

Business Journal

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business
of

BEAUTY

Page 2

Beauty never goes out of style

■ **Consumer are buying, but they remain price-conscious.**

BY **CARLIE KOLLATH**

Business Journal

TUPELO – The beauty industry is adapting to the newly frugal consumer.

Makeup companies are rolling out special kits. Stores are offering freebies to get customers in the door. Hair and nail salons are marketing their services as affordable splurges.

“A lot of people come in here and say they want to treat themselves,” said Sandra Judd of Sun Beauty in Tupelo. “Some women don’t mind paying the price for beauty, to look good.”

The South Gloster store specializes in wigs, hair pieces, hair extensions, jewelry, faux eyelashes and nail care. It emphasizes an affordable price point, with wigs starting around \$20 and many hair accessories selling for \$1.

Over at Nail Design, owner Victoria Pham said her 15-year-old business is doing good. The special \$25 pedicure is one of the most popular services, along with an upgraded pedicure for \$35.

“A lot of people are getting manis and pedis,” she said. “The regular customers have their nails done and feet done to make themselves feel good.”

The local trends are in line with what national experts are seeing.

“While consumers are starting to indulge in themselves again, they remain cautious,” wrote Diane Nicholson, president of The NPD Group’s beauty division, in the 2011 Beauty Book. “Companies will need to be sensitive to changes in spending patterns, working harder to understand shifts in consumer behavior.”

Nationally, The NPD Group said the beauty industry had a good holiday season in 2010 after posting declines in 2009.

Both Pham and Judd said business is about even with last year. Pham said the average customer expenditure is a little down from a few years ago, but the nail salon has more customers so it makes up the difference.

At Beauty Motif in Tupelo, co-owner Scott Reese said the store, which sells makeup, skincare, specialty soap and other beauty items, is about even in sales with last year.

“We saw a really nice nice upswing in November and December,” Reese said.

This year has been hit or miss, he said. January and February were about even with last year.

“March was horrific,” he said, adding that April’s sales were much

improved.

Reese said his customers’ income bracket, and their associated disposable money, is the determining factor in their purchases.

“People who are just getting by are just getting makeup,” Reese said. “The well-to-do are going to continue to do what their going to do.”

In the past, Reese said it was common for customers to come in and get a replacement of a makeup item they were out of and get an extra lipstick or something else as an extra goody for themselves. Now, he’s seeing the budget consumers getting only what they need.

At Sun Beauty, Judd said her customers also are broken down by income bracket when it comes to wigs and hair.

“If the women want it, they don’t mind paying for what they want,” she said.

The women who bought the expensive brands of hair before the economic downturn are continuing to buy the higher-end hair items, she said. The women who bought the value-priced hair items are staying around that price point.

Overall, she sells more mid-grade hair pieces.

“If it’s a holiday or a special occasion, we sell more higher-end,” she said.

But this year, she’s seeing growing

sales in the remy hair products, which are higher-end real human hair pieces.

“It’s more expensive, but it’s cheaper than what it used to be” because there is a new line out, she said.

The hundreds of wigs in Sun Beauty range from \$20 to upwards of \$300. The \$20 varieties are the biggest sellers with customers, Judd said.

“A lot of them come in and get the wigs because they don’t want to sit in a beauty shop forever and it’s cheaper than getting your hair done,” Judd said.

Judd expects to see changing trends this summer as schools let out and students change their hair colors or try something different, such as a trendy wig or a new style of braiding. She said it’s too early to tell if the older customers will stick with what they’ve always done once the summer temperatures arrive.

Reese at Beauty Motif is especially concerned about sales this summer, considering the constantly climbing price of gas. Plus, summer usually is a slow time for the store because many of the customers are gone for vacation.

“We’re optimistic about fall, but summer’s going to be tough,” Reese said.

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‘THE LIPSTICK EFFECT’

The Professional Beauty Association predicts that the beauty retail industry is on schedule to reach \$59 billion in 2012. That’s up from \$43 billion in 2006, the last full year before the recession hit.

Economists call it “the lipstick effect.” The phenomenon occurred throughout the Great Depression in the 1930s and during every recession since. Financially hobbled shoppers may not buy cars or diamonds, but they still indulge in small guilty pleasures – lotions, makeup, hair dyes, gels and cuts, colognes and manicures.

During the downturn and lackluster recovery budget-conscious customers traded down. They bought smaller, cheaper products, hit salons less often or gave up movies and restaurants in order to stick with beloved beauty brands and habits. As a result, beauty companies are recovering quickly from the downturn.

“It’s counterintuitive,” said Ken Goldstein, economist for the Conference Board, which publishes the U.S. Consumer Confidence Index. “In some cases, things are so bad and so tough that the consumer can’t go on vacation. She can’t buy a dress But at least she can buy some lipstick.”

SOURCE: Dee DePass, *Minnesota Star Tribune*



FILE

2010 BEAUTY TRENDS

■ In the third quarter of 2010, upscale product launches in eye products tripled in volume compared to 2009. New specialized treatments (all other face items) grew 10-fold in the quarter. It was the highest level of prestige product launches in four years.

■ In makeup, along with continued growth in mineral rich formats, consumers’ thirst for color was met with rich, luxurious lip color. Powder and lip color launches more than doubled in volume compared to 2009, and lip color launches had its highest level in four years.

■ In the first quarter of 2010, new women’s fragrances dominated more than 80 percent of new sales and rose by almost 30 percent compared to 2009. In August and September, launches of new men’s fragrances were up 40 percent from the previous year.

■ The South Atlantic portion of the country is the No. 1 market for fragrance sales, contributing 21 percent of the category’s sales for the U.S.

■ Nail polish sales grew in 2010 across the U.S. New England had the biggest increase with 7 percent.

■ In the Eastern and Southern markets, sales of men’s fragrances were up more than 5 percent for the quarter ending September 2010.

■ Men’s skincare dollar growth was strongest in New England (7 percent increase) and West South Central region (6 percent increase).

■ The professional hair care market posted year-over-year growth of 2.35 percent from 2009 to 2010.

■ Total shipments of professional hair color products increased by 6.3 percent from 2009 to 2010. Total hair care shipments increased by 3.2 percent in the same period. The smoothing/straightening category increased shipments by 3 percent.

SOURCE: *The NPD Group’s Beauty Book and the Professional Beauty Association*

Cosmetic plastic surgery interest rebounds

BY DENNIS SEID
Business Journal

It's not easy trying to look and feel good.

Plenty of diets and exercise programs are available, but sometimes that's not enough to reverse what nature and gravity do to your body.

Enter cosmetic plastic surgery, which according to two industry groups rebounded last year as the economy improved.

The American Society of Plastic Surgeons said 13.1 million procedures were performed last year in the U.S., up 5 percent from 2009. The American Society for Aesthetic Plastic Surgery counted nearly 9.5 million procedures last year, more than 1.6 million, or a 9 percent increase, from 2009.

Using ASPS numbers, those procedures totaled \$10.1 billion last year.

Both groups say the most frequently performed surgical procedure was breast augmentation and the most popular nonsurgical procedure was injections of Botulinum Toxin Type A, which includes Botox and Dysport.

"The economy is showing signs of improvement and, financially, things are a little better for people this year," said ASPS President Dr. Phillip Haeck. "The financial markets are at a two-year high, we're seeing a double-digit increase in the percentage of auto sales over a year ago, and as the aging population continues to grow, people are investing in plastic surgery procedures to help stay competitive in the workplace. The growth in cosmetic plastic surgery procedures is multi-factorial."

Said Aesthetic Society President Dr. Felmont Eaves III, "These numbers mirror what we have been hearing across the country this past year. Patients who put off surgery because of uncertainty in the economy and the job market are coming back for tried-and-true procedures. Growth in demand will likely continue as the recession eases and baby boomers and their offspring begin to explore surgical and nonsurgical options."

In Northeast Mississippi, it's much the same.

"What we have seen over the past few years regarding trends are very comparable to the national trends," said Dr. Mark Craig, of Accent Plastic and Reconstructive Surgery in Tupelo. "We're seeing an increase in breast augmentations and also an increase in the number of people coming in for skin care treatments and laser treatments. We are seeing a lot of people doing smaller-type procedures. Some can even be in-office procedures such as Botox and Juvederm to help im-

Top 5 cosmetic surgical procedures in U.S.

Procedure	Number	Change from '09
Breast augmentation	296,000	+2 percent
Nose reshaping	252,000	-1 percent
Eyelid surgery	209,000	+3 percent
Liposuction	203,000	+2 percent
Tummy tuck	116,000	+1 percent

Top 5 cosmetic minimally-invasive procedures in U.S.

Procedure	Number	Change from '09
Botulinum toxin type A	5.4 million	+12 percent
Soft tissue fillers	1.8 million	+3 percent
Chemical peel	1.1 million	No change
Laser hair removal	938,000	+5 percent
Microdermabrasion	825,000	-9 percent

Top 5 female cosmetic surgical procedures in U.S.

