

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.