



Rotary Club 99: Tuesday, June 10, 2025

11:30 AM Buffet Opens | 12:00 Noon Meeting Begins

In Person: Great Hall, Clinton Center

Virtual: [Zoom Link](#) | Meeting ID: 846 2121 4218 | Passcode: 166189

Keep Arkansas Beautiful: A Conversation on Civic Pride, Tourism & Community Impact

Dalaney Thomas, Director of Tourism, Arkansas Department of Parks, Heritage and Tourism; **Stephanie White**, Mayor, Keo; **McKenzie McMath Coronel**, Director, Keep Arkansas Beautiful

Join us for an inspiring panel on the power of civic pride, environmental stewardship, and community-driven tourism through the **Keep Arkansas Beautiful** campaign—an initiative of the Arkansas Department of Parks, Heritage and Tourism.

McKenzie McMath Coronel, Director of the Keep Arkansas Beautiful Commission, will share how the campaign is partnering with communities to promote litter prevention, recycling, and beautification—creating a lasting impact across the state. She'll be joined by **Dalaney Thomas**, Arkansas's Director of Tourism, who will highlight how clean, welcoming public spaces enhance the state's tourism appeal and support economic growth. **Mayor Stephanie White** of Keo, Arkansas, rounds out the panel with a local government perspective, sharing success stories and lessons from her town's grassroots beautification efforts. Together, they'll explore how keeping Arkansas beautiful goes far beyond cleanup—it's about building pride, driving tourism, and protecting the unique charm of our communities.



McKenzie McMath Coronel, Director of Keep Arkansas Beautiful

McKenzie McMath Coronel is the Director of Keep Arkansas Beautiful (KAB). Before taking on this role, she spent several years working with various organizations, including McMath Trial Consultants and Cambridge International, providing expertise in strategic communications, cross-cultural marketing, and corporate social responsibility.

McKenzie's career also includes significant contributions in the education sector at Cambridge College in Santa Cruz, Bolivia, where she led communications and community engagement initiatives. She holds a Master's degree in Strategic Communications from Arkansas State University and a BA in Cultural Anthropology from the University of Arkansas, Fayetteville.

As the director of KAB, McKenzie strives to create impactful programs that engage and educate the community on the importance of environmental conservation.

Dalaney Thomas, Director of Tourism, Arkansas Department of Parks, Heritage and Tourism

Dalaney Thomas is the Director of Tourism for the Arkansas Department of Parks, Heritage and Tourism. With a decade of experience in destination marketing across both ad agency and destination roles, she brings a strong understanding of brand management, creative strategy, and storytelling. Dalaney has led the development of award-winning campaigns, media strategies, and national PR efforts that elevate Arkansas' identity as a must-visit destination. A passionate advocate for The Natural State, she draws inspiration from its scenic trails, rivers, and parks to share authentic stories that connect travelers to Arkansas' unique charm.

Mayor Stephanie White, Keo, Arkansas

Stephanie White is the Mayor of Keo, Arkansas, where she also wears many hats—including licensed water and wastewater operator, town gardener, and chief "plate spinner". By profession, a registered nurse at Arkansas Children's Hospital, Stephanie brings compassion and precision to everything she touches, from community infrastructure to flower beds on Main Street. She leads the Keo Collective, a nonprofit focused on civic engagement and serves as the driving force behind the beloved Arkansas Pecan Festival.

Under her leadership, Keo was named a 2023 Community of the Year and the 2024 Overall Winner for Communities Under 10,000. The city has also earned Trendsetter Honorable Mentions in Tourism & Culture (2023, 2024) and Diversity, Equity & Inclusion (2024). In 2024, Stephanie was honored as the Nexstar Woman of the Year for Arkansas.

Known locally as the "butcher, baker, and candlestick maker" of small-town government, Stephanie is working to build a more vibrant, inclusive, and economically resilient

future for Keo—one pecan, plant, and policy at a time.

Upcoming Programs

June 2025
10 Keep Arkansas Beautiful: A Conversation on Civic Pride, Tourism & Community Impact
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17 America250: Honoring the Past, Envisioning the Future
Nicole Ferraiolo, Director of Public Engagement, Office of Presidential Libraries, National Archives and Records Administration (NARA)
Abigail Krolik, Educational Resources Specialist, Library of Congress

As the United States approaches its 250th anniversary in 2026, we're honored to welcome two national leaders helping to shape this historic milestone. This special program will explore how America is preparing to reflect on its founding, celebrate its progress, and engage citizens in envisioning the future.

Nicole Ferraiolo, Director of Public Engagement at the Office of Presidential Libraries (National Archives), will share how presidential libraries are developing exhibits, public programs, and digital resources to connect communities with the legacy of American leadership. She'll be joined by **Abby Krolik**, Educational Resources Specialist at the Library of Congress, who will highlight innovative tools and outreach efforts designed to bring history to life for students, educators, and lifelong learners. Together, they'll offer an inside look at the federal vision for **America250**—not just as a celebration, but as a national dialogue about who we've been, who we are, and who we aspire to be.





















24 Annual Changing of the Guard

Special Events and Meetings

Affinity Group: Club 99 Book Club
Date: July 24, 2025
Time: 5:00 PM - 7:00 PM
Host: Past President Kristina Bolhouse
Location: 10 Northwest Court, Little Rock 72212
Book: *Atomic Habits*, James Clear

Atomic Habits by James Clear emphasizes the transformative power of small, consistent changes. Clear argues that success doesn't come from massive overhauls but from tiny habits that compound over time. He introduces a four-step model—cue, craving, response, and reward—and outlines four laws of behavior change to build good habits: make them obvious, attractive, easy, and satisfying. The book stresses identity-based habits, encouraging readers to focus not just on outcomes but on becoming the kind of person who embodies the behaviors they want. Ultimately, it's a guide to mastering the process of lasting self-improvement through incremental daily actions.

Club Leaders

	Jason Chacko President		Mitch Bettis President-Elect		Molly McNulty President-Nominee		Natalie Ghidotti iPast President
	Drew Harper Treasurer		Greg McCarroll Treasurer-Elect		Amy Meins Secretary		Rachel O'Neal Sergeant-at-Arms
	Juli Brandenberger Club Director		Nate Coulter Club Director		Becky Finney Club Director		Lena Hayes Club Director
	Tanya James Club Director		Viji Kuruvilla Club Director		John Monroe Club Director		Wendy Wood Club Director
	Ross Burnett Membership Chair		Chris Mangum Club Programs Chair		Jamie Higgins International Service Chair		Dan Parker Club Service Chair