Procedure	Number	Change from '09
Breast augmentation	296,000	+2 percent
Nose reshaping	189,000	-1 percent
Liposuction	179,000	+2 percent
Eyelid surgery	177,000	+3 percent
Tummy tuck	112,000	+1 percent

Top 5 female cosmetic minimally-invasive procedures in U.S.

Procedure	Number	Change from '09
Botulinum toxin type A	5 million	+12 percent
Soft tissue fillers	1.7 million	+2 percent
Chemical peel	1.1 million	No change
Laser hair removal	773,000	+5 percent
Microdermabrasion	666,000	-9 percent

Top 5 male cosmetic surgical procedures in U.S.

Procedure	Number	Change from '09
Nose reshaping	64,000	-4 percent
Eyelid surgery	31,000	+7 percent
Liposuction	24,000	+7 percent
Breast reduction	18,000	+6 percent
Hair transplantations	13,000	+2 percent

Top 5 male cosmetic minimally-invasive procedures in U.S.

Procedure	Number	Change from '09
Botulinum toxin type A	337,000	+9 percent
Laser hair removal	165,000	+4 percent
Microdermabrasion	158,000	-10 percent
Chemical peel	90,000	-3 percent
Soft tissue fillers	78,000	+10 percent

Source: American Society of Plastic Surgeons

prove their overall appearance. We are also seeing an increase in patients that are having deep chemical peels and laser resurfacing to their face."

Dr. Alan Pritchard of Plastic Surgery of North Mississippi sees a similar trend in his office.

"We are seeing more patients interested in nonsurgical procedures to enhance their appearance such as Botox, fillers and laser procedures," he said. "Surgical procedures that continue to be popular are liposuction and breast surgeries."

According to ASPS, cosmetic minimally-invasive procedures increased 5 percent last year, with nearly 11.6 million procedures.

The Botox and related procedures accounted for 5.4 million, followed by soft-tissue fillers, chemical peels, laser hair removals and microdermabrasion.

And people are willing to pay for them.

A shot of Botox costs an average of \$375 nationwide, according to ASPS. Last year, Botox and other similar treat-

"The financial markets are at a two-year high, we're seeing a double-digit increase in the percentage of auto sales over a year ago, and as the aging population continues to grow, people are investing in plastic surgery procedures to help stay competitive in the workplace. The growth in cosmetic plastic surgery procedures is multi-factorial."

Dr. Phillip Haeck
ASPS president

ments totaled more than \$1 billion.

The top surgical procedure, breast augmentations, costs an average of \$3,351, generating more than \$992 million nationwide. Liposuctions cost an average of \$2,884 and accounted for more than \$585 million.

But while people are willing to spend money on these procedures, the experts warn not to expect too much too fast.

"Remember that results are individualized and that just because your friend's surgery turned out one way that you might not have those same results even if you use the same surgeon and have the same procedure," Pritchard said.

As far as recovery times for patients, Pritchard and Craig said that depends on the procedure, but the average is four to five days.

The procedures take an average of one to three hours.

With what appears to be an improving economy, the cosmetic surgery industry anticipates a continued rebound. And as the competition for jobs increases, so will the number of procedures.

"As far as Mississippi is concerned we do see more patients coming in for plastic surgery," Craig said. "I think what we are seeing is that in the workplace we are having middle-aged to older patients competing with younger people for a job situation."

Added Haeck of the ASPS, "There's some pent-up demand for cosmetic surgical procedures. People have waited a couple of years or more to have procedures, until their finances were at least somewhat back in order. But all indications are more consumers are again willing to spend more to look better."

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Plastic surgery: not just for women anymore

My father, who will be 78 later this month, has an excuse for not looking well, like a spring chicken anymore

For the most part, Asians age well, or so I've heard. Maybe it's the MSG and soy sauce – who knows?

But Dad, who raised three kids, ran a successful business for 40 years, and has stayed married to my mother for 53 years, also has had hip replacement surgery and a quintuple bypass in a one-year span.

It's no wonder he has baggy eyelids and looks tired.

Then there's my brother, 10 years my senior, who still has a fair complexion and looks nowhere near his 52 years.

He also has more hair than I do, which I haven't quite figured out.

But none of us Seid men

plan to try plastic surgery anytime soon, although we might need it.

On a side note, have you seen actor Burt Reynolds over the years and all his procedures? At one point, his face was pulled so tight he looked more Chinese than we did.

I'm not sure what he looks like now. I'm not sure I want to.

Anyway, according to The Associated Press, more middle-aged men than ever plan to go under the knife to slow down Father Time.

Men also are getting Botox



Dennis SEID

Top male cosmetic surgical procedures

Procedure	Number	Change from '09
Nose reshaping	64,000	-4 percent
Eyelid surgery	31,000	+7 percent
Liposuction	24,000	+7 percent
Breast reduction	18,000	+6 percent
Hair transplantations	13,000	+2 percent

Source:

injections, soft tissue fillers and chemical peels.

According to the AP, "procedures grew by 2 percent in 2010, led mostly by baby boomers who are getting more comfortable with the idea that a little cosmetic help can go a long way."

The increased activity last year was the first rise since 2007, said the American Society of Plastic Surgeons.

Some additional statistics:
 ■ Between 2007 and 2009, the number of male cosmetic procedures remained steady

at 1.1 million.

■ Last year, the number inched up to 1.2 million.

■ Of all plastic surgeries, the share of men's procedures has grown more significantly, from 8 percent of the total in 2008 to 13 percent in 2010.

In Mississippi, area plastic surgeons also are seeing more business from men.

"Mississippi is in line with the country," said Dr. Alan Pritchard of Plastic Surgery of North Mississippi. "I am seeing more men wanting to enhance their appearance with surgical

and nonsurgical procedures."

Surgical procedures, Pritchard said, include abdominalplasty, breast lifts and liposuction of the chest and abdomen. Nonsurgical procedures include laser resurfacing.

Exercise can only do so much but it doesn't defy the laws of gravity, said the AP report.

Perhaps that explains why last year facelifts for men rose 14 percent and liposuction rose 7 percent nationally, according to the ASPs.

And then there's this: Hair transplantation procedures rose 2 percent.

So is it vanity or an "investment?"

I suppose that depends on whom you talk to.

Contact Business Editor **Dennis Seid** at (662) 678-1578 or dennis.seid@journalinc.com.

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Window World finds its niche

BY DENNIS SEID

Business Journal

TUPELO – Several years ago, Jay Collins was looking to replace windows in his home and was a little disappointed at the quality of what was available on the market.

And so, opportunity opened a door. Or for Collins, a window.

Last month, his business, the Tupelo franchise of Window World, celebrated its fifth anniversary.

While selling energy-efficient windows is the primary business, Window World also sells siding and doors.

The appeal of the North Carolina-based company grabbed Collins' attention, a move he said has helped fulfill his dream.

"Energy conservation is something which I've always been interested," he said. "I went to college in the early '80s thinking about it."

And after not finding the energy-efficient windows he wanted for his home, Collins decided to get into the business himself.

Window World

- **Address:** 223 E. Franklin St., Tupelo
- **Hours:** Monday-Friday 8 a.m. to 5 p.m. (closed for lunch between 11 a.m. and Noon) and by appointment
- **Phone:** (662) 841-6510

BUSINESS SPOTLIGHT

What better way to attack the weakest link of a house – its windows – than to sell a product you believe in?

"Let's face it," Collins said, "there's not a window as energy efficient as a wall. If only you knew how much goes out of a window every day. But we offer a guarantee on our product that it will save 35 percent in energy usage."

"It's not the bill that the savings goes to necessarily, it's the energy you use because the price of energy is going to continue to go up."

Collins has partnered with a company that sits atop the re-

placement window industry.

Window World, based in North Wilkesboro, N.C., saw sales rise to nearly \$447 million last year, a 20 percent increase from a year earlier, when it took in \$374 million. Its next closest competitor, Champion Window, in 2009 had revenue of \$277 million.

Nationwide, Window World performed more than 147,000 jobs last year, more than three times its nearest competitor. But the average job size for Window World was \$2,500 compared to more than \$6,400 for Champion Window.

Collins' office covers all of Northeast Mississippi and he said business has improved. The recession took its toll on the housing market, and by extension, businesses related to it.

The stimulus provided a boost with its energy efficiency rebates, and tax credits continue to help, Collins said.

"My outlook is optimistic," he said. "Every day somebody is selling and buying windows. The key is can I be the one doing the selling."



THOMAS WELLS

Jay Collins opened Window World in Tupelo five years ago.



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OPEN FOR BUSINESS

LEE COUNTY

Brandi's Hope Community Services opens on Rex Ave.

■ TUPELO - Brandi's Hope Community Services, a home health agency, recently opened at 745 Rex Ave. in Tupelo.

Brandi's Hope, according to the company, "provides support in day habilitation, attendant care, supported employment, community respite, in-home nursing respite, physical therapy, speech therapy and behavioral support."

For more information, call Wanda Keith at (662) 871-5063.

Borrowed Thyme opens in old Park Heights spot

■ TUPELO - Borrowed Thyme is open in the former Park Heights location (which later was Bistro on Park).

