

THE NORTHEAST MISSISSIPPI

# Business Journal

A MONTHLY PUBLICATION OF JOURNAL PUBLISHING AND THE COMMUNITY DEVELOPMENT FOUNDATION

DECEMBER 2011



Despite economy, health care still strong, Page 4



# Toyota, region celebrate Blue Springs opening

BY DENNIS SEID  
BUSINESS JOURNAL

On Nov. 17, Toyota Motor Manufacturing Mississippi officially opened, more than more than 4 years after the Japanese automaker announced it would open a plant in Blue Springs.

Hundreds of invited guests joined many of the 1,700 team members of the plant to participate in the line-off ceremony, in which the first Mississipi-

made Corolla was introduced.

The black Corolla also was the first car to receive the new Mississippi license plate. It was a personalized tag, with "TMMMS1," paying tribute to the initials of the plant.

The car will sit inside the lobby of the plant.

Toyota President Akio Toyoda was among company officials at the ceremony. He paid tribute to local and state officials, including Gov. Haley Barbour,

who visited Japan three times to recruit the company.

Barbour also lavished praise on the automaker.

"It's a company that thinks long term," Barbour said. "We expect this company to be here 75 years. Their long-term thinking is exactly why we wanted Toyota."

Said Toyoda: "The governor has been exceedingly patient since our announcement four years ago. ... Today is the right time. Mississippi and Toyota are meant to be."

Toyota Mississippi will employ 2,000 people sometime next year when it reaches full capacity, when it can produce 150,000 cars annually.

"Mississippi has provided us with a great workforce who welcomes challenges and are eager to learn," said TMMMS President Masafumi Hamaguchi. "Our slogan is, 'Always look for the best way, using our pioneer spirit.' The Mississippi workforce has shown that they have this spirit."



THOMAS WELLS | DAILY JOURNAL

Toyota Mississippi now employs 1,700 team members and is expected to have 2,000 workers early next year.



THOMAS WELLS | DAILY JOURNAL

The first Mississippi-built Corollas was this black model, which will stay at the plant.



THOMAS WELLS | DAILY JOURNAL

Homemade Jamz Blues Band provided entertainment at the line-off ceremony.



C. TODD SHERMAN | DAILY JOURNAL

TMMMS team members Andy Franks, Linda Corbin, Tereda Hairston and Alpha Jackson drove the first Corolla on stage.



C. TODD SHERMAN | DAILY JOURNAL

Homemade Jamz also made three electric guitars from mufflers and automobile parts.



# Engineering, science, biz grads finding jobs

**W**here are the jobs? Unquestionably, unemployment is a problem. But the economy still isn't strong enough to put enough people back to work to significantly reduce the unemployment rate.

In Northeast Mississippi, for example, we've been fighting double-digit jobless rates for a solid three years.

Even in the euphoria of Toyota's opening, the unemployment rate hasn't changed that much. It's not necessarily because more people have been laid off. The jobless rate also is affected by the number of people who are looking for jobs, a number that can rise and fall.

There are many reports declaring what the high-demand, "hot" jobs are, and the lists vary.

The National Association of Colleges and Employers, for example, says employers looking to hire new college graduates have shown the most interest in business, engineering and computer sciences.



DENNIS SEID

"Specific disciplines of targeted interest include accounting; finance; business administration; and mechanical, electrical, and computer engineering," said Marilyn Mackes, NACE executive director.

But Class of 2012 grads should know that employers are still cautious about hiring, regardless of their degrees or areas of expertise. According to NACE, employers plan to hire nearly 10 percent more Class of 2012 grads than they hired

from the Class of 2011.

The good news for those hired from this year's graduating class is the average salary offer is 6 percent higher than the offers from last year's class.

NACE's Fall 2011 salary survey report showed the overall average salary offer to a bachelor's degree graduate rose from \$48,288 for the Class of 2010, compared to \$51,171 for the Class of 2011.

Once again, the importance of a post-secondary education can't be stressed enough. The more you learn, the more you learn.

As for graduates earning business degrees, their average salary rose 4.6 percent above the September 2010 average, from \$46,672 to \$48,805.

Offers to business administration/management graduates jumped 5.4 percent to \$46,372. Economics and finance graduates' average salary offers increase. The average salary offer for economics grads rose nearly 4 percent to \$53,690, while the average salary offer for finance majors grew by nearly 5 percent to \$51,503.

As a group, those with computer-related degrees saw their overall average salary rise 9.6 percent from \$58,189 to \$63,760. Those majoring specifically in computer science saw their average salary jump 9.3 percent to \$66,084, while information sciences and systems majors' average salary offer increased by 5.9 percent to \$55,619.

