

Rotarians gearing up for World Polio Day

By Dan Nixon and Arnold Grahl
Rotary International News -- 10 October 2011

Rotarians around the globe are planning events to raise polio eradication awareness and funding for World Polio Day on 24 October.



Rotarians are getting ready to spread the word about World Polio Day, 24 October, and the need to finish the job of eradicating the disease. Photo courtesy of Pakistan PolioPlus Committee

Australian club members are working with the [Global Poverty Project](#) on a petition drive aimed at persuading world leaders to fully fund the critical work of the [Global Polio Eradication Initiative](#). Supporters can sign the [petition online](#).

The Global Poverty Project has scheduled an End of Polio Concert on 28 October to coincide with the Commonwealth Heads of Government Meeting in Perth, Australia. Rotarians have joined with the group to lobby leaders to put polio eradication on the meeting agenda. Hugh Evans, cofounder and CEO of the Global Poverty Project, is a scheduled [speaker at the 2012 RI Convention](#) in Bangkok, Thailand, in May.

"Global collaboration has ensured that eradication is within reach," says Michael Sheldrick, the group's polio campaign manager and a member of the Rotary Club of Crawley, Western Australia. "Our generation has a chance to realize a historic opportunity and ensure that no one else ever has to fear this disease. That's why it's vital we commit to finish the job."

Among other events planned around World Polio Day are these:

- Rotarians in Addis Ababa, Ethiopia, are organizing a Walk to End Polio Now, aimed at drawing 4,000 participants and raising money for [Rotary's US\\$200 Million Challenge](#) to match \$355 million in grants from the Bill & Melinda Gates Foundation in support of polio eradication.
- The Rotary Club of Venezia-Riviera del Brenta, Italy, has organized a Run to End Polio fundraiser as part of the 23 October Venice Marathon.

To read more on this story, visit www.rotary.org

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Spokes

October 11, 2011
www.hattiesburgrotary.com

District 6840

Club Number 04003

Organized 1918

ROTARY YEAR
2010-2011

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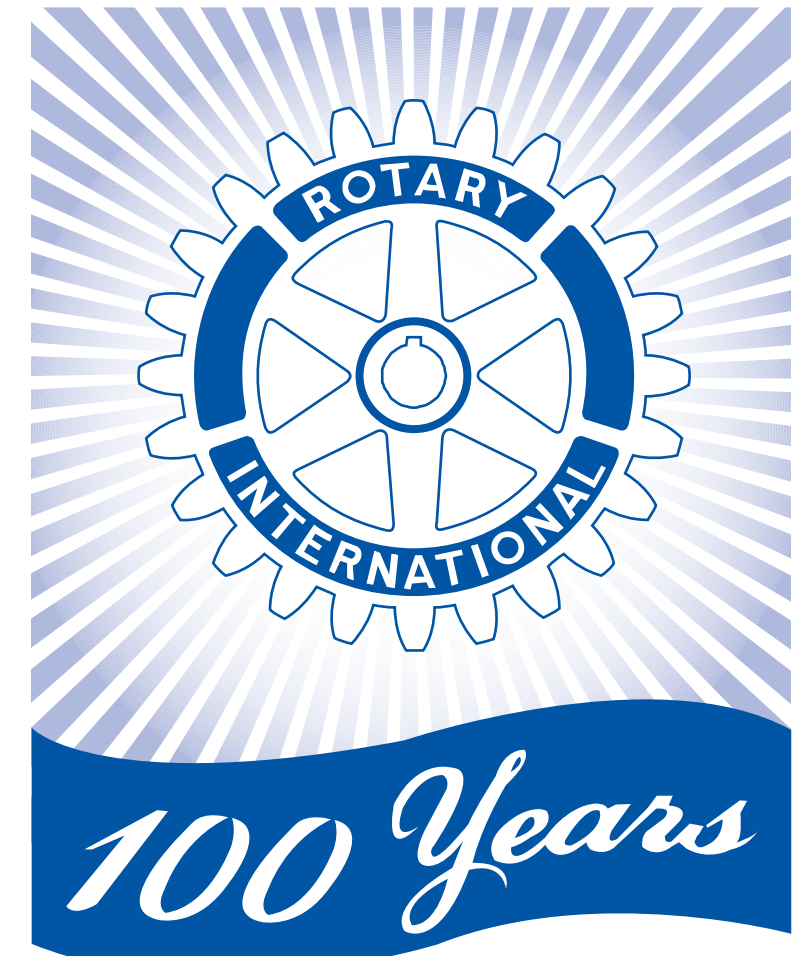
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Official Newsletter of the

ROTARY c l u b Of HATTiEs b u Rg

A CENTURY OF SERVICE



A NEW CENTURY OF SUCCESS

“s ERv ic E Ab Ov E s El f”

MInuTes FROM 10/04/11

President Robert Cummings presided over the meeting.

