor of the *Hattiesburg American*.

Kathleen began her presentation by mentioning the *American's* continuing support of the Student Writer Showcase competition it began a number of years ago. This year's event ended with more than 2,000 entries and 70 winners. Some 250 youth and their families celebrated the award ceremony at the Lake Terrace Convention Center.

The *Hattiesburg American* is celebrating three anniversaries this year. The *American* began as a weekly newspaper 110 years ago. It became a daily paper 100 years ago and the name of the newspaper was officially changed to the *Hattiesburg American* 90 years ago.

Recent changes in the paper focus on more community news and feature stories. After a review of the paper's content, the staff concluded that there was too much regional and national news being featured in the paper; news which most people had already heard on seen on radio, television or on the Web. With more focus on local and community news and events, the *American* is more competitive in the news sector.

Other changes include additional school and community news. There is also the addition of a daily business section, rather than a weekly business section. In sports, the paper has begun to focus on news from Mississippi State University and the University of Mississippi. There is now more focus on local art talent and events as well as increases in local editorial and comments.

Kathleen also reports that the *American* has a dynamic and growing website. The site features local news and information and is updated an average of 15 times a day. There are also photo galleries as well as video features. The page views for the site have increased by 93% since last April with about 2.8 million page views during the last month.

Kathleen invited Club members to give her and the staff continued feedback on the changes. Many of the changes continue to be reviewed and refined. One that was mentioned during the club was the typeface. The new typeface causes a lighter ink print on the page and has drawn some criticism. There has also been an increase in the amount of color included in each edition. Color printing is much more expensive so that change will be closely monitored.

THIS WEEK'S PROGRAM

The Italian GSE TEAM members are our guests. Their bios are as follows:

Pinuccia PARABONI

After completing her Masters degree in Modern Languages from Oxford University and a brief stint

with the Center for Neuropsychology with the Policlinico of Milan, she began her carrier in Marketing with Kraft General Foods. In her ten years with Kraft she became head of Consumer Relations and Trade and Consumer Promotion. In 1986 she joined Mondadori as Promotions Director for the periodicals area and, later, became Communications Director for Prime, one of Italy's premier investment funds and life insurance companies.

In 1992 she accepted the appointment of Director of Integrated Communication for the advertising agency Leo Burnett where she developed significant experience with clients like Kellogg, Coca Cola, Procter & Gamble, and United Airlines.

Since 1998 she has been working in Ketchum as Associate Director and afterwards CEO.

Today she is Vice President with the responsibility of the professional output of the agency.

As for hobbies, Pinuccia likes reading, traveling and recently Latin American dancing.

Pinuccia will gladly join with some of the team members for their vocational visits.

Maria Vittoria CERESOLI

Maria Vittoria works in Filmmaster, a production company of commercials. Her favorite assignment is in advertising. She likes very much this job because she thinks there are always such many things she should learn! Her school education has been very diversified: she took a degree in ancient literature, taught Latin and ancient Greek at various High Schools for some years but then she changed and started working in advertising production after a Master in Brand Communication.

She was born in Desio in December 1978, a town in the outskirts of Milan but a few years ago she moved and now she lives in Milan with two room mates.

As for hobbies, she like traveling, reading and watching movies.

Silvia PASQUINELLI

Silvia studied law at the University Cattolica del Sacro Cuore of Milan. She got her degree with an essay on the History of Roman Law and was very lucky to find employment the same day she got her Degree. Since that day she has been working in a legal office. She completed her compulsory legal practice two years ago, and now she is specialized in criminal law, assisting her clients also in prison,

writing legal acts (briefs) and staying in front of the Court of Milan.

Her office is in the heart of Milan on a very restigious and historical road, which took its name by the famous ancient Italian poet, Dante Alighieri.

Everyday she starts working early in the morning and finishes late in the evening, (usually she eats her meal at the office) so she hasn't a lot of leisure time.

In the weekend she practices her favorite hobbies: she likes animals in general and everything concerning nature. In particular, she loves dogs; for several years she attended courses of handling and basic obedience; now she is a handler.