According to its website, Borrowed Thyme offers daily carry-out options from appetizers to dessert. Each day an entree, sides, soup, sandwich and salad options are prepared.

Frozen lasagnas (traditional beef, turkey and vegetable), chicken tetrazzini, chicken gumbo and more

can be purchased.

The business also sells salsa, guacamole, chicken salad and artisanal cheeses, smoked trout, Bottletree Bakery breads and other specialty items.

The business is at 825 Jefferson St. (off Park Street behind Kroger). The phone number is (662) 844-2334. It is open Tuesday-Friday from 11 a.m. to 6 p.m.

The website is www.borrowedthyme.net.

Owners are Grace Clark, Ann Milam and Patty Hosch.

Mrs. Robinsons Grill and Catering opens

■ TUPELO - Located in the former location of Romie's BBQ on South Green Street, Mrs. Robinson's Grill & Catering has opened.

Owned by Megan and Brad Robinson, the business serves lunch plates and frozen casseroles. It also caters.

Its address is 189 S. Green St. in Tupelo.

The phone number is (662) 269-2759. Hours are Monday-Friday 11 a.m. to 2 p.m.

Its website is www.mrsrobinsonsgill.com. Information also is available on Facebook.

Magnolia BBQ & Fish opens on Briar Ridge

■ TUPELO - Magnolia BBQ & Fish recently opened at 1800 Briar Ridge in east Tupelo.

The restaurant serves barbecue, fish, hamburgers, Blue Bell ice cream and Coca-Cola products, said owner Daniel Rogers. It is open 11 a.m. to 9 p.m. Monday through Saturday and is closed on Sunday.

For more information or to place an order, call Rogers at (662) 213-0354.

Skybox Sports Bar and Pizzeria opens

■ SALTILLO - Located in the Center City Market, Skybox Sports Bar Grill & Pizzeria sells pizza and other menu items, including appetizers, wings, potatoes, sandwiches, salads and desserts.

Skybox is located at 127 City Market Dr. in Saltillo.

The owner is Robbie Witcher.

The phone number is (662) 269-2460. Its website is www.skyboxsaltillo.com.

Daily Journal reports

BRIEFING

LEE COUNTY

Carlock Toyota wins sales, service award

■ Carlock Toyota of Tupelo was one of six Mississippi Toyota dealerships named winners of the Toyota Motor Sales USA's President's Award for outstanding sales and service.

The other dealerships are Gray-Daniels Toyota in Brandon, Carl Hogan Toyota in Columbus, Oakes Toyota in Greenville, Herrin-Gear Toyota in Jackson and Estabrook Toyota in Pascagoula.

TMS has recognized dealers with the President's Award annually since 1986.

ALABAMA

Cadence Bank parent acquires Alabama bank

■ BIRMINGHAM - Superior Bank N.A., a wholly owned subsidiary of Community Bancorp LLC of Houston, Texas, has agreed to assume all of the deposits and acquire substantially all the assets of Superior Bank of Birmingham. Superior Bank simultaneously entered into an 80

percent loss-share agreement with the FDIC with respect to certain assets.

Included in the transaction are 73 retail branches and banking centers across Alabama and Florida; six mortgage offices in Alabama, Florida and Tennessee; and 24 consumer finance offices, 16 of which operate under the name First Commercial Credit and eight as Superior Financial Services.

Community Bancorp, or CBC, recently completed its acquisition of Starkville-based Cadence Bank in March.

With the addition of Superior, CBC now operates two banking platforms that stretch across five Southern states, with a total of 111 branches and \$4.5 billion in assets.

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Chamber Connection

A publication of Journal Publishing and the CDF Chamber Division – May 2011

New Officers Slated for 2011-12 CDF Board of Directors



David Irwin
chairman

The new officers for the 2011-2012 Community Development Foundation Board of Directors are chairman, David Irwin; first vice chairman, David Copenhaver; second vice chairman, Chauncey Godwin; and president/secretary, David Rumbarger. The new officers and newly elected Board members were recognized at the CDF Annual Meeting May 5.

“CDF will continue to focus on the 2010-2020 Economic Development Strategic Plan that your Board embarked upon last year,” said Irwin during his speech at the Annual Meeting. “It holds at its core CDF’s longstanding goal of more and better jobs. The plan puts forth ambitious goals and strategies that will help to transform Lee County’s economy from manufacturing-based to knowledge-based.”

Irwin is a founding partner of Cardiology Associates of North Mississippi. A graduate of Saltillo High School,

Mississippi State University, and the University of Mississippi Medical School, he completed his residency and internship at Ochsner Hospital in New Orleans and did a fellowship in Cardiology at the University Medical Center. He is on the active medical staff at North Mississippi Medical Center where he has served as chairman of the Department of Medicine and the Executive Committee of the medical staff. He is on the Board of Trustees of North Mississippi Health Services, and the Board of Directors of the Mississippi Foundation for Medical Care. Irwin is a Community Board member for Bancorp South and a member of the Mississippi State University Alumni Association. An active member of First United Methodist Church, he and his wife Jenny have two adult daughters, Jordan Hauser and Catherine Silva, and one grandson, David Hauser.



Chauncey Godwin
second vice chairman



David Copenhaver
first vice chairman

2011-12 ELECTED BOARD MEMBERS

- | | |
|------------------|--------------------------------------|
| Bernard Bean | Eat With Us Group |
| Jim Beane | Bar-B-Que by Jim |
| Linda Gholston | Sanctuary Hospice House |
| Bryan Hawkins | Hawkeye Industries |
| Frank Hodges | Hodges Orthodontics |
| Trentice Imbler | State Farm Insurance |
| Neal McCoy | Tupelo Convention & Visitors Bureau |
| Chris Rogers | Renasant Bank |
| Jane Spain | WTVA/WLOV/WKDH |
| Kiyoshi Tsuchiya | Auto Parts Manufacturing Mississippi |

Chamber focus

Dear Friends:

Congratulations to the Class of 2011 for successfully completing two years of the Jim Ingram Community Leadership Institute. They are a great group of 25 men and women and were recognized as a part of the CDF Annual Meeting last night.



GREEN

Congratulations to Beverly Bedford, owner of Honda of Tupelo, on being named the Ambassador of the Year for 2010-2011. The ambassadors are in the center of business activity for the community. They make sure that the needs of our current members are being met through visits, calls, and e-mails. Ambassadors work to recruit new members for CDF by going into the community and letting local business owners and managers know about the various benefits of membership. They serve the Chamber through participation in events such as Ribbon Cuttings, Ground Breakings, Business to Business Expo and Taste of Tupelo, and many more.

This year we have 40 men and women

from CDF-member businesses serving as Chamber Ambassadors. Throughout the year, they have attended 70 ribbon cuttings, recruited 25 new CDF members, served as business mentors for 295 members, and volunteered over 86 hours of service to CDF. They stay busy and are truly goodwill ambassadors for CDF. For more information on the CDF Ambassador's Club, contact Emily Addison at eaddison@cdfms.org.

Our First Friday programs are taking a summer break and will reconvene Friday, September 9. Please mark this date on your calendar. If you would like to sponsor a First Friday program, please call the CDF office to discuss the sponsor benefit package.

"CDF is..." was the theme of last night's annual meeting. "CDF is..." all about you, our members. A special THANK YOU goes to all our members. We salute you, for without you, CDF would not exist.

Sincerely,

Vice President
Chamber of Commerce

New CDF MEMBERS

Best Western Ms. Danielle Del Grande 3158 N Gloster St. Tupelo, MS 38804 (662) 574-8513 <i>Hotels and Motels</i>	Darlin's Plants Ms. Layne Snipes 1849 McCullough Blvd. Tupelo, MS 38801 (662) 255-3064 <i>Lawn & Garden</i>	Heritage Memorial Funding Mr. Joe Estess 2605 Old Belden Cir. Tupelo, MS 38801 (662) 718-3550 <i>Financial</i>	Rhudy's Heating & Air Conditioning Inc. 517 CR 681, A Saultillo, MS 38866-7915 (662) 869-1524 <i>Air Conditioning/ Heating</i>	Stand By Power Mr. Bobby Michael 209 CR 1600 Belden, MS 38826 (662) 840-6854 <i>Contractors/ Construction/ Building Materials</i>
Borrowed Thyme Ms. Grace Clark 825 Jefferson St. Tupelo, MS 38804 (662) 844-2334 <i>Restaurants and Catering</i>	Eagle Capital Mr. Joe Estess 2605 Old Belden Cir. Tupelo, MS 38801 (662) 842-6218 <i>Financial</i>	Magnolia Business Centre Mr. Joe Estess 2605 Old Belden Cir. Tupelo, MS 38801 (662) 844-5264 <i>Organizations</i>	SkyBox Sports Bar-Grill-Pizzeria Mr. Robby Witcher 127 City Market Dr. Saultillo, MS 38866 (662) 397-8758 <i>Restaurants and Catering</i>	Timberlake Foods Mr. Joe Estess 2605 Old Belden Cir. Tupelo, MS 38801 (662) 842-7190 <i>Wholesaler</i>
Brad's Electronics Mr. Brad White 207 Industrial Dr. Pontotoc, MS 38863 (662) 488-0087 <i>Electronics</i>	Glenn & Parker Engineering and Architecture, P.A. Mr. Roy D. Glenn 2711 CR 23 Bay Springs, MS 39422 (601) 764-3860 <i>Engineering</i>	McAlister's Deli Mr. Corey Kowach 495 S Gloster St. Tupelo, MS 38801 (662) 680-3354 <i>Restaurants and Catering</i>	SouthernCare, Inc. Mr. Scott Burroughs 1682 Wilson Dr. Tupelo, MS 38804 (662) 753-9228 <i>Hospice</i>	Universal Asset Management Ms. Kim Meyer-Webb 118 Lemons Dr. Tupelo, MS 38801 (901) 682-4064 <i>Wholesaler</i>
Brandi's Hope Community Services Ms. Wanda Keith 745 Rex Dr. Tupelo, MS 38801 (662) 871-5063 <i>Personal Assistance</i>		Mid-South Signs, Inc. Mr. Scott Pridmore 8643 Hwy 182 E Columbus, MS 39702 (662) 327-7807 <i>Signs</i>		

