
Fort Smith Noon Exchange Club

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STATISTICS FOR DECEMBER 1, 2006:

Presiding	Scott Monroe
Invocation	Scott Monroe
Guest Slips	Bill Chandler
50/50 Tickets	Bill Engles and David Kerr
50/50 Winner	Gary Newton (Returned to the club)

ANNOUNCEMENTS

Welcome to our newest member, Jeff Barrows!

Member update: Orville Bittle reports that Bill Moran was thrilled that he has been retained on our roster as an Honorary Member. Best wishes to Bill.

PROGRAM

Cecil Engles presented a brief overview of the Civil Air Patrol and its role in our country. The C.A.P. was primarily responsible for patrolling the East coast during World War II. The mission: prevent the landing of German submarines. A moment of silent prayer was observed in honor of the 65th birthday of the Civil Air Patrol.

Next, we were brought up to date on economic development in the Greater Fort Smith Region. Tom Manskey, President of the Chamber of Commerce gave the briefing. Tom filled us in on many of the business expansions taking place around the city. He then went on to tell us about a program within the region to produce a world class branding of the area. Money was raised from private enterprises to fund the program and a marketing firm was hired to do the work. They started with focus groups of citizens and individual interviews and came up with one area of focus: to create communications that encompass a REGIONAL SPIRIT. The current status boasts completed research, a brand and theme, a brochure, a photo catalog and interactive opportunities. The new logo is complete with a new tagline: People, Place, Progress. It can also be adjusted to accommodate all the cities in our area. We were treated to the latest video produced for businesses to see what a great place Fort Smith really is.

UPCOMING PROGRAMS

Dec 8 th :	Clay Roper, Executive Director, Children's Emergency Shelter
Dec 15 th :	Bill Cromer and his Northside Highschool Band