

**MARK YOUR CALENDAR**

- Nov 23 11:15 RIC Committee Meeting
- Nov 23 Jerry DeFatta, USM Alumni Assoc.
- Nov 30 Dan Kibodeaux - Director United Way
- Dec 4 & 11 Salvation Army Bell Ringing
- Dec 14 Christmas Social at Southern Oaks
- Dec 15 Discount Deadline for early Registration for Rotary International Convention
- Dec 20 & 27th No Meeting due to Holidays

**WEEKLY FOUNDATION RAFFLE**

Our Foundation Chair, Scott Hummel, is coordinating a raffle each week to help raise funds for the Foundation and also Polio Plus. If you would like to donate an item for the raffle, please contact Scott. Gift cards for your business services, or any new items can make a good raffle item.

**READING BETWEEN THE LIONS LITERACY PROGRAM**

Volunteers needed each week on Tuesday or Friday mornings at 9:30 to read children's books to Pre-Schoolers. Read for about 20-30 minutes. The Gandy Child Development Center is located at:



The Family Y - Veterans Memorial Blvd. 601-268-0808

Call Dan Kibodeaux or sign up at lunch meetings dan@unitedwaysems.org call 601-545-7141

**Reading Volunteers**

Date	Volunteer	Volunteer
Friday, 11/5 9:30am	Mary Cromartie	Annie Wimbish
Tuesday, 11/9 9:30am	David Johnson	Andrea Hood
Friday, 11/12 9:30am	Chris Price	Richard Topp
Tuesday, 11/16 9:30am	David Johnson	Janice Touchstone
Friday, 11/19 9:30am	Lucy Parkman	
Tuesday, 11/23 9:30am	David Johnson	Andrea Hood
Friday, 11/26 9:30am	<b>CLOSED THANKSGIVING</b>	<b>CLOSED THANKSGIVING</b>
Tuesday, 11/30 9:30am	John McDaniel	Audra Cummings

Thanks to all the supporters of the

**Annual Wine Tasting**

- Committee and Volunteers:
- Jaclyn Adams - Co-Chair
  - Jennifer Payne - Co-chair
  - Bill McLeod - Erin Granberry
  - Aime Spears - -Patrick Ward
  - Patty Ward - Janice Touchstone
  - Erik Graham - Mary Cromartie
  - Richard Topp - Mike Ratliff
  - Chris Price

**2010 ROTARY WINE TASTING SPONSORS**

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Regions Bank

Hattiesburg Clinic

The Gold Pub and Grill

Trustmark Bank

Janice Touchstone with Tillery Dental Clinic

Thanks to our Business Sponsors!

Auction Items were Generously Donated by many of our members and local artists

**Inkind Sponsors:**

- Fine Wine & Liquor Loft
- Southland Florists
- Southern Miss Alumni Association
- Taylor Rental
- B and H Enterprises

Success would not have been possible with so many working for a great cause!

# Spokes

November 23, 2010  
www.hattiesburgrotary.com

District 6840

Club Number 04003

Organized 1918

**ROTARY YEAR**  
2010-2011

**OFFICERS**

BILL MCLEOD  
*President*

ROBERT CUMMINGS  
*President-Elect*

MAURA MCLAUGHLIN  
*Vice-President*

PATRICK WARD  
*Secretary - Treasurer*

LAMAR EVANS  
*Executive Secretary*

WES BROOKS  
*Sergeant-at-arms*

**BOARD OF DIRECTORS**

**Term Expiring - June 30, 2011**  
Janice Touchstone  
Gene Owens  
Mike Ratliff  
Aime Spears

*Past President:*  
Mary Cromartie

**Term Expiring - June 30, 2012**  
Jaclyn Adams  
Greg Buie  
Scott Hummell  
Dan Kibodeaux

**SPOKES Editor**  
Aime Spears  
aspears@whlt.com

*Official Newsletter of the*

## ROTARY CLUB OF HATTIESBURG

P.O. Box 15185  
Hattiesburg, Mississippi 39404

A CENTURY OF SERVICE

A NEW CENTURY OF SUCCESS

**“SERVICE ABOVE SELF”**



Looking for Rotary International 2011 Convention Information?  
District Website [www.rotary6840.org](http://www.rotary6840.org) - Rotary International [www.rotary.org](http://www.rotary.org)

**MINUTES FROM 11/15/2010**

Club President, Bill McLeod, presided over the meeting.