Engineers, as it has been through the years, continue to do well.

The average salary offer to engineering majors as a group rose nearly 3 percent over last year's average of \$58,669 to \$60,291. The average offer to petroleum engineering graduates grew 7.1 percent to \$82,740, making it the highest-paid

major in the report. Chemical engineering graduates' average salary offer rose 1.8 percent to \$66,058. Computer engineering grad saw a 4.1 percent increase to their average salary offer, bringing it to \$62,849.

In another report by the Wall Street Journal, graduates with engineering and science majors tended to earn significantly more during their lifetime than peers in other majors. The WSJ based its report on findings from the Georgetown Center on Education and Workforce.

But not everybody wants or is able to be an engineering or science major. And clearly, not everybody should.

You don't have to give up on your dreams to be a chef, firefighter, dentist, teacher, writer, etc. The jobs are out there — you might just have to look a little harder and wait a little longer for that offer.

And while 10 percent unemployment is still a problem, it also means the other 90 percent do have jobs. That's good news often overlooked.

DENNIS SEID is editor of the Business Journal. Contact him at (662) 678-1578 or [dennis.seid@journalinc.com](mailto:dennis.seid@journalinc.com).

## Survey: Paid interns fare better than unpaid interns

SPECIAL TO THE BUSINESS JOURNAL

BETHLEHEM, Pa. — Paid internships correlate to job-search success, according to a new study conducted by the National Association of Colleges and Employers.

Class of 2011 graduates who took part in a paid internship were more likely to get a job offer, have a job in hand by the time they graduated, and receive a higher starting salary offer than their peers who undertook an unpaid internship or no internship at all, according to results of NACE's 2011 Student Survey.

The study also found that paid interns in the for-profit sector earned the highest offer rates. More than 61 percent had received a job offer.

However, paid interns in the nonprofit and government sectors also outpaced unpaid interns, regardless of sector.

In fact, unpaid interns has the most career success in the for-profit sector, with just under 38 percent of unpaid interns getting a job offer. In contrast, the worst career en-

vironment reported by paid interns was with a state/local government employer: Just under 40 percent received a job offer.

"We also found that paid interns who became full-time employees had higher average starting salary offers than their

peers who took part in unpaid internships," said Marilyn Mackes, NACE executive director.

The survey found that the intern's duties appear to be the key to the difference in why paid internships translated into better job-search performance.

"Paid interns reported spending more time on 'professional' duties and therefore appeared to gain more of the 'real' experience that appeals to employers than unpaid interns, who spent more time on clerical activities," Mackes said.

The 2011 Student Survey was conducted from mid-February through April 30. The results related to the internships came from nearly 20,000 seniors, from 559 colleges and universities in all 50 states.

**Class of 2011 graduates who took part in a paid internship were more likely to get a job offer.**

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# Despite economy, health care still strong

BY DENNIS SEID  
BUSINESS JOURNAL

TUPELO – A year from now, Harold Plunkett will have a much-needed new Health Science Education Center.

Dean of the health sciences program at Itawamba Community College, Plunkett said the \$15.8 million building will help meet a growing demand for health care workers now and in the future.

“We’re looking 20-30 years down the road,” he said.

The facility will house the school’s nine allied health programs under the same roof and close to their primary clinical training site – the North Mississippi Medical Center.

The health care industry has long been an economic driver in Tupelo and North Mississippi, responsible for some 7,000 jobs.

“Health care is high-skill, high wages,” Plunkett said.

ICC’s allied health program include associate’s degree in nursing, EMT/paramedic technology, health information technology, occupational therapist assistant, physical therapy assistant technology, practical nursing, radiologic technology, respiratory care technology and surgical technology.

Students must meet requirements to enter the programs, and demand for placements is high. Plunkett said the size of the programs also are limited because ICC sends its students to NMMC for their clinical training, as does Northeast Mississippi Community College and Mississippi University for Women.

“So we have to compete for those limited positions.”

Still, that hasn’t impacted interest in health care education and training. And despite the wavering economy, the health care industry will continue to offer opportunities.

For example, while some nurses who might have retired earlier are staying longer at hospitals, nurses aren’t limited to bedside care. They are finding jobs in physician’s offices, schools, home health agencies, clinics and outpatient facilities.

## HEALTH CARE PAY

Average earnings of nonsupervisory workers in most health care segments are higher than the average for all private industry. Hospital workers earn considerably more than the average because the percentage of jobs requiring higher levels of education and training is greater than other segments, according to the Bureau of Labor Statistics.