Thanks to Dan Kibodeaux, who gave the Invocation, and to Audra Cummings, who led the Club in the Pledge of Allegiance. Robert then led members in the Four Way Test.

Thanks to today's greeters, Brian Moore and Mary Cromartie.

Sean Priebe then welcomed members to today's meeting. Maura McLaughlin had Stan Causey as her guest and Bob Lochhead had his wife, Margaret, as his guest.

Robert announced that January 14, 2012 has been designated for the District's Mid-Year Meeting at the Pearl River Community College Campus in Poplarville.

Thanks to Jaclyn Adams and Wes Brooks, Robert said the Club's Facebook page is alive and doing well. It now has 28 friends and is expected to continue to grow. The page now contains photos and videos, as well as instructions on how to join Rotary.

Dan Kibodeaux distributed sign-up sheets for volunteer readers for the Reading Between the Lions program. The reading sessions generally last about 20 minutes and there are plenty of slots available.

PROg Ra M s u MMa Ry

Mike Ratliff then introduced today's guest speaker, Betty Gill, Rotary District 6840 Governor for 2011-12. Betty was joined by her husband, Mike, who is also an active Rotarian. A long-time resident of Franklinton, LA, Betty retired after 38 years in banking, but still remains very active in community service.

A Rotarian for the past 15 years, Betty currently serves as secretary/treasurer for her local Rotary Club of Franklinton. Her impressive service record includes serving as Assistant District Governor for District 6840 for the Heartland Territory for 9 years; a Board Member of RYLA since 2005; and being named Outstanding Rotarian of the Year for 2007-08.

"We're having the most incredible time of our lives," Betty said, "traveling around meeting all the movers and shakers in various communities."

The District 6840 territory covers the area from Alabama west to Hammond, LA, and from the Gulf Coast north to Hattiesburg/Petal. Now in her 3rd (final) year as District Governor, Betty said part of her responsibility is to visit each of the District's 55 Rotary Clubs. After today's trip to the Hattiesburg Club, she said they have 10 Clubs left to visit.

Common goals that all the Clubs have in common, Betty said, are to maintain diversity and promote mentorship within the Club and to continue to recruit young, energetic, vibrant members. She said that in today's average Rotary Club, 68% of the membership is over 50 years old; 39% is over 60; and only 11% is under the age of 40.

Betty said that in 2003, there were an estimated 1.2 million Rotarians. Since then, there has been an increase of approximately 1.2 million, but the numbers are deceiving. "We certainly haven't doubled our membership," she said. "In fact, we really haven't increased at all. Today, we still only have about 1.2 million members because we continue to lose a Rotarian for every new member we gain."

Recruitment is critical, Betty said, challenging the local Club to a net gain of two new members a month. "Often we find that people are interested but they're simply never asked to join," she said. "My challenge to the local Clubs is to get off your ask and ask!" In many foreign countries, she said there's actually a waiting list to join the Rotary Club.

Betty announced this year's Rotary International theme "Reach Within To Embrace Humanity" is meant to stress the importance of family, goals, and community. "The message is to build well on what you do well," Betty said, "based on your individual community needs."

This year's goal for Rotary International is a 10% increase. Similar to an engine, she said, Rotary takes fuel to keep going. She praised the Hattiesburg Club for being at the top of the District in terms of contributions. As of 6/30/11, the local Club has given \$4,820 to the Annual Program Fund and \$7,225 to the Polio Plus Fund.

To date, Bill and Melanie Gates have contributed over \$350 million to Rotary by matching dollar-for-dollar towards the effort to eradicate polio world-wide. There are still four countries with active polio cases: Pakistan, Afghanistan, India, and Nigeria---(known by the acronym P.A.I.N.)

Betty encouraged the group to continue their great work through assorted programs and projects such as New Generations Service, the Dictionary Program, Planting Trees, and Public Relations Projects. "Don't be a R.I.N.O. (Rotarian In Name Only)," Betty said. "Be at Rotarian."

