

# Rotary Club of Little Rock Rotary



**Rotary Tuesday, April 6, 2021**

**In Person: Great Hall, William J. Clinton Presidential Center**

Pre-registration required

**Virtual: Zoom**

link included in this eNews letter - no pre-registration required

**Live stream**

<https://www.facebook.com/RotaryClub99>

**11:30 a.m. Pre-Meeting Entertainment: Terry Rasco on Piano**

**12:00 noon Program:**



**Esperanza Massana-Crane  
Director Minority and Women-Owned  
Business Enterprise (MWOBE)  
Arkansas Economic Development  
Commission (AEDC)**

Esperanza was born and raised in Santa Tecla, El Salvador. She is the director of the Minority and Women-Owned Business Enterprise (MWOBE) Division for the Arkansas Economic Development

Commission. In her role, Esperanza facilitates the growth, development and expansion of minority and women-owned businesses by helping them gain access to valuable information, new market opportunities and financial resources.

She began her career at AEDC in 2013 in the Business Development division where she worked as project manager on both foreign and domestic business development initiatives. She then transitioned to serve as marketing director in 2016 where she implemented marketing strategies to recruit national and international business.

Prior to her time at AEDC, Esperanza spent seven years as an account executive and research manager at CJRW, leading multi-channel marketing efforts for several agency clients, as well managing qualitative and quantitative marketing research efforts to support such. She also served as Assistant to the General Manager of Nine West Group in El Salvador, where she was responsible for product merchandising and oversight of marketing activities for six Nine West stores across five different countries in Central America.

Community involvement and supporting education initiatives are lifelong passions of Esperanza. She currently serves on the Board of Directors for the Girl Scouts - Diamonds of Arkansas, Oklahoma and Texas and is a member of the Little Rock Sister Cities Commission. She is a graduate of the Greater Little Rock Class XXX and a graduate of Leadership Arkansas Class XII. In 2018, Esperanza was recognized in Arkansas Business 40 Under 40 list.

Esperanza graduated with honors from Harding University with a double major in Marketing and International Business and has an MBA from Harding University, where she also served as Adjunct Professor for International Business. She speaks fluent Spanish and German, as well as intermediate French. She lives in the Hillcrest community of Little Rock with her husband Christopher, son Sebastian, and their three furry rescue pets.

**Zoom Meeting Login for Tuesday, April 6, 2021**

## Club Meeting

Little Rock  
Meets at Great Hall William J. Clinton Presidential Library  
1200 President Clinton Avenue  
Little Rock, AR 72201  
Time: Tuesday at 11:30 AM

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## Club Leaders



[Jeff L. Hildebrand](#)  
President



[Kristina K. Bolhouse](#)  
President-Elect



[Sylvia Murchison](#)  
Treasurer-Elect



[Christopher Robert Bahn](#)  
Public Image Chair



[Ellen Cockrill](#)  
Club Director



[Natalie Ghidotti](#)  
Club Director



[Rocky W Goodman](#)  
Club Director

[Wanda G. Hoover](#)  
Club Director



Topic: RCLR Weekly Meeting: Esperanza Massana-Crane, AEDC  
 Time: Apr 6, 2021 11:30 AM Central Time (US and Canada)

Join Zoom Meeting  
[https://us02web.zoom.us/j/84224122714?](https://us02web.zoom.us/j/84224122714?pwd=aW9jbUgzdVV1c1I0SytCTlFreFBNDz09)  
 pwd=aW9jbUgzdVV1c1I0SytCTlFreFBNDz09

Meeting ID: 842 2412 2714  
 Passcode: 150162  
 One tap mobile  
 +19294362866,,84224122714#,,,,\*150162# US (New York)  
 +13017158592,,84224122714#,,,,\*150162# US (Washington DC)

Dial by your location  
 +1 929 436 2866 US (New York)  
 +1 301 715 8592 US (Washington DC)  
 +1 312 626 6799 US (Chicago)  
 +1 669 900 6833 US (San Jose)  
 +1 253 215 8782 US (Tacoma)  
 +1 346 248 7799 US (Houston)

Meeting ID: 842 2412 2714  
 Passcode: 150162  
 Find your local number: <https://us02web.zoom.us/u/kCmQxylv2>

## Return to Rotary In Person Meetings

After over a year of virtual only meetings, we are pleased to announce the return of The Rotary Club of Little Rock to in-person meeting with limited capacity! Following the CDC and Health Department guidelines and working with the staff at the Clinton Presidential Library, initial capacity will be 75 persons per meeting. We will continue to offer attendance virtually via Zoom and we will live stream on the club's facebook, and You Tube accounts.

What you need to know:

**REGISTRATION:** You must register to attend the in-person meetings

- Registration link will be sent via email each Wednesday at 10:00 a.m. prior to Tuesday meetings.
- Registration will close on Fridays at 5:00 p.m.
- You will receive a confirmation via email after you successfully register ♦ if you do not receive the confirmation you did not complete the process.
- Registrations will not be taken via phone or direct emails to office.
- Registrations will be open to members only.

### LUNCH:

- Lunch will be staff-served buffet, organized in stations ♦ members of Clinton and Rotary staff will be on hand to assist you.
- Pay as you go, at least until we can return to full capacity - \$17.50 per lunch.
- Payment: 1. Option to pay by credit card when you register; 2. By check, bring to meeting or mail to office

### REQUIREMENTS TO ATTEND:

- Agree to wear a mask when not eating or addressing the audience.
- Complete health department form for each meeting ♦ a blank form will be sent prior to the meeting.
- Follow other requirements of the Clinton center.

## Upcoming Programs



### April 2021

- 6 Esperanza Massana-Crane, Minority and Women-Owned Business Enterprises, AEDC
- 13 Terri Beiner, Dean, UA Little Rock William H. Bowen School of Law
- 20 Alzheimer's/Dementia Discussion Panel
- 27 Terry Hartwick, Mayor, City of North Little Rock



Walter D. Lomax III  
Club Director



Anne T. Mourning  
Club Director



Nathaniel Noble MBA  
Club Director



Denver R. Peacock  
President - Nominee



Joyce E Taylor  
Club Director



Ashvin P. Vibhakar  
Club Director



Jason Chacko  
CCO-Club Comm. Offer



Elizabeth G. Clogston  
Service Projects Chair



Dennis R. Hunt  
Treasurer



Kevin L. Newton Jr.  
Sergeant-at-Arms



Kelley Bass  
Club Programs Chair



Ardyth Neill  
Club 99 Foundation Chair  
Club 99 Foundation Trustee



Lael Foster  
Secretary



Henry C. Kelley Jr.  
iPast President



Karen H. Fetzer  
Club Executive  
Secretary



Michael Marquez  
Club 99 Foundation  
Trustee



Suzanne Peyton  
Club 99 Foundation  
Trustee



Sonya Schmidt  
Murphy  
Assistant Governor



## Birthdays

No Birthdays Found