Community Development Foundation's

Board of Directors for 2011-2012

CDF is governed by a 60-member Board of Directors. The Executive Committee is composed of the CDF Officers and eleven additional members of the Board. CDF's goals and objectives are accomplished through the efforts of members appointed to committees operating under one of CDF's three divisions: Chamber Division, Economic Development Division, and Planning and Property Management Division.

2011-2012 Executive Committee

David Irwin, Chairman	Steve Altmiller	Guy Mitchell
David Copenhaver, First Vice Chairman	Bernard Bean	Aubrey Patterson
Chauncey Godwin, Second Vice Chairman	Sue Gardner	Jane Spain
David Rumbarger, President/Secretary	Shane Hooper	Buddy Stubbs
Billy Crews, Past Chairman	Octavius Ivy	
	Pat Jodon	

2011-2012 Board of Directors

Mike Armour	Trentice Imbler	Scott Reed
Jim Beane	Jamie Kennedy	Rob Rice
Ronnie Bell	Jimmy Long	Eddie Richey
Bo Calhoun	Neal McCoy	Cathy Robertson
Gary Carnathan	Glenn McCullough	Drew Robertson
Mike Clayborne	Robin McGraw	Tom Robinson
V.M. Cleveland	Joe McKinney	Chris Rogers
David Cole	David Meadows	Mike Scott
Clay Foster	Paul "Buzzy" Mize	Ellen Short
Tom Foy	Mabel Murphree	Bobby Smith
Linda Gholston	Clarence Parks	Jeff Snyder
L.E. "Bo" Gibens	Jim Pate	Kiyoshi Tsuchiya
Bryan Hawkins	Greg Pirkle	Brent Waldrop
Lisa Hawkins	Fred Pitts	Mitch Waycaster
Frank Hodges	Jack Reed, Jr.	Al Wiygul

2011-2012 Ambassador's Club

Ms. Beverly Bedford	Honda of Tupelo
Mr. Michael Blankenship	Old Venice Pizza Company/Black Tie Management
Mr. Richard Carleton	Mall at Barnes Crossing
Ms. Rhonda Chrestman	Snelling Staffing
Ms. Jan Collins	N.E.W.
Ms. Molly Crews	Express Employment Professionals
Ms. Kim Crump	LIFT, Inc.
Ms. Shirley Curry	Crye-Leike
Ms. Sheila Davis	PPI, Inc.
Ms. Danielle Del Grande	Comfort Suites & Best Western
Ms. Karen Dickey	Community Bank
Ms. Cheryl Foster	Wingate by Windham
Ms. Shanelle Gardner	BancorpSouth
Mr. John Hamlin	The McCarty Company - Construction Group, Inc.
Mr. Toby Hedges	Shelter Insurance
Ms. Dee Hooper	The Hannahouse Adult Daycare
Ms. Christy Hurt	The Nowell Agency
Ms. Carman Jones	BancorpSouth
Ms. Melonie Kight	AdvanceStaff, Inc.
Ms. Vivian Lee	Weezie's Deli
Ms. Mary Ann Lewis	Gardner-Simmons Home for Girls, Inc.
Ms. Dianne Loden	Trustmark Bank
Mr. Tim Long	Cellular South
Ms. Bea Lockett	TRI, Inc. Realtors
Mr. Louis Marascalco	M&F Bank
Mr. Ben Martin	RE/Max Associates Realty
Mr. John-Michael Marlin	Gum Tree Mortgage
Mr. Brad McCully	Sportsman Lawn & Landscape
Ms. Katie McMillan	Key Staff Source
Mr. Bill McNutt	WLM Insurance, LLC - Aflac
Ms. Andrea Mobley	SRG
Ms. Haley Monaghan	Alliance Collection Service, Inc.
Ms. Carolyn Moss	Comfort Inn
Mr. Joe Nobles	URBan Radio Broadcasting
Mr. Jeff Overstreet	Renasant Bank
Mr. Allen Pegues	Premium Video Productions
Ms. Kara Penny	Tupelo Convention & Visitors Bureau
Mr. Carl Renfro	Renfro Homebuilders
Ms. Amy Richey	Amedisys Hospice
Mr. Greg Thames	Trustmark Bank
Ms. Mary Sue Tudor	Lamar Advertising
Ms. Lizzette Van Osten	Home Chef Market
Mr. Tommy Wiggins	TeleSouth Communications - Tupelo
Mr. Cole Wiygul	Independent Furniture Supply

'Images: Tupelo' to publish in print and online

Showcasing the best of Tupelo's people, places, and progressive business climate, Images Tupelo reinforces the area's favorable quality of place while also targeting prospective residents, employees, businesses, and visitors. The magazine will be distributed by the Community Development Foundation as well as through key local businesses, trade shows, conferences, and events throughout the year.

The Images Tupelo website, imagetupelo.com, will also feature fresh, new extended content, video, photo galleries, and more. The annual magazine is a collaborative effort between the Community Development Foundation and Journal Communications (jnlcom.com), an award-winning custom publisher of community and specialty

"Forward-thinking communities like Tupelo are what every person considering a move, and businesses seeking to relocate, want to find out about. What better way to get this information to this specific audience, than through a magazine and website containing the exact information they need? We are proud to partner with such a progressive area."

Ray Langen

executive vice president for Journal Communications

magazines with clients in more than 30 states.

"Forward-thinking communities like Tupelo are what every person considering a move, and businesses seeking to relocate, want to find out about," says Ray Langen, executive vice president for Journal Communications. "What better way to get this information to this specific

audience, than through a magazine and website containing the exact information they need? We are proud to partner with such a progressive area."

For more information on becoming a part of Images Tupelo contact Cindy Hall, Sales Support Manager, toll-free at (800) 333-8842 or by e-mail at chall@jnlcom.com.

APRIL FIRST FRIDAY

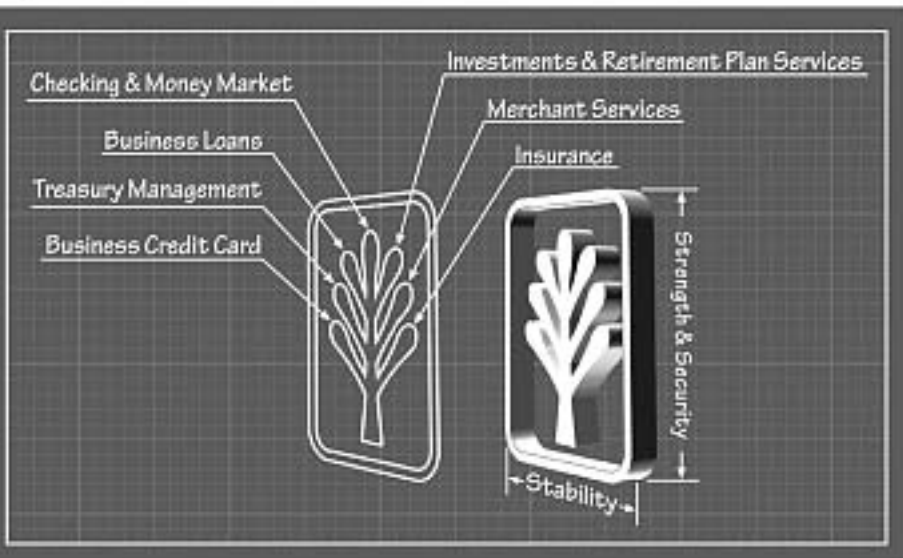


The April First Friday featured Mr. Les Range, executive director of the Mississippi Department of Employment Security. The meeting was sponsored by Magnolia Business Centre. Corporate sponsors for all First Fridays this year were Robinson & Associates and Snyder & Company. First Friday programs will resume September 9.



