

## Reed Guice: Man of music, marketing and fly fishing

While Reed Guice calls himself a native Biloxian, he was actually born in Bay St. Louis to Wade and Julia Cook Guice. A product of the Biloxi Public School system, Reed is proud of his service as Biloxi High's mascot, "Big Red." None would dare call his dignified portrayal of our Native American brethren politically incorrect.

Reed found his calling starring in musical theatre at Biloxi High and has been a show-off ever since. He was awarded a theatre scholarship at USM, but became convinced he could never make any money at it, so he switched his major to communications. However, music played an important role in Reed's life once again when he reported for active duty as a young officer in the US Army. He somehow managed to spend his two-year hitch as Director of the Infantry Chorus.



In 1976, Reed started his advertising and public affairs business in the back bedroom of a rental house. With the faith and confidence of many in our community, he and his late wife, Shirley, built Guice & Guice Advertising into the most successful business of its kind in South Mississippi.

After selling his firm and fulfilling his employment contract with Godwin Group, he started over again and opened the Guice Agency with the help of his wife, Susan. Over the years his advertising agency has won scores of awards for creativity, including many Best in Show honors. He earned the Advertising Federation's highest award, the Silver Medal for outstanding contributions to the advertising industry. In 2009, in recognition of his professional achievements, Reed was inducted into the Hall of Fame of the USM School of Mass Communication and Journalism.

Reed is a Fly Fishing Federation Certified Fly Casting Instructor, and has set over a dozen Mississippi salt-water fly fishing records. His obsession with fly fishing has led him all over the world in search of fish.

He has served on the Boards of the Gulf Coast Carnival Association, Kids Voting-Mississippi, the Gulf Coast Community Foundation, and the Mississippi Gulf Coast YMCA. Reed is a charter member of the Mississippi Gulf Coast Business Council. He was recognized as one of South Mississippi's Top Ten Business Leaders in 2006 and was inducted into the Roland Weeks Leadership Hall of Fame.

Reed is the proud parent of three children: Angela Guice, Wade Guice, and Breton Guice. He has one grandchild, John Damien Guice. Reed and his wife Susan will celebrate their 20<sup>th</sup> anniversary next Valentine's Day.

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