

By: Representatives Martinson, Baker (74th), Coleman (65th), Denny, Smith (27th), Akins, Blackmon, Fleming, Stevens, Brown To: Rules

HOUSE CONCURRENT RESOLUTION NO. 114

1 A CONCURRENT RESOLUTION RECOGNIZING, COMMENDING AND
2 CONGRATULATING CELLULAR SOUTH AND ITS MISSISSIPPI EMPLOYEES, FOR
3 PROVIDING MISSISSIPPI ANOTHER HOMEGROWN SUCCESS STORY IN THE
4 HIGHLY COMPETITIVE TELECOMMUNICATIONS AND WIRELESS INDUSTRY, WHILE
5 SIMULTANEOUSLY EMBRACING AND EXPANDING A SPIRIT OF INTEGRITY,
6 DEVOTED CUSTOMER SERVICE AND UNWAVERING CIVIC MINDEDNESS.

7 WHEREAS, Cellular South has grown from a small rural
8 telephone company in Southwest Mississippi in the early 1950s,
9 Franklin Telephone Company, to the largest privately held cellular
10 company in the United States today, with more than 850 employees;
11 and

12 WHEREAS, Cellular South's success has been driven
13 overwhelmingly with people in and from Mississippi, just as was
14 the case when Franklin Telephone Company, under the ownership and
15 management of the late Wade H. Creekmore, Sr., served the people
16 of Meadville and Bude and other rural communities; and

17 WHEREAS, Cellular South, in its approach to provide unmatched
18 personal service, unparalleled wireless coverage and innovative
19 products has become, not simply an industry competitor, but a
20 leader in the wireless industry with which other wireless
21 companies must compete; and

22 WHEREAS, being a Mississippi-based and -focused company with
23 which others must compete, Cellular South has benefited
24 Mississippians by raising market standards in coverage density,
25 products and pricing; and

26 WHEREAS, the economic impact of Cellular South is felt not
27 only in its direct employee payroll and benefits, but in its
28 secondary economic impact, which, as estimated by Mississippi

29 institutions of higher learning, includes hundreds more additional
30 jobs and millions of dollars in taxes; and

31 WHEREAS, following the worst national disaster in the history
32 of the United States, Hurricane Katrina, and because of
33 longstanding and close personal ties with individuals and, in
34 general, the community in which it was started in 1988, the
35 Mississippi Gulf Coast, Cellular South preplanned and was able to
36 restore 60 percent of its service on the coast one day following
37 the hurricane, 80 percent two days after the storm, and 100
38 percent after nine days, as so recognized by the Mississippi
39 Senate in Senate Concurrent Resolution No. 538 in 2006; and

40 WHEREAS, instead of finding satisfaction with its service
41 restoration following Hurricane Katrina, Cellular South and its
42 employees from Mississippi and the Gulf Coast, in preparation for
43 future disasters, has installed a permanent primary and microwave
44 transmission system around the Gulf Coast and South Mississippi,
45 and thereby, will no longer be reliant on land line connectivity,
46 which sometimes is subject to malfunction especially during storms
47 and tidal surges; and

48 WHEREAS, Cellular South, in addition to providing over \$1.5
49 million, in scholarships and endowments to Mississippi
50 universities, being a generous sponsor of community and charitable
51 events, and making major sports awards for college athletes, this
52 year implemented a program, the Cellular South Gameplan, which is
53 designed to educate, motivate and inspire student athletes at the
54 high school and junior high level to become eligible to attend
55 college; and

56 WHEREAS, it is the policy of this Legislature to recognize
57 and commend the success, accomplishments and contributions of
58 Mississippians, whose dedication, foresight, and diligence in
59 telecommunications affords Mississippi the great honor of being
60 home to the nation's largest privately held wireless provider:

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 the success and accomplishments
64 of Cellular South and its Mississippi workforce, as innovators,
65 visionaries, but above all as a home-grown major wireless
66 corporation, and express sincere appreciation for choosing to call
67 Mississippi home, and extend warmest wishes for continued success
68 in all of their future endeavors.

69 BE IT FURTHER RESOLVED, That copies of this resolution be
70 furnished to the owners and managers of Cellular South, and to the
71 members of the Capitol Press Corps.