Industry segment	Avg. hourly earnings
Total, private industry	\$18.08
Health care	\$20.38
Hospital, public & private	\$23.00
Medical & diagnostic laboratories	\$23.21
Offices of dentists	\$22.36
Offices of physicians	\$22.09
Outpatient care centers	\$21.13
Offices of other health practitioners	\$19.35
Home health care services	\$16.17
Other ambulatory health care services	\$15.76
Nursing and residential care facilities	\$13.70

Bureau of Labor Statistics

The U.S. Labor Department in 2008 estimated more than 580,000 nursing positions would need to be filled by 2018.

As a whole, health care is expected to generate some 3 million new jobs through 2018.

And even though unemployment in the country has been stuck near 10 percent – including more than 11 percent in Northeast Mississippi – the continued aging of the population and retirement of the baby boom generation will continue to increase the demand for health care industry workers.

“Ten years ago, it was a different story, and most of the graduates from nursing already had a job before they left school,” Plunkett said. “It’s not quite like that anymore, but there are still plenty of opportunities in health care for people. ... you still have a leg up on many others.”

# People skills important for job hunters

BY CARLIE KOLLATH  
BUSINESS JOURNAL

## TOP SKILLS

Employers are looking for people skills in their new hires, according to a new survey.

The No. 1 so-called “soft” skill according to the nation’s employers: the ability to work in a team.

The findings come from a survey conducted by the National Association of Colleges and Employers.

The other top five soft skills: verbal communication; decision-making/problem-solving; the ability to obtain and process information; and the ability to plan, organize, and prioritize work.

The skills are in line with what regional employers ask for, according to Todd Beadles, vice president of work force development at the Community Development Foundation.

“Today, the world is changing so quickly,” he said. “You’re not just selling a product. You are selling your people. You’ve got to have that edge. You have to have people who can do all those things.”

Renasant Bank checks potential hires for their soft skills during the interview process, according to John Oxford, vice president and director of external affairs.

The skills Renasant looks for: ability to communicate; ability to be a team player; ability to solve

- Ability to work in a team
  - Ability to communicate verbally
  - Ability to make decisions and solve problems
  - Ability to obtain and process information
  - Ability to plan, organize, and prioritize work
- Source: Job Outlook 2012, National Association of Colleges and Employers

enthusiasm and a good attitude.

**‘You can teach technical skills. You can’t teach having a positive attitude.’**

**John Oxford**  
of Renasant Bank

“A lot of that you can’t teach,” he said. “A person either has it or he doesn’t.”

Renasant checks for soft skills during the interview. For example, Oxford said, the hiring supervisor could ask a candidate to provide a situation where he or she had a difficult cus-

tomers situation. They would be asked how they dealt with it and how they came up with a solution.

“In giving that example, you’ll show your ability to communicate,” he said.

Itawamba Community College and CDF have partnered to provide soft skill training classes. For more information, call (662) 620-5240.

carlie.kollath@journalinc.com

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**Compounding Pharmacist**

## OPEN FOR BUSINESS

**Exceed Technologies opens  
Gloster Creek Village office**

TUPELO – Exceed Technologies, a full-service information technology company, has opened an office in Gloster Creek Village.

Based in Columbus, Exceed Technologies offers computer sales and service; Internet access; network consulting for home and business; VPN services; phone system sales and service; CCTV and security services; local phone and long distance services; domain and email hosting; and website design.

Exceed Technologies was founded in Columbus in 2001 by Jeremy Bandre', the company president. Since then, it has grown from two employees to 19, with four of them working in the Tupelo location. Clients include Alpha House, Link Centre, Gloster Creek Village, Harveys, Peppers, Twin Care Family Clinic and Graham Roofing.

The Tupelo office is located in The Business Commons in Gloster Creek Village on South Gloster Street. The Columbus office is at 2605 Cleda Drive. The company website is [www.exceedtech.net](http://www.exceedtech.net). On Facebook, visit [www.facebook.com/exceedtechtupelo](http://www.facebook.com/exceedtechtupelo).

**A Taste of Soul opens in  
former Downtown Deli**

TUPELO – A Taste of Soul has opened in the former Downtown Deli on North Spring Street.

It's open from 11 a.m. to 5 p.m. Monday through Friday and also 5 p.m. to 11 p.m. Thursday through Sunday. The phone number is (662) 842-4998

The daily lunch plate is \$6.99 and includes a meat and two veggies. On the menu are items such as hot wings, burgers, hot dogs and desserts.

**Chips & Salsa restaurant opens  
in former Guthrie's location**

TUPELO – Chips & Salsa, a Mexican restaurant, has opened in the former Guthrie's Chicken/Peggy's Place between McAlister's and Back Yard Burger on South Gloster Street.

The restaurant is open 6 a.m. to 10 p.m. daily.

