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**OFFICE OF GOVERNOR RONNIE MUSGROVE**  
**INTEROFFICE MEMORANDUM**

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**TO:** GOVERNOR  
**FROM:** SMITH  
**SUBJECT:** LEADERSHIP MISSISSIPPI/"CHIP FOR BUSINESS" PROJECT  
**DATE:** 4/21/03  
**CC:** RENICK, KINNEY, BOYD, LEE ANN, SEWELL

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Mitch Kalom is a member of Leadership Mississippi Class of 2003. As part of this initiative, a sub-group was formed consisting of six separate industries and several major companies within the state. As their project, the sub-group chose to assist the Children's Health Insurance Program (CHIP). Their goal is to increase awareness about CHIP and enrollment among the non-insured working class whose children do not qualify for Medicaid. They have found many of the "working poor" families do not think insurance is obtainable since they are earning income. Additionally, many small businesses cannot and do not offer health insurance to their employees and their families.

I met with Mitch and Melanie Morgan, Vice-President of Trustmark, in March. They are crafting a strategic alliance with the Godwin Group, the largest marketing and public relations firm in Mississippi, as well as key business and media outlets throughout the State. Through these alliances, they expect to inform thousands of working Mississippians of the benefits of CHIP. They have also expressed an interest in involving MDA and gaining their assistance in distribution of the final CHIP for Business product to businesses throughout Mississippi.

This group has asked for your assistance in marketing CHIP to the business community and in personally recognizing and thanking those businesses and individuals giving their time and resources to bring the "Chip for Business" message alive. This could be accomplished by a proclamation, media event and/or press release in late May or early June.

Several members of the staff (Phillip, Boyd, Lee Ann, Sewell, Smith, Renick) are meeting with this group Tuesday, **April 22, 2003**, to see a presentation they have developed related to this project. They want you to get credit and positive press for this project. At the same time, they recognize that your opponents have blamed problems with the Medicaid shortfall on your efforts to increase the enrollment of CHIP.

If you have questions, please let me know.

Important numbers:

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Trustmark National Bank, Vice President