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Just right for you



Students can learn hands-on skills and business basics at Nuts, Bolts & Thingamajigs Summer Manufacturing Camp

Hawkeye Industries, Itawamba Community College, and the Community Development Foundation will offer a Nuts, Bolts & Thingamajigs® manufacturing summer camp for students ages 12-15 from June 7-11. Designed to help inspire the next generation of inventors, engineers, entrepreneurs, and manufacturers, the camp is a technical, hands-on experience to introduce students to 21st century manufacturing technology and basic entrepreneurial skills.

"Participants use technology to create a product from start to finish providing them practical experience to build their confidence and set a foundation if they choose a career in one of the trades," said Todd Beadles, vice president of workforce development for the Community Development Foundation. "There is an ever increasing demand for highly skilled professionals who can design, program, and operate technology, and this camp allows students to learn about these opportunities."

Participants will explore 3D design, computer numerical control (CNC) programming, laser cutting, machining, finishing, entrepreneurship, and more, while emphasizing product creation, problem solving, and team building. Visits to area manufacturers will provide an up-close look at products being made as well as career advice and inspiration from the entrepreneurs who run the companies.

Nuts, Bolts & Thingamajigs®, the foundation of the Fabricators & Manufacturers

Association Intl. (NBT) and the National Association for Community College Entrepreneurship (NACCE). Camps will be offered at NACCE member community colleges throughout the United States.

NBT introduces young people to careers in the trades through manufacturing summer camps for youth. It also issues scholarships to students at colleges and trade schools pursuing studies that lead to careers in manufacturing. More information on NBT is available by visiting www.NutsAndBoltsFoundation.org. Based in Rockford, IL, the Fabricators & Manufacturers Association, International, is a professional organization with more than 2,100 members working together to improve the metal forming and fabricating industry. Learn more at www.fmanet.org.

NAACE connects community college administrators and faculty with knowledge and successful practices regarding entrepreneurial thinking, entrepreneurship education, and student business incubation. NACCE holds an annual conference, and produces monthly podcasts and webinars. It also publishes a quarterly journal, hosts a dynamic list-serv, develops web resources such as shared entrepreneurship curricula and syllabi for faculty, creates guides in beginning and sustaining entrepreneurship and student business incubation programs, as well as tips for grant proposals specific to entrepreneurial endeavors at community colleges. For more information, visit www.nacce.com.

MLM CLOTHIERS



To celebrate 71 years of business in Tupelo, a ribbon cutting ceremony was held at MLM Clothiers. Pictured with the CDF Ambassadors are: Miss Outstanding Teen Tupelo Megan Rohman; Tommy Green, CDF; Donna Coleman, MLM; Susan Presley, Anytime Fitness; Jimmy Long, MLM; Sharon Long; Councilman Fred Pitts; Joe Yarber, MLM; Miss Tupelo Lauryn Lee; and Emily Addison, CDF. Pictured on the back row are: Tammy Rodgers, Lee County; Jim Hawkins; Brenda Hawkins; Jim Goodwin, Express Employment Professionals; and Rob Rice, State Farm Insurance. MLM Clothiers is located at 108 S Spring St. in Downtown Tupelo and can be reached at (662) 842-4165.

Business Boxed Lunch & Learn

Wednesday, May 18, 2011

11:45 a.m. - 1:00 p.m.

CDF Boardroom

300 W Main St.

'Mobile APptitude'

Presented by:
Dennis Graham
Data Sales Engineer
CellularSouth

To reserve your spot, please register at www.tupelochamber.com or call the CDF office at (662) 842-4521. \$10, includes lunch.

Join us for the May meeting of the Tupelo Young Professionals

Thursday, May 19, 2011 || 5 to 7 p.m.

Romie's Grocery
804 W Jackson St., Tupelo

Please RSVP to typ@cdfms.org
For more information please visit the TYP website at www.typs.biz
or contact the CDF Office at (662) 842-4521.

TUPELO
YOUNG
PROFESSIONALS
www.typs.biz

Heflin named Ambassador of the Quarter

Waurene C. Heflin, realtor with Crye-Leike Realtors in Tupelo, has been named the CDF Ambassador of the Quarter for the fourth quarter of 2010-2011. Heflin attained this honor by attending five ribbon cuttings this quarter, recruiting new CDF members, and volunteering during the Business to Business Connection trade show and Taste of Tupelo.

The CDF Ambassadors are a prestigious group of individuals from the Community Development Foundation member investors, who volunteer to enhance communication between CDF and its membership. The Ambassadors serve as a vital link in helping CDF understand the needs of its membership. Ambassadors are required to attend events such as First Friday, Groundbreakings, Ribbon Cuttings, and any other functions in support of the Community Development Foundation. A major benefit of attending Ambassador's Club meetings is the exchange of ideas and leads within the Ambassador's Club membership.

Besides enjoying the camaraderie of being with other Ambassadors, Heflin, in her five years as an Ambassador,

has enjoyed learning about the different new businesses in town.

"It has broadened my knowledge, enabling me to share not only with my customers, but my fellow realtors at Crye-Leike," said Heflin.

Heflin lives by the motto "make someone happy today," and this is evident in her work as a real estate agent and CDF Ambassador. A servant to her community, Heflin participates in such activities as teaching Sunday School and Awana at Calvary Baptist Church, serving with the Hospice Auxiliary, helping Touched by An Angel ministries, and serving as Vice President of the West Heights Neighborhood Watch Association. Heflin is also a contributor to United Way.

A proud native of Houston, Mississippi, Heflin thoroughly enjoys her work as a realtor with Crye-Leike Realtors. She loves selling Tupelo and is most happy when she has helped someone find their "American Dream." Whether she is first, fourth (January 2011), or tenth in top real estate sales, as long as she is truly serving her customers, she is a success.

Heflin's late husband, Loyd Heflin, Jr. also served as a realtor for years and



Emily Addison, CDF, is pictured presenting the Ambassador of the Quarter honor to Waurene Heflin.

was an active Civitan. Her daughter Rhiannon serves as Heflin's part-time assistant, and without her, Heflin claims she wouldn't be able to help nearly as many newcomers to the Tupelo area. Heflin welcomes people looking for new homes to call her at home at (662) 842-8226, at the Crye-Leike office at (662) 680-9355, or on

her mobile at (662) 891-5631. If you cannot catch her there, most likely she is enjoying a Mississippi State ballgame with her good friend Jack Cristil.

"Serving as a CDF Ambassador, representing Crye-Leike and Tupelo, has greatly enriched and broadened my world," said Heflin. "I thank CDF for the opportunity."

ELVIS PRESLEY BIRTHPLACE EVENT CENTER & THEATER



A ground breaking was held for the new Elvis Presley Birthplace Event Center & Theater. Pictured participating in the groundbreaking are: Dick Guyton, Elvis Presley Memorial Foundation; Neal McCoy, Tupelo CVB; Don Lewis, Tupelo Parks & Recreation; Mayor Jack Reed, Jr.; Donna Kaye Randle, Elvis Presley Memorial Foundation; Henry Dodge, Elvis Presley Memorial Foundation; Representative Steve Holland; Guy Harris; Ronnie Stepp, Panola Construction; Bill Waters, Elvis Presley Memorial Foundation; Jamie Stemple, Haizlip Studio; Blair Hill, Elvis Presley Memorial Foundation; Debbie Brangenberg, Downtown Tupelo Main Street Association; and Tom Robinson, Elvis Presley Memorial Foundation. The Elvis Presley Birthplace is located at 306 Elvis Presley Dr. in Tupelo and can be reached at (662) 841-1245.

McDONALD'S

A groundbreaking was held for the newest McDonald's location on Eason Blvd., at Highway 45. Pictured on the front row are: Tommy Green, CDF; Councilman Mike Bryan; Tracy Hudson; Rob Hudson, McDonald's; Rosann Hudson; Mayor Jack Reed, Jr.; and Councilman Fred Pitts. Also pictured are McDonald's team members and members of the CDF Ambassador's Club.



The Shot Center

Subsidiary of Wellness First Inc

'Increasing productivity by making your wellness first'

Located inside the Renasant Center for IDEAs, Wellness First Inc. offers an array of health services for businesses and individuals. As the umbrella organization for The Shot Center and Exam One, Wellness First's goal is to provide personalized, comprehensive care, "Increasing Productivity by Making Your Wellness First."

One of the many ways Wellness First Inc. offers such stellar service to their clients is through Mississippi marketing director/office manager Lynda Thomas, and Mike Coutoumanos, Mississippi regional business manager. Together, Thomas and Coutoumanos bring over 63 years of experience as registered nurses to the business, enabling them to provide an even greater service to the businesses and individuals under their care. According to Coutoumanos, setting up shop in the Renasant Center for IDEAs was an excellent first

The Shot Center

step to establishing Wellness First Inc. in the North Mississippi area.

"It was brilliant on our ownership's part to put this business in the Renasant Center for IDEAs," said Coutoumanos.

"The environment and potential growth is tremendous," states Thomas. "It has helped us get established in the community and the support we have received from the CDF has been great."

The Shot Center provides a relaxed comfortable atmosphere promoting wellness rather than a sickness focused environment.

