

By: Representatives Baker (74th), Smith
(59th), Malone, Moore, Reeves, Rogers (61st),
Rotenberry, Weathersby, Fleming, Brown

To: Rules

HOUSE CONCURRENT RESOLUTION NO. 99

1 A CONCURRENT RESOLUTION RECOGNIZING AND COMMENDING RICHARD
2 AND LIZA LOOSER FOR THEIR INTUITIVE FORESIGHT TO CREATE THE
3 "MISSISSIPPI, BELIEVE IT!" CAMPAIGN, WHICH SHOWCASES AND
4 HIGHLIGHTS THE RICH HISTORY, VAST RESOURCES AND AMENITIES
5 ASSOCIATED WITH THE STATE OF MISSISSIPPI.

6 WHEREAS, in 2005, after an interesting conversation with a
7 12-year-old boy from Connecticut about the general sentiment of
8 Mississippi, Richard W. Looser, Jr., and wife, Liza Cirlot Looser,
9 of The Cirlot Agency launched the "Mississippi, Believe It!"
10 campaign to inform and educate the citizens of Mississippi, as
11 well as the rest of the country, about the wonderful people,
12 aspects and facts associated with the State of Mississippi; and

13 WHEREAS, not meant as a way to advertise a product or use
14 Mississippi for marketing reasons, but rather to restore pride in
15 Mississippi and change the way that outsiders as well as residents
16 see the state, Richard, Cirlot's Chief Operating Officer, and
17 Liza, its founder, determined that the first step in changing
18 Mississippi's perception was to change that of its own citizens;
19 and

20 WHEREAS, the Cirlot Agency, a Mississippi-based,
21 full-service, marketing, public relations and corporate
22 communications firm known throughout the nation as one of the top
23 three advertising agencies in the defense industry, boasting such
24 clients as Northrop Grumman, Raytheon, Boeing and Lockheed Martin,
25 to name a few, created the communication pieces as a gift to
26 Mississippi in an effort to thank the state for supporting its
27 business for over two decades; and

28 WHEREAS, comprised of 14 public service announcements created
29 to run in both newspapers and magazines, full sets of the
30 "Mississippi, Believe It!" posters were sent to every public and
31 private K-12 school and every college and university in the state;
32 and

33 WHEREAS, the campaign also includes a Web site that houses
34 the posters in a downloadable format, as well as links to other
35 sites which list little-known facts about the state, and was
36 recently featured in *The New York Times*, *U.S. News & World Report*
37 and the *International Herald Tribune*; and

38 WHEREAS, throughout the 189 years of Mississippi's statehood,
39 untold numbers of the state's citizens have made marvelous medical
40 advances, entertained the masses, invented products that do
41 everything from making lives better to improving space travel,
42 just to name a few of the state's successes. But all too often,
43 Mississippi is only thought of in regard to a short period in her
44 history in which civil rights atrocities took place, and
45 unfortunately, this negative perception has greatly affected how
46 Mississippi's own citizens view their state; and

47 WHEREAS, the ultimate goal of "Mississippi, Believe It!" is
48 to create "citizen ambassadors" for the state, who would visit the
49 Web site, www.mississippibelieveit.com, download the posters and
50 email them from coast to coast, which to date, through the Web
51 site and emails, have been spread to an estimated 30 million
52 people nationwide; and

53 WHEREAS, now in its second year, the "Mississippi, Believe
54 It!" campaign opened an online store, where anyone can purchase
55 "Mississippi, Believe It!" merchandise, from which all the
56 proceeds go toward expanding the campaign nationally, as well as
57 covering expenses, such as packaging and postage; and

58 WHEREAS, it is with great pride that we acknowledge the great
59 strides of Richard and Liza Looser and the Cirlot Agency in
60 promoting the image and abundant resources of our great state:

61 NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF
62 REPRESENTATIVES OF THE STATE OF MISSISSIPPI, THE SENATE CONCURRING
63 THEREIN, That we do hereby commend and congratulate Richard and
64 Liza Looser for their intuitive foresight to create the
65 "Mississippi, Believe It!" campaign, showcasing and highlighting
66 the rich history, vast resources and amenities associated with the
67 State of Mississippi, and express sincere wishes for continued
68 success in all of their future endeavors.

69 BE IT FURTHER RESOLVED, That copies of this resolution be
70 furnished to Richard and Liza Looser of the Cirlot Agency and to
71 the members of the Capitol Press Corps.