The breakfast menu includes standard American fare, but other offerings include egg and chorizo burrito, huevos con chorizo and a Mexican omelette.

The phone number is (662) 841-8451.

*Daily Journal*

# This year, Christmas belongs to Steve Jobs

**B**y all accounts a visionary, Steve Jobs was responsible for much of the technology that we take for granted.

Many are aware that he led Apple Inc. to develop products such as the iMac, iPod, iPhone and iPad. Some may know of his work in computer graphics. Pixar Animation Studios – producer of “Toy Story,” “Monsters, Inc.,” “Cars” and other blockbusters – was a Jobs company until he sold it to Disney.

And we can thank Steve Jobs for the ability we enjoy to type and print text in a multitude of fonts, an idea that he conceived when he sat in on a calligraphy course at Reed College.

It's ironic to me that Steve Jobs is missing the current holiday season, for his mark is stamped all over it. A Nielsen study said the top three items on the wish lists of 6 to 12-year-old children are the iPad, the iPod Touch and the iPhone. Desire for those three items is not as high on the lists of older children and adults, but is strong nonetheless. Apple will make a lot of money this Christmas.

But Jobs has left another mark. Mainstreet.com said more than half of smartphone owners and more than 70 percent of tablet owners plan to shop using their devices this year. Shoppers are using new Apps, such as PriceGrabber, RedLaser and Google Shopper to find the best prices and determine availability. Apple is not the only provider of these devices, but the existence of these devices is due in large part to Jobs.

Evidently, Jobs foresaw the eager acceptance of mobile devices. In a recent article on Forbes.com, Christine Co-



TED  
HOLT

maford wrote about her interview with Jobs 18 years ago.

“Steve shared his vision of the future. And it was glorious. He described a world where our computers were so seamlessly integrated into our lives that everything we needed was easily accessible. He described the iPod, iPad, iPhone nearly two decades before they hit the market. I watched how his brain moved – without limitation – from what might enhance a customer's life, to what that would mean to them and how they would benefit, to

how this would change the world.”

Jobs must have been serious about changing the world, because he did it. I can't help but wonder what Christmas shopping will be like five, 10, 20 years from now. In five years, the iPods, iPads and iPhones of today will be gone, replaced by more advanced devices that may or may not be called by the same names. The smartphones and tablets of today will appear as superannuated as the clothes, cars and houses one sees when looking at photographs of his grandparents in their younger days.

If I could talk to Jobs, I'd ask him what the future of computing will be like. I'd ask him whether the growing dependence on mobile devices is good or bad. I'd ask him if the current frenzy for mobile computing is the change he wanted.

But I'll have to continue to wonder. Steve Jobs is gone.

**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](http://www.binare.org).

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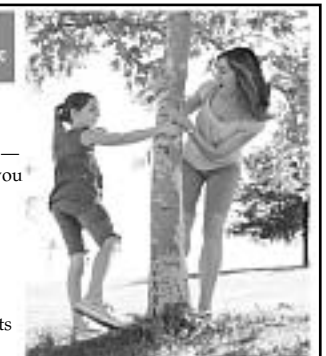
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# Chamber Connection

A publication of Journal Publishing and the CDF Chamber Division - December 2011



APMM team members are pictured in front of the APMM facility with the Toyota Corolla made at the Blue Springs plant.

## Auto Parts Manufacturing Mississippi celebrates start of production

Together with Governor Haley Barbour and Toyota Auto Body chairman Toshio Mizushima, officials from Lee County, City of Baldwin, and the Community Development Foundation celebrated the start of production of Auto Parts Manufacturing Mississippi (APMM). The tier-one automotive supplier currently employs 340 team members and manufactures stamped parts, body weld parts, and plastic parts for Toyota Motor Manufacturing, Mississippi.

"This is a very exciting day, and the Lee County Board of Supervisors are pleased to be a part of celebrating the newest products made in Lee County, by the people of Lee County," said Joe McKinney, presi-

dent of the Lee County Board of Supervisors. "The quality jobs created by APMM will affect generations of people from this area, and we sincerely thank you for making this investment in our workforce."

APMM has invested over \$250 million in Lee County. Their facility is located in North Lee County, and receives its utilities from the City of Baldwin.

"On behalf of the people of Baldwin, we congratulate APMM on their start of production and thank you for choosing Lee County as the headquarters for your North American operations," said Mayor Michael James, City of Baldwin. "We look forward to partnering with this company for

many years to come."

APMM is located at 100 TAB Way in the Harry A. Martin North Lee Industrial Complex, a 1,200-acre industrial park that currently houses seven industries, employing over 1,900. The park is owned and marketed by the Community Development Foundation.