Through The Shot Center, clients can access a myriad of vaccinations and wellness shots. They offer such immunizations as flu, pneumonia, hepatitis, and shingles. The

company can also give wellness shots that include vitamin B12 and the lipo shot, a combination of all natural ingredients designed to burn fat and increase energy. When taken with a proper diet and exercise program, the Lipo-B shot has proven to aid in the loss of one additional pound per week.

The Shot Center also offers you the ability to take control of your health with convenient, affordable blood screenings that do not require a doctor's prescription. No insurance is needed and the test results will remain confidential. Some of the most common wellness tests include Cholesterol and Lipid Profiles, Metabolic Syndrome Panels, Thyroid, Prostate Specific Antigen Test, Testosterone Level Tests, Heart Health Panel, Male Wellness

Panels, and many more.

The largest paramedical company in the world, ExamOne provides insurance exams for individuals purchasing life insurance. The company markets their services to insurance agents, touting their ability to help make the entire process of procuring life insurance quick and convenient for both the applicant and insurance agent. ExamOne professionals will perform exams at your home, business, or an ExamOne location.

As part of Wellness First's healthy workplace programs, the company markets wellness programs to business and industry. They can design and provide custom wellness programs specific to the needs of your company. The Shot Center can provide vaccinations on-site, as needed, by the participating industry.

Wellness First Inc. can offer other services including drug and alcohol testing, CPR and

First Aid training, DNA testing, screenings, and organization or participation in health fairs. Because the company is focused on its clients, the services that they offer evolve as clients' needs change. In each of its companies, Wellness First follows CDC guidelines in all of its processes. All programs are monitored by a medical director.

Wellness First Inc. is committed to offering the highest quality of service to its clients. With Thomas and Coutoumanos at the helm of the Tupelo office, you and your health are their first priority, as they continue "Increasing Productivity by Making Your Wellness First."

The Shot Center is located inside the Renasant Center for IDEAs at 398 E Main St. in Downtown Tupelo's Fairpark District, and can be reached at (866) 448-8148.

To learn more, please visit www.wellnessfirstinc.com.

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*Based on dollar amount on regular SBA loans

Children's Dental Clinic offers comprehensive care to children

According to the American Academy of Pediatric Dentistry, children should visit a pediatric dentist by their first birthday. Pediatric dentists receive specialized training beyond that of general dentistry, enabling them to meet the needs of infants, children, and adolescents. Children's Dental Clinic in Tupelo offers this specialized care, with a focus on creating an environment of comfort for all of their patients. Doctors Richard Warriner and Trice Sumner, and the staff of Children's Dental Clinic, have 147 years of experience caring for children in the Tupelo area.

"We strive to provide the best level of care available in a fun, comfortable, child-friendly environment," said Warriner.

Children's Dental Clinic offers comprehensive dental care to infants through adolescents and handicapped children and adults. Services include routine exams, preventative care, and treatments such as fillings, crowns, extractions, and nerve treatments. They also offer orthodontic care, focusing on issues that can be treated easily while developing a plan for future treatment. The staff at Children's Dental Clinic believes that establishing good oral habits at an early age prepares children for a lifetime of dental success, and they do this by tailoring their services to the needs of each and every patient to

whom they provide care.

While both Warriner and Sumner are fully engaged in the practice of pediatric dentistry, they both commit time to the betterment of their community. Warriner is a founding member of the Cleft Lip and Palate Team, treating children with these conditions from infancy to the teenage years. Sumner serves as board president of the Family Resource Center where she aids in children's advocacy. When Warriner started his practice in 1978, he knew that Northeast MS was the best place to begin.

"I have been in North Mississippi all of my life and decided that Tupelo was the best choice for my pediatric dentistry practice," said Warriner. "I am a big supporter of Tupelo and try to help our community grow, so people don't have to leave our community to get good care. Anything CDF does to improve the business climate helps us."

As a CDF member, Children's Dental Clinic participates in the Chamber Advantage affinity program. They offer a 10% discount on all services provided by the clinic when balances are paid in full. CDF members can visit www.cdfms.org/chamberadvantage to learn more about the member-to-member discount program.

Doctors Warriner and Sumner have a passion for caring for their pediatric patients. Understanding that those first trips to the dentist can be quite



Pictured are Dr. Richard Warriner and Dr. Trice Sumner.

overwhelming, both doctors exude love and patience as they strive to make each child's experience at Children's Dental Clinic fun and comfortable, preparing their patients for the lifetime journey of good oral care.

Children's Dental Clinic is located at 1555 Medical Park Cir. in Tupelo and

can be reached at (662) 844-3315. Their hours are Monday through Thursday from 8:00 a.m. to 5:00 p.m. and while they do not see patients on Friday, the office is open from 8:00 a.m. to 12:00 noon. For more information, please visit www.childrensdental-clinic.com.

NEW BEGINNINGS INTERNATIONAL AND FAMILY SERVICES



A ribbon cutting was held to celebrate the new Haiti adoption program at New Beginnings International and Family Services. Pictured with the CDF Ambassadors are Annice Simmons, New Beginnings; Renae Hellen, New Beginnings; Marcus Davenport, New Beginnings; Becki Depew, New Beginnings; Amber Corey, New Beginnings; Debbie Veile with Ava Grace Taylor, New Beginnings; Tom Veile, New Beginnings; Councilman Fred Pitts; Connie Snell, My Elegant Clutter; Brenda Vinson, New Beginnings; Benita Roach, New Beginnings; and Emily Addison, CDF. Pictured on the back row with the CDF Ambassadors are Michelle Williamson, Comcast Spotlight; Jennifer Noel, Comcast Spotlight; and Chief Tony Carleton, Tupelo Police Department. New Beginnings is located at 2164 Southridge Dr. in Tupelo and can be reached at (662) 842-6752.

The CDF Business Roundtable will meet Wednesday, May 25 at 4:00 p.m. in the CDF Boardroom.

For more information or to appear on the agenda, please contact Emily Addison at (662) 842-4521 or eaddison@cdfms.org.

Darlin's Plants brings beauty and southern charm to McCullough Blvd.

Layne and Eric Snipes are the grandparents of eight beautiful grandchildren. When the youngest was born, she quickly took note of the fact that her grandfather often referred to her grandmother as "Darlin'," and immediately began affectionately referring to Layne by that name. It stuck. Now venturing into the world of horticulture, "Darlin'" has opened a charming nursery, in the former Jenny's gas station and convenience store on McCullough Blvd., where the plants are plentiful and southern charm is always in season.

With a full line of garden, bedding, and tropical plants, as well as vegetables and herbs, Darlin's Plants carries something for every gardening enthusiast. If your thumb is not a bright shade of green, Layne also carries an array of home and garden accessories to complete your outdoor canopy. Customers can purchase outdoor furniture, decorative pots, ironwork, and more from Betty Ann Watkins' "In Our Garden" line. Darlin's Plants also offers custom monogramming courtesy of Suzanne Russell of "Sew and Sew." A line of original artwork by Lynn Ellis may also be purchased at Darlin's Plants, and Eric sells fresh fruits and vegetables from

Tony Roper Tuesday through Saturday. One can also find canvas and wood art décor from Kristeen Rush of "Pink Krush Art."

"If you can't grow it, you can still buy it here," said Layne. "We truly have something for everyone."

Eric and Layne Snipes hope that Darlin's Plants will be more than just your typical nursery, but a place to learn, share, and participate in all things gardening. Darlin's Plants features a free potting station where customers can bring a pot from home and plant it on-site, or purchase a pot from the store. Layne will do complimentary home consultations for her clients. While she is not a licensed landscape architect, Layne has an eye for beautiful foliage, and enjoys helping her customers create a vision for their home or business landscape. Darlin's Plants offers fieldtrips for daycare and school children. Kids will experience an educational trip to a nursery and enjoy potting a plant to take home. Snipes also hopes to offer gardening seminars in the future.

Eric and Layne desire that people will enjoy shopping Darlin's Plants because of the comfortable, inviting atmosphere. With an excellent plant selection including everything



To celebrate the grand opening of Darlin's Plants, a ribbon cutting was held. Pictured at the event with the CDF Ambassadors are: Tony Roper, Tony Roper's Vegetables, Kristeen Rush, PinkKrush Art; Eric Snipes, Darlin's Plants; Kim Fly; Karla Jarrett, Carlock Toyota; Layne Snipes, Darlin's Plants; Councilman Willie Jennings; Tony Cagle; Lynn Ellis; Tracy Bramlett; Tommy Green, CDF; Angela Glissen, CDF; and Ann Cagle. Darlin's Plants is located at 1849 McCullough Blvd. and can be reached at (662) 255-3064.

from simple potted plants to Japanese Maples, their goal is to offer healthy, quality plants at very competitive prices. She posts specials weekly and hopes to be open year round, offering whatever is in season, from pumpkins and pansies to Christmas trees and wreaths.

"I love every second of

being here," said Layne. "There is no need to feel intimidated. Ask questions, look around, or just sit here and think. We want this to be a very happy, comfortable environment."

A beacon of beauty on McCullough Blvd., a stop at Darlin's Plants is a must as summer planting begins. While the

plants are lovely and the accessories are fabulous, experiencing all things "Darlin'" is absolutely priceless.

