

By: Senator(s) Little, Browning, Flowers,
Frazier, Gordon, Nunnelee

To: Rules

SENATE CONCURRENT RESOLUTION NO. 537

1 A CONCURRENT RESOLUTION COMMENDING AND CONGRATULATING KENNETH
2 WILLIAMS, PRESIDENT OF CORINTH COCA-COLA BOTTLING WORKS, FOR
3 RUNNING THE ENTIRE LENGTH OF MISSISSIPPI TO ENCOURAGE THE STATE TO
4 "STEP WITH IT!" FOR GOOD HEALTH.

5 WHEREAS, on September 20, 2004, Kenneth Williams, President
6 of Corinth Coca-Cola Bottling Works, began his run of the entire
7 State of Mississippi to raise awareness of the importance of
8 physical activity. Williams officially kicked off the run in his
9 hometown of Corinth, Mississippi, celebrating the launch of his
10 400-mile journey. He also ran to raise money for the Boys and
11 Girls Clubs of Mississippi; and

12 WHEREAS, Williams' run through Mississippi was done to
13 promote "Step With It! Mississippi," which teaches middle school
14 students a fun way to incorporate physical activity into their
15 daily lives. The "Step With It!" program, developed by the
16 Coca-Cola Company in partnership with the National Association for
17 Sport and Physical Education (NASPE), challenges middle school
18 students to take a minimum of 10,000 steps a day to maintain good
19 health through a more active lifestyle. Each student who
20 participates in the program receives a stepometer to track his
21 progress on a daily basis; and

22 WHEREAS, the "Step With It! Mississippi" program raised money
23 for Boys and Girls Clubs throughout the state to support physical
24 education programs. Together with sponsors Trustmark Bank,
25 Partnership for a Healthy Mississippi and Coca-Cola, Williams
26 raised \$110,000.00 through donations collected at Trustmark Bank
27 branches and Boys and Girls Clubs. Williams made appearances

28 throughout Mississippi via community programs in numerous cities
29 and special events in Corinth, Jackson and Gulfport; and

30 WHEREAS, the "Step With It! Mississippi" kickoff also marked
31 Williams' 63rd birthday. An avid runner and Mississippi native,
32 Williams has completed 27 marathons and coached many first-time
33 marathoners through their first race. While on the journey,
34 Williams ran 12-15 miles per day, six days a week, and made
35 appearances at schools and Boys and Girls Clubs throughout the
36 state; and

37 WHEREAS, on October 26, 2004, the run was preceded by
38 Kenneth's last presentation at Central Middle School in Gulfport,
39 Mississippi, before an audience of 300 attentive students
40 receptive to the message. The final leg of the journey was a
41 two-mile run down Highway 49 from the Gulfport Coca-Cola plant to
42 the Gulfport beach; and

43 WHEREAS, Williams hopes his adventure will inspire more than
44 just middle school students to become active. "I want to prove
45 that anyone, at any age, can accomplish their goals," he said.
46 "Physical fitness is attainable by everyone and is key to ensuring
47 you can complete your own great adventure"; and

48 WHEREAS, "Step With It! Mississippi" was originally launched
49 in 2002. During 2003, more than 250 schools across the country
50 kicked off "Step With It!" programs. This year, Coca-Cola will
51 bring "Step With It!" to more than 1,000 schools nationwide,
52 reaching one million students and teachers across the country; and

53 WHEREAS, Kenneth's civic contributions to his community and
54 state are impressive: he is an Alumni of Leadership Mississippi,
55 Past Rotary President and District Governor, former Chairman of
56 the Mississippi Economic Council, Chairman of the Mississippi
57 Partnership for Economic Development, CEO of the Corinth Alcorn
58 Area Chamber of Commerce, Northeast Mississippi Community College
59 Development Foundation President, and member of the Northeast
60 Mississippi Workforce Development Board; and

61 WHEREAS, he is married to Nancy Ann Kincade of Clarksdale,
62 Mississippi, and the couple have four children; it is with great
63 pride that we recognize the special accomplishments of this
64 citizen whose civic leadership is a model for all Mississippians:

65 NOW, THEREFORE, BE IT RESOLVED BY THE SENATE OF THE STATE OF
66 MISSISSIPPI, THE HOUSE OF REPRESENTATIVES CONCURRING THEREIN, That
67 we do hereby commend and congratulate Kenneth Williams, President
68 of Corinth Coca-Cola Bottling Works, for running the entire length
69 of Mississippi to encourage the state to "Step With It!" for good
70 health, and extend to him and his family the best wishes of the
71 Legislature for future success.

72 BE IT FURTHER RESOLVED, That this resolution be presented to
73 Kenneth Williams and be made available to the Capitol Press Corps.