"This is a historic time in Lee County," said Dr. David Irwin, Community Development Foundation chairman. "As the age of automotive manufacturing begins in Northeast Mississippi, we celebrate the efforts of all of our partners who helped recruit APMM to the Harry A. Martin North Lee Industrial Complex, and congratulate this special company on their start of production."



Governor Haley Barbour and Toyota Auto Body chairman Toshio Mizushima are pictured signing the Toyota Corolla bumper, made by APMM, during the start of production ceremony.

# Chamber focus

Dear Friends:

Congratulations, Toyota! Line-off ceremonies were recently held for Toyota Motor Manufacturing, Mississippi, and their suppliers, APM, Diversity Vuteq, and Toyota Boshoku. Our region is already feeling a positive economic impact from these industries.

The 2012 Business to Business Connection (B2B) trade show and Taste of Tupelo will be held Tuesday, February 7. You do not want to miss this opportunity to market your business to other area businesses and to the crowd of over 2,000 who will attend the Taste of Tupelo. At the request of a majority of past vendors, we will offer a one-day only event this year. By doing so, we are able to lower the booth prices in hopes of attracting more vendors. Call the CDF office today at (662) 842-4521 or visit [www.tupelochamber.com](http://www.tupelochamber.com) to register for a booth space. There is no better place to showcase the products and services that your company offers than the 2012 B2B!

Mark your calendar for the 2012 Northeast Mississippi Economic Forecast Conference that will be held Tuesday, January 24 at the BancorpSouth Conference Center. The featured speaker will be Fred Barnes, co-founder and editor of The Weekly Standard. Attendees will also hear from speakers regarding the state and regional economies. Hoot Wilder with Regions Bank chairs this year's event.

Our next Business Boxed Lunch and Learn will be held Tuesday, December 6 at 11:45 a.m. in the CDF Boardroom. Mr. John Lindsey will present "Exceeding 212 De-



Green

grees In Customer Service To Generate Greater Revenue." The cost is \$10 for members and \$20 for non-members, and includes lunch. Call or e-mail our office to register your attendance.

Congratulations to Bea Lockett, TRI Realtors, Inc., on being named Ambassador of the Quarter. Bea and our other Ambassadors do an outstanding job of mentoring members, attending ribbon cuttings, and volunteering at CDF events.

Their invaluable support helps us meet the needs of all of our CDF members.

During this holiday season, we pause to reflect on the many blessings that CDF has received throughout the year. We are thankful to each member for your support that enables us to continue to bring more and better jobs to Tupelo/Lee County. We look forward to serving your business in 2012.

The entire staff of CDF wishes you and your family a very Merry Christmas and a Happy New Year!

Vice President  
Chamber of Commerce

## New CDF Members

### Flexible Foam Products, Inc.

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## Community Development Foundation's

### Board of Directors for 2011-2012

CDF is governed by a 61-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	Robin McGraw
David Copenhaver, First Vice Chairman	Bernard Bean	Guy Mitchell
Chauncey Godwin, Second Vice Chairman	Sue Gardner	Aubrey Patterson
David Rumbarger, President/Secretary	Shane Hooper	Jane Spain
Billy Crews, Past Chairman	Octavius Ivy	Buddy Stubbs
	Pat Jodon	

### 2011-2012 Board of Directors

Mike Armour	Jamie Kennedy	Rob Rice
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Ronnie Bell	Neal McCoy	Cathy Robertson
Bo Calhoun	Glenn McCullough	Drew Robertson
Gary Carnathan	Robin McGraw	Ty Robinson
Mike Clayborne	Joe McKinney	Chris Rogers
V.M. Cleveland	David Meadows	Mike Scott
David Cole	Paul "Buzzy" Mize	Ellen Short
Clay Foster	Mabel Murphree	Bobby Smith
Tom Foy	Clarence Parks	Jeff Snyder
Linda Gholston	Jim Pate	Kiyoshi Tsuchiya
Bryan Hawkins	Greg Pirkle	Brent Waldrop
Lisa Hawkins	Fred Pitts	Mitch Waycaster
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### 2011-2012 Ambassador's Club

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Ms. Amy Richey	North Mississippi Hospice
Mr. Greg Thames	Trustmark Bank
Ms. Mary Sue Tudor	Lamar Advertising
Mr. Cole Wiygul	Independent Furniture Supply



## ELITE MEDICAL



To celebrate the grand opening of Elite Medical, LLC in Tupelo, a ribbon cutting ceremony was held. Elite Medical is a full service family medical clinic located at 2633 Traceland Dr. in Tupelo. For more information on the clinic, please contact them at (662) 205-4652.