Thanks to Gene Owens, who gave the invocation and to Brian Moore, who led the Club in the Pledge of Allegiance. Bill then led members in the Four Way Test.

Wes Brooks welcomed today's guests and visitors. Butch Brown and Kyle Wallace visited from the Sunrise Club. Milton Wheeler was a guest of the Petal Club. Ted and Carolyn Van Iderstine were Rotarian visitors from Alabama. Chris Nicknas was a guest of Allen Anderson.

Special thanks to our greeters for today, who were Allen Anderson and Shawn Jones.

Bill congratulated those members who were elected to serve on the 2011-2012 board of directors. Their names and positions are listed in today's SPOKES.

Robert Cummings then came forward and inducted three new members. Mike Bonnette and Anthony Harris are transferring members. Robert Holland III is a first-time Rotarian. Each received their membership packet and name badge and were welcomed into the club.

Richard Topp requested that anyone interested in ringing the bell for the Salvation Army's bell-ringing campaign to sign up although they may have previously signed up. A new sheet was circulated. If you haven't signed up again, please see Richard.

Bill mentioned the Reading Between the Lions sign-up roster appearing in SPOKES. Anyone interested is requested to take the open reading times.

Jennifer Payne and Jaclyn Adams thanked the Wine Tasting sponsors. They are Forrest General Hospital, Community Bank, The First, Hancock Bank, BancorpSouth Bank, Aaron Ladner and Edward Jones, Janice Touchstone and the Tillery Dental Group, The Gold Pub and Grill, Trustmark National Bank, Hattiesburg Clinic and Regions Bank. Sponsorships generated \$2,500 in support for the event.

Butch Brown from the Sunrise Club asked that any Rotarian interested in assisting Temple Baptist Church in providing boxes for soldiers this year to see him immediately after today's meeting. They still have 100 soldiers who are in need.

Bill quickly announced that Suzy Steen and other members of the R.I. Convention Committee are meeting next Tuesday, November 16th at 11:15 at Southern Oaks. If you are interested in learning more or want to join the committee, please attend.

**LAST WEEK'S PROGRAM**

Kristina Gould was then introduced and presented today's guest speaker, Dr. Bret Becton, Assistant Professor, Management and International Business at The University of Southern Mississippi.

Dr. Becton spoke to the club about the growing use of social media by both individuals and businesses. He reported that 80% of the US population uses some form of social media monthly. Two-thirds of the world's population uses social media on a regular basis. Social media represents the number one usage of web activity and 10% of all the time spent on the Internet. In fact, Facebook users represent 500,000 accounts and would be the third largest city in the world. More people use Facebook on a regular basis than use Google. With that much traffic in the social media arena, it has become a natural advertising medium. About 82% of businesses use social media to build their brands. Dr. Becton noted that because of smart phones and social media, companies can instantly connect with their customers and reach new clients.

Companies are also using social media in their human resource activities. Some companies recruit potential employees using LinkedIn and other similar mediums. They also use social media in their selection process. Many companies report that they look at potential employee's social media pages and eliminate many based on their findings. Companies are also using social media to monitor their employee's behavior.

Companies are looking at four primary areas when they are scrutinizing potential employees. They are looking at their interests, their education, their work experience and the social networking groups they may belong to. Companies who use LinkedIn for hiring purposes are reporting a 58% success rate.

Dr. Becton noted that there are many areas of social media use by businesses that have yet to be tested in the courts. No court decisions have been made that give companies clear and concise direction as to how they can apply social media use in personnel matters. Stay tuned and be careful what you post on those personal pages.

**TODAY'S PROGRAM**

**Bio of Jerry DeFatta**

In July, Jerry became the Southern Miss Alumni Association's fourth full time Executive Director. In this role, Jerry directs and manages the overall administration of the Alumni Association and serves as secretary and treasurer of the Association's Board of Directors.

