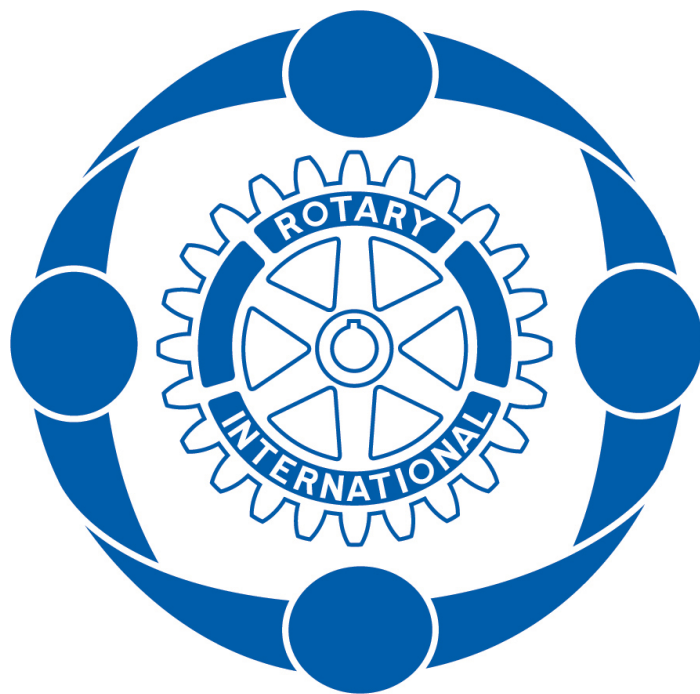


SPOKES

THE OFFICIAL NEWSLETTER
OF THE
ROTARY CLUB OF HATTIESBURG
DISTRICT 6840, CLUB 04003



2012-2013

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SERVICE ABOVE SELF

MINUTES: JANUARY 8, 2013

Maura McLaughlin presided over the meeting. Thanks to Dan Kibodeaux, who gave the invocation and to Audra Cummings, who led members in the Pledge of Allegiance. Maura then led the Club in the 4-Way Test and then asked Chris Price to introduce today's visiting Rotarians and guests. Thanks Sean Priebe and Brian Moore who served as greeters today.

Dean Cromartie is a guest of Mary Cromartie. Chase Munro has Jeremy Vanover as his guest and Bill McLeod has Gordon Broom as his guest. There are no visiting Rotarians today.

Maura reminded members that January is Rotary Awareness month. She encouraged members to take every opportunity available to talk about Rotary and our projects. She also reminded members that the friendship exchange is set for February when a group of Maine Rotarians will pay our district a return visit. She also reminded members that the District Conference is coming up in April. Attendance is encouraged.

Sean Priebe reminded members of the Beer Tasting which is scheduled for Thursday January 17. Tickets are on sale and should be purchased as soon as possible. The event will begin at 5:30 at the Keg & Barrel. Members are encouraged to bring potential Rotarians to the event for a social evening.

Maura thanked Wes Brooks for producing our weekly newsletter, SPOKES.

Bill McLeod then introduced today's speaker Donna Ritchey. Donna is with Godwin Issues Management Network out of Jackson and a graduate of The University of Southern Mississippi.

Donna's topic today is Reputation Management and Crisis Protocols. She offered several interesting methods of dealing with issues related to the topic. Lesson number one according to Donna is never engaging the media without a plan. Think about your location and your background and pick those that will best serve your purpose. And most importantly, never lie to them.

Most Americans still get the majority of their news from television news reports and broadcasts. Donna says that 70% of what Americans pick up from their news is focused on non-verbal cues such as your mannerisms, the background, etc. About 20% of what they see is based on your tone of voice. If you sound angry or frustrated or panicked, they are likely to pick up on those emotions by the tone of your voice. And finally about 10% of what they gather from the news is what you actually say. The lesson to be learned according to Donna is to understand that both tangible and intangible elements impact your brand and your reputation.