## DON JULIO



A ribbon cutting ceremony was held at Don Julio Tex-Mex Restaurant, one of Tupelo's newest restaurants located in the Kings Crossing Shopping Center. Don Julio Tex-Mex offers a full menu of Tex-Mex style cuisine in a festive atmosphere. Don Julio Tex-Mex Restaurant is located at 837 Kings Crossing Dr., Ste. 12 in Tupelo, and can be reached at (662) 840-1740.



**2012 Business to Business Connection**  
 Tuesday, February 7, 2012  
 BancorpSouth Arena  
 375 E Main St. Tupelo, MS



**Event Schedule**

7:00 a.m. – 9:00 a.m.  
 Exhibitor & Taste of Tupelo Move In

9:00 a.m. – 10:00 a.m.  
 Exhibitor Networking

10:00 a.m. – 4:00 p.m.  
 Exhibits Open to Public

11:00 a.m. – 1:00 p.m.  
 Lunch Served

4:00 p.m. – 5:00 p.m.  
 Exhibitor Networking & Taste of Tupelo Move In, Exhibits Closed to Public

5:00 p.m. – 7:00 p.m.  
 Taste of Tupelo (Invitation Only)

7:00 p.m. – 8:00 p.m.  
 Exhibitor & Taste of Tupelo Move Out

**Registration Information:**

- Booths are reserved on a first-come, first-served basis
- Payment is due in full on or before Friday, January 20, 2012
- One-company limit to each booth
- \$300 for CDF members, \$500 for non-CDF members

**Exhibit Booth Includes:**

- 10' wide x 10' deep space
- 8' draped backdrop and 3' draped side dividers
- 1 - 6' draped table, 2 chairs, and a wastebasket
- 1 - 110 electrical outlet provided if needed
- A sign depicting your business name
- Free Wi-Fi

**Business Opportunities:**

- Gain exposure for your business
- Develop leads for selling your products and services
- Networking with Chamber members and other exhibitors
- Reconnect with current customers and clients
- Gain new business from the potential 2,000 attendees

**Exhibit Information:**

- Once full payment has been received, exhibit information will be mailed
- All exhibitors will receive 2 complimentary lunch vouchers
- All exhibitors will receive 10 invitations for the Taste of Tupelo

To reserve your booth, please complete the information below:

Contact Person: \_\_\_\_\_ Company: \_\_\_\_\_  
 Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Booth Prices: \$300 for CDF Members; \$500 for non-CDF Members  
 # of Booths \_\_\_\_\_ @ \$ \_\_\_\_\_ each - \$ \_\_\_\_\_

Payment Method:  Check (Please make payable to the Community Development Foundation)  
 Visa  MasterCard  American Express

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_  
 Zip Code of Billing Address: \_\_\_\_\_ Printed Name of Cardholder: \_\_\_\_\_  
 Signature: \_\_\_\_\_

Mail or fax this form to: Community Development Foundation P.O. Box A Tupelo, MS 38802 Fax: 662-841-0693  
 You can also purchase your booth online at: [www.tupelochamber.com](http://www.tupelochamber.com) Questions? Call 662-842-4521 or 800-523-3463

## December Business Boxed Lunch & Learn

“Exceeding 212 Degrees in Customer Service To Generate Greater Revenue”

Presented by:  
 Mr. John Lindsey  
 Journal, Inc.



Tuesday, December 6, 2011  
 11:45 a.m. - 1:00 p.m.  
 CDF Boardroom  
 300 West Main Street

Register at [www.tupelochamber.com](http://www.tupelochamber.com)  
 or call the CDF office at (662) 842-4521.

During this workshop, participants will learn:

- Why it's absolutely critical to always hire for attitude and then train for skill
- The ten most important phrases that convey outstanding customer service
- How to understand the Myers-Briggs sixteen different personality types and subsequently develop rapport with almost every customer
- Proven ways to patiently handle difficult people so they become loyal customers
- How to “brand” your company as a exemplary customer-service organization
- The verbal, vocal, and visual factors that impact the meaning and understanding of a message
- How to monitor, track and improve your employee's customer service skills

# TYP NOVEMBER



Shipman Sloan, Anna Katherine Sloan, and Allen Pegues are pictured at the November TYP event held at the Caron Prince Art Gallery.