Darlin's Plants is located at 1849 McCullough Blvd. in Tupelo and can be reached at (662) 255-3064. Hours are Monday through Saturday, 9:00 a.m. to 6:00 p.m. and Sunday 1:00 p.m. to 5:00 p.m.

BRANDI'S HOPE COMMUNITY SERVICES



A ribbon cutting was held to celebrate the grand opening of Brandi's Hope Community Services in Tupelo. Pictured with the CDF Ambassadors during the ribbon cutting ceremony are Emily Addison, CDF; Tommy Green, CDF; Danny Cowart, Brandi's Hope; Brenda Cowart, Brandi's Hope; Councilman Fred Pitts; Sue Garner, Brandi's Hope; Kim Bradshaw; Wanda Keith, Brandi's Hope; Stan Beck; Jana Holcomb; Lajuana Boyd; Marie McKinney; and Missy Barnett, Brandi's Hope. Brandi's Hope Community Services is located at 745 Rex Dr. in Tupelo and can be reached at (662) 871-5063.

APRIL TYP



The April Tupelo Young Professionals event was held at Fairpark Grill. Pictured networking at the event are: Christy Morgan, Margaret Billups, Ebony Hattix, and Rodney Long.

Computing at eight times the speed of light

When I was a student at Milam Junior High School, my mother worked as a payroll clerk at one of the local sewing factories. She and others like her sat at desks all week, calculating the paychecks of the factory workers.

But my mother and her counterparts throughout the nation were the last of their kind. Not long afterwards, factories started to use computers to calculate payroll. Humans would continue to enter the timecard data and balance the bank statement, but computers would do in minutes the calculating that cadres of humans had done in a week.

Although the computers of that era were much faster than humans, comparing them to the average desktop of today is like comparing turtles to jet airplanes. Since that time, computing power

has increased steadily according to a pattern known as Moore's Law. Not a law of nature but an observation, Moore's Law says that computing power doubles every two years.

Scientists wonder how much longer Moore's Law can hold true. Some say another 20 years, others give as long as 75 years. No matter, electrons can move only so fast. Therefore, Moore's Law must eventually run into physical limitations.

And then along comes IBM with a brand new idea. Since electrons move only at the rate of one-10th light speed, why not replace electronics with beams of light to get a 10-fold increase in the speed of computing? But that's not all. Since a light beam is made of different wave lengths (think of the effect a prism has on a ray of

sunshine), one beam of light can carry multiple data channels simultaneously. That means computing speeds that are multiples of the speed of light.

Called CMOS Integrated Silicon Nanophotonics, or CISN, here's an overview of how this technology works:

- A modulator receives binary electronic signals – the ones and zeroes that computers understand – and turns a laser beam on or off accordingly. A light wave is carrying binary data in pulses of light.

- A multiplexor combines eight of these signals, all of different wavelengths (colors), into one beam of light. A single light beam is carrying eight streams of binary data.

- The light beam travels through a chip along channels known as waveguides.

- When the light reaches another electronic component, a demultiplexor divides the single beam of light into the constituent light waves according to wavelength.

- Each light wave strikes a photodetector, which releases an electron. The data has been translated back into the language of electronics that transistors understand.

Voila! Computing at eight times the speed of light! IBM scientists expect light-driven chips capable of performing one quadrillion floating point operations per second to be found in commercial products by 2018.

As computers get faster, they free humans of drudge work, allowing people to take on greater challenges. I wonder how much longer my mother might have remained a payroll clerk had computers not come into wide use. At it is, she moved on to better things. Her last job in the workforce was bookkeeper for a realty company, a job that she very much enjoyed.

Ted Holt is president of BINARE, a Tupelo-based organization of professionals interested in the application of technology to the workplace. BINARE welcomes new members. For more information, visit www.binare.org.



**Ted
HOLT**

TECHTALK

BusinessRewind

ALCORN COUNTY

Corinth Belk plans Southgate expansion

■ CORINTH – Belk is preparing to move into a larger store space at the opposite end of Southgate Shopping Center.

Specifics of the expansion have not yet been announced by the company, but the Daily Corinthian reported that preliminary work began recently in the building that formerly housed Walmart and Goody's.

The renovation is an approximately \$1.7 million project and will almost double the store's current floor space.

Belk reopened after the store was flooded last May from major storms that struck Corinth and Alcorn County. The store needed extensive repairs before reopening.

Plans for the new location include installation of flood-proofing gates at the doors, the report said.

LEE COUNTY

Hancock Fabrics posts loss for fiscal year

■ BALDWYN – Hancock Fabrics, while seeing a slight increase in sales for fiscal year 2010, slipped into the red with a \$10.46 million loss.

The Baldwyn-based fabric and craft retailer said net sales were \$275.5 million for the fiscal year ending on Jan. 29, compared to \$274.1 million for the year-ago period.

The fiscal year loss represented 53 cents a share, compared to a gain of \$1.79 million, or 9 cents a share, a year earlier.

Hancock absorbed a \$9.76 million loss in the fourth quarter, which included some one-time non-cash charges to improve its business, according to interim CEO Steven Morgan.

The other charges included \$6.7 million for obsolete inventory and \$1.5 million for asset impairment. The quarter also included \$1.272 million in severance to former President and CEO Jane Aggers, whose contract was not renewed. She left the company on Jan. 28, ending a six-year stint.

For the fiscal year, the company reported an operating income loss of nearly \$5 million, compared to a \$7.7 million gain in FY2009.

Hancock opened one store, closed one store, remodeled 12 locations and relocated seven others to end the year with 265 stores in 37 states.

Buffalo Wild Wings eyes Tupelo spot

■ TUPELO – Buffalo Wild Wings is officially looking at opening a restaurant in Tupelo.

Rick Story, a Nashville builder and developer, has signed a letter of intent for property off North Gloster Street in the Tupelo Commons development.

"We're looking at property near the Malco," Story confirmed. "If nothing gets derailed, I plan to open one in Tupelo."

V.M. Cleveland, owner of Cleveland Properties and chairman of the Tupelo Furniture Market, owns the property.

A letter of intent does not guarantee that the business will be developed nor does it guarantee a land sale. It's a legal document that holds the land for the prospective business and gives the developer three to four months to work with the city to see if plans can be approved.

Along with the Tupelo location, Story owns the franchise rights to BWW in Florence, Ala., which opened in March.

Story's company, Story Construction, has built restaurants in 43 states. He said his first restaurant was the BWW in Florence and his second will be in Tupelo. A third is planned for Decatur, Ala., he said.

BancorpSouth reports loss in first quarter

■ TUPELO – BancorpSouth Inc. posted a first-quarter loss after increasing its provision for possible credit losses, the company reported.

For the January-through-March period, BancorpSouth lost \$494,000, or 1 cent per share. In the year-ago first quarter, the company earned \$8.4 million, or 10 cents per share.

BancorpSouth said it increased its credit-loss provision from \$43.1 million in the fourth quarter of 2010 to \$53.3 million. Profit also was hit by a \$10.5 million drop in mortgage revenue from the fourth quarter and a \$4.4 million increase in salaries and benefits, the company said.

Bancorp chief executive Aubrey Patterson said the credit loss provision is tied primarily to losses in real estate construction and acquisition-development loans, especially in the residential sector.

Total assets at the end of the quarter were \$13.5 billion, an increase of 2.4 percent. Total deposits were \$11.5 billion, a 4.3 percent increase. Loans and leases, net of unearned income, were \$9.2 billion, a 5.1 percent decline.

Cooper Tire Tupelo plant wins RMA safety award

■ TUPELO – Cooper Tire and Rubber Co.'s Tupelo plant has won a safety award from the Rubber Manufacturers Association.

The Findlay, Ohio-based tire company said its Tall Timbers Mold Operations facility in Findlay and the Tupelo plant earned the RMA's Safety and Health Improvement Program, or SHIP, awards for worker health and safety. Tall Timbers won an "excellence" award and the Tupelo facility received an "improvement" award.

Two categories of awards are presented to companies that demonstrate workplace safety improvements, which are measured by the incidence rate for lost workday cases. The excellence category is for facilities that achieve an incidence rate that is 75 percent better than the average achieved by plants that provide data to RMA. The improvement award is for plants that achieve an incidence rate that is both 10 percent better than its rate in the previous year and the same or better than the RMA average incidence rate.

Daily Journal

2011



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Risks, opportunities in commercial real estate

Commercial real estate has historically proven to be a sound, wealth-building venture for the astute investor.

The U.S. Tax Code provides the commercial real estate owner several tax benefits that do not apply to other types of investments. The economic recession has affected commercial properties, many of which have been devalued for various reasons. However, investment dollars are flowing back into the commercial real estate market due to the perceived stabilization of the economic environment in general and the job market in particular.

Starting this month, my columns will focus on a variety of business investments and some of the legal and business issues surrounding them. My prior columns, which introduced business law, legal formations and contracts in general, laid the foundation for the upcoming information on business investment and growth. This month, I will address some of the fundamental principles of commercial real estate.