She loves sports too, and when it is possible, she goes skiing; she is a ski race referee.

She likes the opportunity to go abroad to an Anglo-Saxon Country and to meet in a foreign professional environment, which offers the chance to compare two different law systems: the common law and the civil law systems. First of all, it allows me to improve the technical knowledge and to reach a 360 degree vision. But this opportunity doesn't finish on the professional profile, it continues on the personal one.

“This is the reason why I expected to grow up as a lawyer, but especially as a person.”

Marco TROZZI

Marco Trozzi is the third of four male brothers, born in Sicily 33 years ago. This beautiful island was the place where he grew up and studied till he was 16. In 1990, Marco moved to Rome and there he finished his studies in a language high school. His job experience started in 1992, joining the main national Police force “Polizia di Stato” becoming an Agent. During his job, Marco served in Rome as mounted Police officer. In 1995 he left Rome to go to Bologna where he patrolled for “113” (Italian emergency number like American “911”). In 1996 he returned to Rome to serve as a “N.O.C.S.” Special Agent (Italian Police antiterrorism S.W.A.T. and Hostage Rescue Team). Now is working in Milan and in Pescara as Police helicopter pilot.

His work in the national Police is also his great passion that he shares with his family, except the youngest brother, Daniele, who is attending the Military Naval Academy in Livorno. His father, Domenico, with the rank of General is the head of the Polizia di Stato Air Service and is also a helicopter Pilot. Donato, the oldest brother is a Police helicopter pilot since he was 21. The second brother, Francesco, with the rank of Lieutenant Colonel is an investigator

on duty in Rome for the Central Directorate of the Criminal Police and in 2005 he successfully graduated after attending the 221st FBI National Academy course in Quantico -Virginia. United States are a friendly place for the Trozzi family, in fact, also Daniele in the same year (2005) graduated in Eugene – Oregon, after having attended a whole year in an high school, joining an International Exchange Study Program, while Domenico in 1981 and in 1982 took part to the New York City Marathon. Even if all members of the family are not pilot they use to skydive together to share in a different way the same passion for flight. Just like his mother, Rita, who prefers to stay always with her feet on the ground.

As for hobbies, in his spare time, Marco, studies Sociological Sciences at Chieti University. He plays tennis, practices swimming and running. He loves traveling around the world and particularly, he visited in the past years, United States (Miami, Washington D.C., Portland and New York). He would like to come back to the United States to live for a longer period and he's very proud to have the opportunity to represent Italy in this Group Study Exchange. This program is a way to enrich his cultural experiences with American people and blend with them the great past (Europe) and the great future (America).

Francesca TRUCCO

27 years old the 3rd of May!

She lives in Legnano, a small city near Milano, with her family (mum, daddy and granny) and her lovely dog, Daisy, a two year-old beagle.

She took a degree in Science and Communication Technologies at IULM (University Institute of Modern Languages) in 2002 and then she attended a Master in Audio - Video Production in 2003 at Catholic University of Milan.

Since April 2004 she had been working in a company that organizes educational courses for other companies, students, graduates, etc., with the purpose reaching different aims, such as:

- Vocational guidance after high school/degree;
- Teaching a work very requested in the territory;
- Professional re-qualification for workers;
- Continuous education;
- Adaptation to new laws (for example inheriting security, privacy, etc...).

She personally follows the different kind of courses from the beginning (writing the project) 'till the end (administrative closure).

During her spare time she practices different hobbies:

- She loves playing with her dog;
- She loves horse riding;
- She likes guiding groups of foreign students visiting Italy/on study's exchange. She had the opportunity to follow a group of American students coming from Miami last year and now she's going to be the host of them for a week, on March, with a group of Italian students;
- And last, but not least, she loves traveling all around the world, meeting people, knowing different behaviors and way of living to enlarge her horizons to the world.

We wish all of our guests a very pleasant visit in the Hattiesburg area and on to the Coast and the District Conference.

Editor: Gary Garner