Devising a communications plan should be considered Mission Critical Communications, says Donna. Facing the media is not just a conversation it should be considered a major undertaking. Your communication plan will affect your company's ability to continue operations in a crisis; will have financial implications on your company (either negative or positive); and will display your company in the "court of public opinion." Never undertake such a project without serious planning. Knowledge is power according to Donna and you should always be prepared before undertaking a communications mission.

Planning should include the identification of issues and the monitoring of trends. You should know and monitor the interests of your stakeholders as well as your competitors. Build your scenario and continue to scan for threats. Donna also says it is very important that you control communications. You should never rely on the media to get your message out. Rather you should communicate directly with your employees and staff. Your communications should be direct, factual and to the point. You should also set up a system to communicate with your external markets through list-serves, Twitter tweets, etc.

(Continued on Pg. 3)

(Minutes cont.)

Donna reminded us that crisis response communications have a tremendous impact on your company's reputation. Should you find yourself in a crisis always put people first. Make sure you contact the proper authorities and communicate effectively with them. She also suggests that you do not respond to rumors or engage in speculation. Be factual and honest.

Maura thanked Donna on behalf of the club for today's presentation, and Donna stayed to address many questions and conversations after she concluded her remarks.

Wes Brooks was announced as the winner of two tickets for next Thursday's Beer Tasting.

Minutes submitted by:
Lamar Evans, Executive Secretary
Rotary Club of Hattiesburg



PLEASE WELCOME TODAY'S GUEST...

DR. STEVEN MOSER, DEAN

COLLEGE OF ARTS & LETTERS
THE UNIVERSITY OF SOUTHERN MISSISSIPPI

Steven Moser is Dean of the college of Arts and Letters and Professor of Music at Southern Miss. Before joining the faculty in the School of Music in 1990, he was the marching band director and music education instructor in the School of Music at Texas Christian University in Fort Worth. Professor Moser is a specialist in instrumental conducting and a former of the Symphonic Winds and director of the Pride of Mississippi Marching Band. Previously serving as Senior Associate Dean in the College of Arts and Letters, Professor Moser is a 2007 fellow of Harvard's Graduate School of Education, Management Development Program and has served in various leadership roles at Southern Miss since 2002.



EACH ROTARIAN:
REACH ONE, KEEP ONE



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IMPORTANT DATES

15-Jan	Dr. Steven Moser, Dean, College of Arts & Letters, U.S.M.
17-Jan	Beer Tasting Event – Keg & Barrel
22-Jan	Sheriff Billy McGee, Forrest Co.
29-Jan	Lt. Col. Mike Holmes, MS Highway Patrol
5-Feb	Vickie Stuart
12-Feb	Roberta M. Humble – Author/Professor
19-Feb	Connie Keene, Investigator – Investigator, Forrest Co. D.A.
12-Feb	Roberta M. Humble – Author/Professor
12-Mar	Carolyn Smith, M.A., LPC, CSAT, EMDR, Pine Grove Intensive Workshops
19-Mar	Isaac L. Boose, M.Ed., LPC-S, LMFT, CCAP, “Burnout & Stress”
26-Mar	Carver Brown, Pine Grove Alumni Coordinator
18-20 Apr	**District Conference**
23-Apr	“A Night in Italy” (<i>No noon meeting</i>)
30-Apr	The Honorable Lynn Fitch, State Treasurer of Mississippi
25-Jun	Awards Luncheon - Tentative

OUR DISTRICT

District 6840 unites the diverse cultures of Southeast Louisiana and South Mississippi. Generally, the district includes communities just west of the Mississippi River at New Orleans to the Mississippi/Alabama state line. Our landscape stretches the imagination with national forests, wildlife refuges, farmlands, urban development, beaches, hills, swamps, bayous and the mighty Mississippi River.

For a good time we enjoy Mardi Gras celebrations and festivals in Louisiana and Mississippi. We also enjoy the serenity of our peaceful suburbia and rural areas. The District embodies the multicultural flavors of many, all blended in our varied cuisine, festivals and Southern Hospitality. This page includes a description of Louisiana and Mississippi.

