

THE UNIVERSITY OF LOUISIANA AT MONROE
MASCOT COMMITTEE MEETING
April 5, 2006

The University of Louisiana at Monroe (ULM) Mascot Committee met at 3:30 p.m., on Wednesday, April 5, 2006, in the Administrative Conference Room #622 on the 6th floor of the Library. Committee members present: Chairman George Luffey, Keith Brown, Skeet Creekmore, Sue Edmunds, Joe Farr, Kyle Gallman, Eveta Gambrah, Laura Harris, Richard Hood, Stuart Keyes, John Knesel, Stacy Lamb, Scott McDonald, John Rettenmayer, Dorothy Schween, Don Skelton, Bobby Staub, Joey Trappey, Elee Trichel, Rod Washington, Amy Weems, Don Weems, Chris Wilson, Amanda Wing, and James Wright. Committee Members absent: Dave Norris and Mary Ann Newton. Others attending by invitation were: President Cofer, Eric Rickabaugh, Ellis Lewis, Kevin Stuart, Lindsey Wilkerson, Lillian Brown, and Mazie Williams. The media personnel attending were Jordan Blum and Margaret Croft – The News-Star, Jennifer Townley and Will Moses – KNOE-TV 8, Michael DeVault – Ouachita Citizen News, Stephanie Williams – Pow Wow, Cody Futrell – KMLB Radio, Keidron Dotson, KTVE-TV 10, and Sunny Meriweather – KEDM Radio.

The meeting was called to order promptly at 3:30 p.m., by Chairman Luffey. Following a review of the minutes of March 15, 2006, on a motion by Scott McDonald, second by Skeet Creekmore, and a vote of the committee, the minutes were approved as read. Chairman Luffey recognized the attendance of President Cofer and Eric Rickabaugh of Rickabaugh Graphics and then asked the media present to identify themselves.

Don Skelton advised the Committee that it had been recommended and approved that members of the Mascot Committee would vote via secret ballots. A personalized booklet summarizing the mascot online poll results was handed out to each Committee Member, with additional booklets available for others attending the meeting. Prior to the Committee voting, Elee Trichel asked Eric Rickabaugh to review the top three names by giving the pros and cons of each. Eric said that “Warhawks” satisfies all the criteria – it has ties to the history of the area, is unique and unusual, has tremendous visibility, and numerous marketing possibilities. He said he has reservations about the other two names as “Bayou” regionalizes the school and the names are too long. He said “Gators” and “Hawks” should be avoided because there could be legal issues with other schools already using them. Eric said a combination of ideas for Warhawks could be used to include the military aspect with the P-40 Warhawk fighter plane, as well as a fierce bird of prey. Kyle Gallman had a question concerning the Warhawks’ online descriptor, and Don Skelton advised that the Warhawks’ descriptor on the online poll was only explanatory and in no way intended to be exclusive of any possibilities. He said the original online description had been expounded upon by a majority vote of the Committee to provide multiple aspects of Warhawks.

There being no further discussion, Don Weems made a motion to call for a vote of the Committee, and Joe Farr seconded the motion. The Committee then discussed whether to vote for one of the top three names selected by the online poll or whether to allow a Committee Member to vote for one of the other nine semifinalists. The Committee agreed that the other nine had already been eliminated in the process, and the Committee would just vote for one of the top three. Voting ballots were handed out to each Committee Member and collected for recording. Warhawks received 24 votes, Bayou Gators received one vote, and Bayou Hawks received one vote.

Once the Mascot Committee's vote was tallied and Warhawks won, Chairman Luffey recognized President Cofer who wholeheartedly endorsed the Committee's choice, officially changing the ULM Mascot from Indians to Warhawks. President Cofer said Warhawks was a good choice considering the local history of the P-40 Warhawk airplane flown by General Claire Chennault. He said, "The P-40 Warhawks are known for their durability, and they can take a lot of punishment and that sounds a lot like us. It should be seen as a positive symbol that would bring honor to Claire Chennault and all those who fought and died defending our freedom." President Cofer also said the red-shouldered hawk is indigenous to this area and is often seen on the balcony of the ULM Library. He likes the dual image it can have and said he could even visualize a red-shouldered hawk with goggles flying a P-40 Warhawk airplane on a logo.

President Cofer then advised he had appointed an Advisory Subcommittee from members of the Mascot Committee that will work closely with Eric Rickabaugh to have a logo design in place by June 1. Don Skelton will serve as Chairman, and other members will be Bobby Staub, Skeet Creekmore, Scott McDonald, Joel Trappey, and Amanda Wing. This Subcommittee will gather information to report back to the Mascot Committee. The Mascot Committee will assist the Administration in planning a ceremony to officially retire the ULM Indian Mascot and unveil the new ULM Warhawks' logo design when it is finalized. President Cofer said he was grateful for the committee's extensive work over the past five months and thanked them for their continued support to ULM as new traditions begin.

Chairman Luffey addressed the Committee and thanked them for being so diligent throughout this entire selection process and for all their honesty and hard work. He also thanked the ULM Administration for all of their support. Richard Hood was recognized and stated he wished to thank Chairman Luffey for all his contributions and the outstanding job he has done as Chairman of the Mascot Committee.

There being no further business, the meeting was moved to the Media Room on the 6th floor of the Library for Eric Rickabaugh to make a presentation about his company, Rickabaugh Graphics, and the lengthy process they go through to create the best possible logo specifically designed for each university. A question and answer session followed his presentation.

There being no further business, the meeting was adjourned at 4:35 p.m.

A Press Conference was held in the Media Room immediately following the adjournment of the meeting.