So let's get down to business. Commercial real estate investments are foundational investments for businesses and entrepreneurs because

many business operations are not home-operated and require facilities that meet certain specifications, whether it is location, size of space, specialized amenities of the space or a myriad of other considerations. Owners of commercial real estate invest in



Bill
TURNER

the future income of the properties they own or acquire. As such, the structure and terms of property acquisition, financing and property leasing are critical to the investor.

■ First, an investor must understand the potential of the target property and the risks and expenses involved in purchasing the property and preparing the property to lease. An experienced commercial real estate broker can assist an investor in a detailed market analysis to help the investor value the demand for certain commercial space and the competing supply.

Once the investor is comfortable

with the market analysis and is ready to negotiate a purchase agreement with the owner, the structure and terms of the purchase will determine the initial investment cost to the purchaser. The purchase price is apparent, but other costs and expenses built into a purchase agreement can add up to a significant amount which a purchaser must recognize and negotiate in order to realize his or her required return on investment.

After a purchase agreement has been executed, the purchaser must perform detailed due diligence review of the property, which should include, a survey, a title inspection and insurance policy and an environmental inspection. A seasoned commercial real estate attorney can assist an investor with negotiating the purchase agreement and performing the due diligence review of the property so that the investor does not mistakenly obligate or financially commit to something he did not intend.

■ Second, many investors rely on third-party financing to acquire commercial property and pay for various improvements to the property to attract tenants to the property. Leverage, properly used, will increase the overall return on investment for the property owner. Although the debt market is much more conservative now than it was three or four years ago, purchasers can still obtain financing. Again, a seasoned commercial real estate attorney can assist an investor with securing and negotiating the financing of commercial property.

■ Third, an investor must attract tenants to the property. An experienced

commercial real estate broker has relationships with tenant groups and can assist in tenant development. Lease structure and terms vary for each lease and property, but they must be properly negotiated to add value to the investment. Whether the transaction is structured as a fixed-lease rate or triple net lease or anything in between, the obligations of the landlord and tenant under the lease will affect the property's net operating income and ultimately the value of the property.

There are many different ways to structure a commercial real estate investment, from a go-it-alone entrepreneur to an investor group joint venture. Again, a knowledgeable commercial real estate professional can help structure an investment to reduce risks and maximize an investor's return on investment.

Because of the complexity of the subject matter and the limitations on space in this publication, this column cannot and does not cover all of the risks and variables associated with investing in commercial real estate. An astute investor should have a team of reliable, knowledgeable professionals (accountants, commercial real estate brokers, commercial real estate attorneys) that understand the risks of the commercial real estate market and the goals of the entrepreneur/investor. After all, the commercial real estate market is a relationship business.

Bill Turner is a business law attorney and the principal of William F. (Bill) Turner Law PLLC in Oxford. He is licensed to practice law in Mississippi, Tennessee, New York and Washington, D.C. Contact him at (662) 234-8137 or btturner@billturnerlaw.com.

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BusinessRewind

LEE COUNTY

Hunter Douglas awarded 'product of the year'

■ TUPELO - Hunter Douglas, which has a facility in the Tupelo Lee Industrial Park South, has again been honored with Window Covering Manufacturers Association Product Awards.

The company, based in Upper Saddle River, N.J., captured the "Product of the Year" for the 11th year. It also won the "Judges' Award," reserved for a submission that exhibits measurable benefit or standout appeal to end users.

For the 16th consecutive year, Hunter Douglas won more awards than any other manufacturer. Thirty of the 47 awards went to Hunter Douglas companies. The company also garnered five of seven awards in the new green products category and swept the shadings and sheers category. In the merchandising category, Hunter Douglas

won nine of the 10 awards.

Mitchell Distributing wins Anheuser-Busch award

■ TUPELO - Anheuser-Busch InBev has named Mitchell Distributing Co.-Tupelo a winner in the 2010 "Ambassadors of Excellence" program.

MDC-Tupelo ranks in the top 15 out of more than 700 nationwide Anheuser-Busch wholesalers.

The program focuses on linking business process excellence with sales excellence and recognizes and rewards wholesalers who implement key business processes and initiatives to deliver exceptional results, Anheuser-Busch InBev said.

MDC-Tupelo will be formally recognized as an AOE winner at the 2011 Wholesaler Excellence and Innovation meeting in Las Vegas in May.

Daily Journal

Creating advertising to attract the public takes sound strategy

What makes an ad good or bad? If ads are running for your business, this is a question you need to be able to answer. It doesn't matter if you're creating the ads yourself or someone else is creating ads for you, it's your responsibility to ensure that your ads are good.

The short answer is this: If an ad is good, it gets results. The bad part is that results come – or don't come – after the ad has run. How do you predict success before an ad runs – when it's being created?

There are no guarantees in advertising, but you can skew the odds of success in your favor by beginning with a sound strategy. Our formula for strategy has five parts. I suggest that you take time to answer each of these questions for yourself before engaging in advertising of any sort.

1: Intent. Describe how you will determine success in a measurable way. Will 10 new clients make you happy? Will you have to profit \$10,000 to justify your marketing expense? Know these facts going in. Steer clear of subjective goals such as "increased awareness" or "name recognition." While they have merit,



Josh
MABUS

MARKETING MATTERS

neither is truly measurable.

2: Key benefit. Benefit-based advertising is more successful than any other message. What is the benefit that your product(s) and/or service(s) offer that is truly unique? You may have superior customer service or the best apple pie in the region. It is necessary to identify and communicate this in your advertising. This must be a single idea because the viewer of your ad has a limited attention span. It is much easier to hook his or her attention with a benefit than any other feature of your business. Try to answer the question, "What's in it for me if I do business with you?"

3: Reason why. Here you answer why you can deliver your key benefit. Why do you have the best apple pie in the area? Is it because

neither is truly measurable.

4: Tone/personality. This is not what you say in your ad, but how do you say it. Is your company serious and straightforward? Are you fun-loving and playful? Your advertisement must embody how you treat customers when they visit you in person. This advance communication will prepare a potential customer for his/her in-person experience.

5: Target audience. Take a sampling of your best customers and compare how they are similar. Your list should be five to 10 customers who make your business most profitable. Find common threads among those in the list, including age, income, education, ethnicity, gender, etc. If possible, dig deeper and try to discover similarities in their personalities, their likes and dislikes.

Each facet of a sound strategy will increase the chances of breaking through to a potential customer. When you create an ad that embodies your corporate personality and

communicates your key benefit and why you can deliver this benefit to the correct target audience, your chances of having a positive reaction to your ad increase dramatically.

Keep in mind that results will not show up overnight. It can take months for marketing to show a significant change. Be patient and compare your results to your intent in your marketing strategy.

Josh Mabus is the owner of the Mabus Agency, an advertising and marketing agency in Tupelo. Contact him at (662) 823-2100 or josh@mabusagency.com.

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BusinessRewind

LEE COUNTY

First American opens downtown loan office

■ TUPELO – Iuka-based First American National Bank has opened a loan production office in downtown Tupelo, in the former AmSouth Bank building.

The lending office opened March 2. Jamie Osborn, Ron Roper and Leslie Stacy staff the office, which they hope to turn into a full-service bank within a year.

The bank plans to open a second location near the mall.

First American CEO Mike Webb said the bank has owned property in the Barnes Crossing area for several years.

Renasant posts \$7.5M first-quarter earnings

■ TUPELO – Renasant Corp., the parent of Renasant Bank, recorded first-quarter net earnings of \$7.553 million, more than doubling its profit from a year earlier.

The results represented earnings of 30 cents a share, compared with 17 cents a share in the year-ago quarter.

Renasant's total assets at the end of the first quarter were about \$4.42 billion, a 2.9 percent increase from the fourth quarter and a 22 percent increase from the first quarter of last year.

Total deposits grew 5.1 percent to \$3.64 bil-

lion from December and 37 percent from a year earlier.

NORTHEAST MISSISSIPPI

Region's jobless rate dips to 10.9 percent

■ The unemployment rate for the 16 counties of Northeast Mississippi dropped to 10.9 percent in March, the lowest since September.

A year earlier, the region's jobless rate was 12 percent.

While March's rate drop was welcome, it still marked the 25th time in the past 26 months that the region has endured double-digit joblessness.

The last time the area posted a jobless rate lower than 10 percent was March 2009, and even then it was close, at 9.9 percent.

But for March of this year, according to preliminary figures provided by the Mississippi Department of Employment Security, the number of employed in the region increased to 195,040, compared to 194,340 a month earlier.

The number of unemployed also declined to 23,980, compared to 24,920 in February.

Statewide, the seasonally adjusted jobless rate in March was 10.2 percent.

Nationally, the seasonally adjusted rate dropped from 8.9 percent to 8.8 percent.

A year earlier, the U.S. unemployment rate was 9.7 percent.

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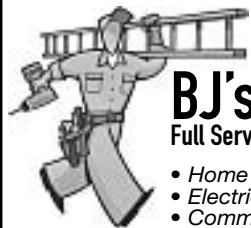
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