Prior to his selection as Executive Director, DeFatta spent five years with the organization as Associate Director for External Affairs. During his tenure as Associate Director, he worked to design and implement the 20,000 in 2010 Membership Campaign, an effort which increased membership in the organization by more than 25 percent in conjunction with the University's Centennial Celebration in 2010.

Prior to joining the staff of the Alumni Association, DeFatta was employed with the Cintas Corporation, an Ohio based uniform and facility service company, where he held various positions including sales representative, service manager and plant manager.

A graduate of The University of Southern Mississippi, DeFatta earned a bachelor's degree in business administration in 2000, and completed a master's degree in public relations at the University in May 2010.

He is a member of the Council of Alumni Association Executives and the Hattiesburg Sertoma Club. DeFatta and his wife Bethanie currently reside in Petal with their twin daughters Eva Marie and Ella Katherine.

**FROM THE COMMITTEES**

**FROM THE MEMBERSHIP COMMITTEE**

Please take a moment to welcome our recently inducted members, Robert Holland, Mike Bonnett and Anthony Harris. If you have any questions or how to propose someone for membership, please see Robert Cummings.

**MEMBERS - NEW AND OLD - CURRENTLY PERSONAL INFORMATION NEEDED TO KEEP OUR RECORDS ACCURATE.**

Please help us keep up with your current contact information! There is a sheet by the sign in table with your address, phone, email, business name, occupation. We NEED updates.

If you miss important communications - this may be the reason why. When you have changes any other time, please contact Lamar Evans office. Or write a note when you sign in weekly. THANKS!

**SALVATION ARMY BELL RINGING**

There will be a sign-up sheet available today for members to volunteer to Ring the Bell for the Salvation Army.

We will be ringing at Sam's, located on Hoy 98, Saturday Dec 4th & Dec 11th from 10 a.m. until 8 p.m. Members may sign up to assist for 2 hours on either day.

**NOVEMBER IS FOUNDATION MONTH - CONSIDER GIVING A GIFT THAT KEEPS ON GIVING**

A gift to The Rotary Foundation for a loved one is meaningful way to honor or memorialize that person. Tribute gifts can be a perfect birthday, wedding, or holiday gift for the person who has everything.

Why not let your gift build a bridge of hope for those less fortunate around the world? Your generosity can provide food for a hungry child, clean water for an entire village, medicine for the sick, and thousands of other good works in our global community.

When you make a tribute or memorial gift, The Rotary Foundation will send a letter to the recipient or the recipient's family to let them know about your gift. The amount of your gift is not disclosed. We also will send an acknowledgment to you as the donor. You will receive a separate tax receipt for gifts above US\$25. Gifts may be made through a form provided by our club or online at [www.rotary.org](http://www.rotary.org).

**Meeting Dates for Area Clubs**

<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>
Bay Springs - 12:00	Columbia - 12:00	Clinton - 12:00	Madison-Ridgeland - 12:00
City Hall	The Backdoor Restaurant	Baptist Health Plex	Steam Room Grill I55 N
Bolton - 7:30	Flowood - 12:00	Gluckstadt - 12:00	Jackson
Methodist Church	River Oaks Hospital	Parker House Restaurant	Taylorville - 12:00
Collins - 12:00	Laurel - 12:00	Hattiesburg Sunrise - 7:00	MS Power Co. Building
Cedars Restaurant	Laurel Country Club	Wesley Medical Center Cafeteria	Wiggins - 12:00
Ellisville - 12:00	North Jackson - 12:00	Heidelberg - 12:00	Gulf Coast C.C. Cafeteria
J.C.J.C. Cafeteria	St. James	Library	
Jackson - 12:00	Episcopal Church	Poplarville - 12:00	<i>Friday</i>
MS Museum of Art		Pearl River C.C. Cafeteria	Rankin County - 12:00
Lucedale - 12:00		Richton - 12:00	Rankin Co. Med. Ctr. Annex
MS Gulf Coast Community		Magnolia Restaurant	Slidell, LA - 12:00
College Cafeteria		Waynesboro - 12:00	Pinewood Country Club
Petal - 12:00		Western Sizzlin	
Civic Center		Prentiss - 12:00	
South Hinds County - 12:00		Country Fisherman	
BoDons Catfish & Seafood			