# SAVE THE DATE

## 2012 Northeast Mississippi Economic Forecast Conference

THURSDAY, JANUARY 24, 2012  
BANCORPSOUTH CONFERENCE CENTER

### Speakers:

Mr. Fred Barnes  
Executive Editor  
The Weekly Standard

Dr. David Irwin  
2011-2012 CDF Chairman



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### BEST WESTERN PLUS



To celebrate the grand opening of the Best Western Plus, a ribbon cutting ceremony was held. This brand new facility is located near the Mall at Barnes Crossing and boasts 72, smoke-free guest rooms with high speed internet, complimentary breakfast, pool, and fitness center. Best Western Plus is located at 3158 N Gloster St. in Tupelo and can be reached at (662) 574-8513. For more information, please visit [www.bestwestern.com](http://www.bestwestern.com).

## MARK YOUR CALENDAR

January 6



**Speaker:**  
Mr. Malcolm White  
Executive Director  
Mississippi Arts Commission

**Sponsors:**



**The Mall at Barnes Crossing  
Food Court 7:00 a.m.  
Continental breakfast  
will be served.**

For more information,  
call: 662.842.4521



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# Luckett named Ambassador of the Second Quarter

Bea Luckett, a realtor with TRI, Inc. Realtors, has been named Ambassador of the Quarter for the second quarter of 2011-2012. Throughout this quarter, Luckett attended 14 ribbon cuttings, mentored three CDF member businesses, recruited one new CDF member, and volunteered during the Annual CDF Membership Golf Tournament.

"We appreciate Bea's dedication as a Chamber Ambassador, and congratulate her on being named Ambassador of the Quarter," said Tommy Green, CDF vice president of the Chamber of Commerce. "Our Ambassadors provide invaluable support to the 1,257 members of CDF, and we are very grateful for the work that they do."

A lifetime resident of Tupelo, Luckett serves as a real estate agent with TRI, Inc. Realtors in Tupelo. She has been involved with residential sales, commercial sales, and subdivision development in her realty career. A current member of the board of the Northeast Mississippi Board of Realtors, Luckett is a past president of the organization.

A graduate of the University of Mississippi, Luckett is an avid supporter of all

things Ole Miss. She is a life member of the First Presbyterian Church in Tupelo, and a huge animal lover and supporter of the Tupelo-Lee Humane Society.

"I get great satisfaction in helping clients with obtaining home ownership," said Luckett. "The pleasure of serving as a CDF Ambassador keeps me busy welcoming new businesses and new members to our All-America City."

The CDF Ambassadors Club is a prestigious group of individuals, chosen from CDF member businesses, to promote the interests of business and the Community Development Foundation, by initiating contact with members and non-members at CDF events, business site visits, and other community events. More importantly, the Ambassadors are a vital link in helping CDF understand the needs of its membership. A major benefit of attending Ambassadors Club meetings is the exchange of ideas and leads within the Ambassador's Club membership.

For more information on the CDF Ambassadors Club, or to learn how your business can have an Ambassador, please contact Emily Addison at (662) 842-4521 or eaddison@cdfms.org.



Bea Luckett, Ambassador of the Quarter, is pictured with Tommy Green, vice president of chamber of commerce, and Emily Addison, director of membership development.

Join us for the  
November TYP  
event at



Thursday, December 15  
5:00 p.m. – 7:00 p.m.  
131 W Main St.

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

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## NORTH MISSISSIPPI HOSPICE



Formerly Amedisys Hospice, a ribbon cutting was held at the newly named North Mississippi Hospice. A leading provider of home health and hospice care, North Mississippi Hospice is located at 144 S Thomas St., Ste. 105 in Tupelo. For more information on North Mississippi Hospice, please call (662) 620-1050 or visit [www.nmshospice.com](http://www.nmshospice.com).

## COMCAST SPOTLIGHT



Comcast Spotlight, the advertising sales division of Comcast Cable, helps put the power of on air, online and on demand media to use for local, regional, and national advertisers. A ribbon cutting ceremony was held at Comcast Spotlight's new location at 218 S Thomas St., Ste. 201 in Tupelo. For more information on how your business can advertise with Comcast Spotlight, please call (662) 840-9559 or visit [www.comcastspotlight.com](http://www.comcastspotlight.com).

# Hyperion Technology Group to expand operations in Tupelo

Hyperion Technology Group, Inc., announced November 3 that it will graduate from the Renasant Center for IDEAs, Tupelo/Lee County's regional business incubator, and expand the company by investing over \$750,000 in a new facility and new equipment. The expansion will create 10 jobs, doubling the current size of Hyperion Technology Group.

"We would not be here today without the support we have received through the Renasant Center for IDEAs, and we would like to offer a special thank you to the Mississippi Development Authority, Lee County Board of Supervisors, City of Tupelo, and CDF for creating a space where new businesses can grow and thrive," said Geoff Carter, president of Hyperion Technology Group. "We feel that it is important to the success of our company that we continue to operate in North Mississippi, and through the support of these entities, we will be able to do so."