Robert then announced that there is no winner in today's football pool. The prize rolls over to next week.

Ma Rk yOuR Ca Lenda R

- Oct 11 Rick Taylor- Lake Terrace Convention Center**
- Oct 18 Rick duke, director, usM's Trent Lott national Center for excellence in economic development & entrepreneurship**
- Oct 24 Rotary Board Meeting at The united Way**
- Oct 25 Web Heidelberg & sally Hughes--g ordon's Creek Project**

WeekLy FOOTBaLL BOaRd g a Me

Our football board game has had a couple of rule changes. If the winning square has not been purchased by a player the proceeds will carry over to the following week. Each week's winner will split the cash proceeds with the club which will benefit the Rotary Permanent Fund. The winner will not be announced until the end of the meeting, must be present to win.

We Have a Facebook Page!

Visit Rotary Club of Hattiesburg on Facebook and "like" our page. Post your pictures, videos and comments.

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 Family Y -
Veterans Memorial Blvd.
601-268-0808
Call Dan Kibodeaux or
sign up at lunch meetings
or email
dan@Unitedwaysems.org
call **601-545-7141**

October Reading Volunteers needed!

Date	Volunteer	Volunteer
Tuesday, 10/4 9:30am		
Friday, 10/7 9:30am	Jaclyn Adams	Steve Ramp
Tuesday, 10/11 9:30am	Chris Price	Conrad Welker
Friday, 10/14 9:30am	Wes Brooks	
Tuesday, 10/18 9:30am	Aime Spears Conrad Welker	Bill McLeod
Friday, 10/21 9:30am	Sean Priebe	
Tuesday, 10/25 9:30am		
Friday, 10/28 9:30am	Wes Brooks	

Looking for Rotary district Information or International Information?
district Website www.rotary6840.org - Rotary International www.rotary.org

TOday's PROg Ra M

Meet Our Presenter, Rick Taylor -

Rick Taylor is Executive Director of the Hattiesburg Convention Commission and the Hattiesburg Tourism Commission. He has worked with these two organizations since 1993, developing a variety of projects to increase the economic impact of tourism on the Hattiesburg area. His tenure in Hattiesburg has allowed him to be involved in a wide range of tourism infrastructural and marketing projects which have changed the local population's perspective on itself and the value of tourism.

On the marketing side, the Hattiesburg Tourism Commission (dba VisitHattiesburg) has been responsible for hosting international Olympic teams prior to the 1996 Olympic Games. The international publicity of this endeavor garnered the Commission the nation's top tourism public relations honor, the Edward L. Bernay's Award in 2007; the first time in the 41-year history of the award for a tourism agency to receive the top honor.

In 2004, the Tourism Commission engaged in a research-based branding mission to improve its brand identity. This 18-month project resulted in a brand campaign which increased local hotel occupancy by 14% in its first year, and resulted in Hattiesburg, along with Las Vegas, being honored worldwide for producing the best brand identity campaigns of the year by the Hospitality Sales and Marketing Association, International.

In the area of facility management, Rick serves as Executive Director of the Hattiesburg Convention Commission with responsibility for the Lake Terrace Convention Center, Hattiesburg Visitors Center, Historic Saenger Theater, Historic USO Club museum, Historic Eureka School museum and the Hattiesburg Zoo.

The Lake Terrace Convention Center has been an industry leader in the Southeastern United States and has been recognized five times as "Best of the Best" Meeting Facility by ConventionSouth magazine since it opened in mid-1998.

In 2000, the Convention Commission funded a \$4 million renovation of the Historic Saenger Theater and began operating the facility in late 2003. The 1,000-seat theater is now home to a wide range of performing arts events such as Aaron Lewis, The Pointer Sisters, The Glen Miller Orchestra and many local productions.

Rick is a recipient of the Governor's Award for Tourism Achievement and was inducted into the Mississippi Tourism Hall of Fame in 2006.

Prior to returning to his native Hattiesburg, Rick worked in tourism development in the British, French and Dutch West Indies. He is a graduate of Ambassador University in Los Angeles and received his Masters in Economic Development from the University of Southern Mississippi. Rick and his wife, Vicki, are the completely bewildered parents of two boys, fifteen year-old Skye, and six year-old, Archer.