Hyperion Technology Group will renovate the former Ad Lab building on West Jackson Street Extended, near the Tupelo Regional Airport. The Mississippi Development Authority (MDA) provided assistance through the Momentum Mississippi incentives program to support infrastructure improvements at the company's new location.

"I congratulate Hyperion Technology Group on its expansion, and I commend the company for doubling its

north Mississippi workforce and further investing in Tupelo and Lee County," said Leland Speed, executive director of MDA. "MDA is proud to have the tools in place to help our homegrown businesses expand."

The Renasant Center for IDEAs has partnered with many organizations and businesses to provide the region with the best facility and tools available for entrepreneurship. The Lee County Board of Supervisors and the City of Tupelo are two partners who continually provide support to clients in the business incubator.

"We are excited to see such a successful business graduate from the Renasant Center for IDEAs," said Joe McKinney, president of the Lee County Board of Supervisors. "Hyperion Technology Group is not only an innovator in their field, but they are a shining example of why we partnered with the Community Development Foundation to build the business incubator."

"Tupelo is committed to this project and we pledge our cooperation and assistance in making this new facility as productive and successful as your time in the Renasant Center for IDEAs," said Fred Pitts, president of the Tupelo City Council. "We applaud your job creation efforts and appreciate your trust and continued investment in the City of Tupelo."

Hyperion Technology Group provides multi-disciplined engineering and custom manufacturing solutions to their



Pictured on the front row of the Hyperion Announcement are: Supervisor Phil Morgan, District 1; Skip Skaggs, Mississippi Development Authority; Geoff Carter, Hyperion Technology Group; Supervisor Joe McKinney, District 5; Councilman Fred Pitts, City of Tupelo; Supervisor Tommie Lee Ivy, District 4; Supervisor Darrell Rankin, District 3. Not pictured is Supervisor Bobby Smith, District 2.

clients. They house a full staff of mechanical, electrical, and software design engineers, with over a century of combined experience in technology development for a variety of customers including the U.S. Military, tier-one and tier-two manufacturing customers, government research organizations, and academia. Their designs have been implemented on systems for the United States Army, the United States Special Forces Command, the United States

Navy, Los Alamos National Laboratory, TRW Automotive, TSTech – a wholly owned subsidiary of Honda Motor Corp., and some of their more popular work can be seen on the Discovery Channel's show "Storm Chasers." They have also entered into a license agreement with the National Center for Physical Acoustics at the University of Mississippi to manufacture and sell sensors that have applications for research and military worldwide.

# Merry Christmas

And  
Happy  
New Year!

From  
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## TUPELO HISTORIC TOUR



Tupelo Historic Tours is a walking tour company designed to offer educational and recreational experiences where you can literally take a walk back in time. Such tours include "The Cradle Will Rock: Elvis' Early Years," and "The Ghosts of Tupelo's Past: A Haunted History." Tupelo Historic Tours is located at 108 N Broadway St., Ste. B in Tupelo. For more information, please call (662) 871-1348 or visit [www.tupelohistorictours.com](http://www.tupelohistorictours.com).

## ENGRAVINGS ETC



Engravings Etc is a custom laser engraver in Tupelo. They can custom engrave just about anything on materials including Wood, Acrylic, Glass, Plastic, Metal, Chrome, and so much more. Engravings Etc is located at 1142-B W Main St. in Tupelo and can be reached at (662) 620-9101.

## LITTLES JEWELERS



To celebrate the opening of the Pandora Shop section of the store, Little's Jewelers held a ribbon cutting ceremony. For over 60 years, Little's Jewelers has been a southern tradition dedicated to excellent service and outstanding quality. Located inside the Mall at Barnes Crossing, for more information, please call (662) 840-4653 or visit [www.littlesjewelers.net](http://www.littlesjewelers.net).



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Corinth/Tupelo/West Point  
662-231-4223  
sharon\_mccombs@cable.comcast.com

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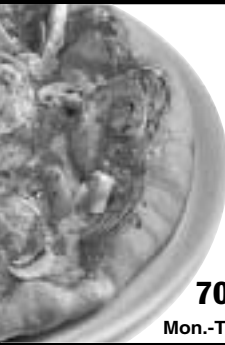
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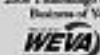
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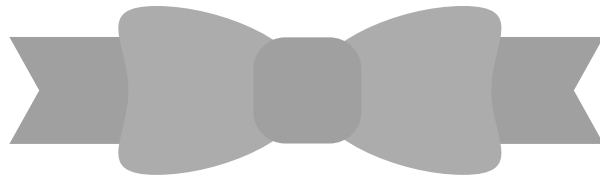


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