

Business Journal

A MONTHLY PUBLICATION OF JOURNAL PUBLISHING AND THE COMMUNITY DEVELOPMENT FOUNDATION

JULY 2011



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made in northeast mississippi

Manufacturing in America is still viable

I took a quick inventory of my desk last week, picking up a dozen random items to see where they were made.

The results: Nine were made in China, two in the U.S. and one in Mexico.

Quite frankly, I had expected all of them to be made in China, so I was pleasantly surprised with the outcome.

Yes, we still make things here. Just not as much as we used to make.

Forty years ago, manufacturing accounted for one in four jobs in the U.S.; today the number has fallen to one in 10.

The global economy has opened borders and reduced trade barriers, allowing the (relatively) free flow of trade from one corner of the world to another – not that it's happened without challenges and problems, enough to fill this page and more. But quite simply, it's never been easier to buy anything from anywhere at anytime.

So why can't we buy more things made in the U.S.?

The answer is a little complicated. But basically it boils down to price.



Dennis
SEID

Most consumers want to buy things cheap. That's not to be confused with buying cheaply made things. Going into the cost of the items we want are raw materials, transportation and labor. Businesses are out to make money – for themselves as well as for their

shareholders, if the companies are publicly traded – so they charge a price they think consumers will accept and still have enough money left over. If the price is too high, customers will look for another alternative.

So if the average wage for a worker in China is \$1 an hour compared to \$10 in the U.S., it's quite tempting to go where the labor is cheaper.

And that's the situation many manufacturers face in the U.S. – finding the right balance between manufacturing here and manufac-

turing over there.

Look at the furniture industry in Northeast Mississippi. Many companies do most of their manufacturing and assembly here, but import cut-and-sew kits and fabrics from China to cut down on costs.

The furniture industry isn't alone in having a foot in the U.S. and a foot in some other country.

Cooper Tire and Rubber Co.'s largest U.S. facility is in Tupelo, but it also has plants in China and Europe.

Toyota, which is building its Corolla plant in Blue Springs, makes Corollas – and other cars and trucks – in a handful of other countries. General Motors, Ford, Chrysler, Honda – they, too, are global players.

Those who complain about the lack of American-made goods in Walmart or other retailers should look in the mirror. The demand for lower prices has forced manufacturers' hands to produce where it's cheaper so they can give you the price you've demanded for so long.

Many will boldly say, "I'll pay more if it's made in the U.S." The problem is

there's not enough of them to make up for the ones who won't pay the premium.

Last week, President Barack Obama launched an "Advanced Manufacturing Partnership" to bring together businesses, universities and the government. The goal is to help U.S. manufacturing with innovation and adaptation, which in turn will help the U.S. economy.

"We've got the best workers in the world," Obama said at an Alcoa plant. "Together we've got the capacity not only to get back to where we were, but to get to where we need to be. ... We've got to make things right here in America. We've always made things here in America. It's in our blood."

Politics aside, those are words with which everyone can agree with.

Yes, we can make things in America, and we should.

Some of those unique businesses are featured in this month's Business Journal to prove the point.

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



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Wicks n' More returns to retail

■ The Mantachie candle company goes back to its roots.

BY DENNIS SEID
Business Journal

TUPELO – Two years after regaining control of the company they founded, Becky Neal and her daughter, Kim Neal, are back where they started.

In 1999, the Neals started Wicks n' More, making and selling hand-poured candles. Their first retail store opened in Tupelo, but as the business grew, the Neals closed the store to concentrate on being a wholesale supplier to other retailers.

Wicks n' More grew into a \$7 million operation in Mantachie, where the company's manufacturing plant was located. An investment firm took controlling interest in Wicks n' More in 2008, but liquidated, forcing the company to close.

The Neals bought back their company in 2009, reopened in Mooreville and have concentrated on rebuilding their customer base ever since.

And as part of that resurgence, the Neals have opened a retail store at The Mall at Barnes Crossing.

"We're so excited about opening our



DESTE LEE

Kim Neal said Wicks n' More's retail store inside The Mall at Barnes Crossing will allow the company to reconnect with many of its customers.

retail store," said Becky. "I've always loved our business and it has been a great joy to be able to share this experience with my wonderful daughter,

Kim, and now my granddaughter, Haley, who has proven to be our greatest asset. It's three generations now."

The Neals said opening a retail store

Wicks n' More

- **Founded:** 1999
- **Manufacturing location:** Mantachie
- **Retail store:** The Mall at Barnes Crossing in Tupelo. The company also sells its products through other retailers across the country.
- **Phone:** (662) 269-2206
- **Online:** www.wicksnmore.com

in Tupelo is in response to customers wanting to buy their iconic candles and accessories in a convenient location. Kim also said Tupelo was more accessible to more people.

The store employs seven people, while the Mooreville plant employs 14. That's down from the company's peak a few years ago, but the Neals opted to concentrate on smaller retail accounts and to focus more on the quality of their products rather than quantity.

Eighteen-year-old Haley, said Kim, "has brought in a whole new perspective, with fresh ideas about what we can do. She has been amazing."

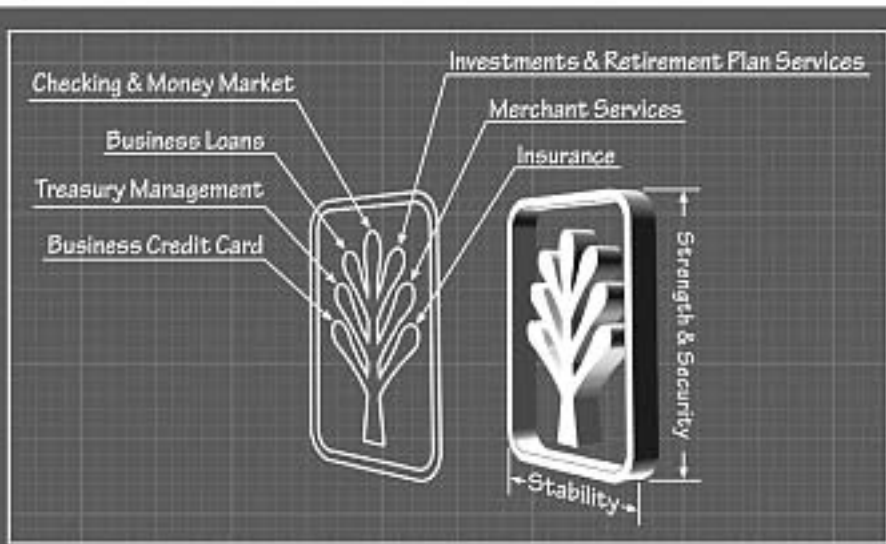
Kim's other daughter, Kayla, 14, is getting her hands in the business as well.

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Standing behind the product

■ **Jimmy Wilder is the face – and successful owner – of Wilder Fitness Equipment.**

BY DENNIS SEID
Business Journal

PONTOTOC – Stroll into any high school football field house around the area and you'll likely see Wilder Fitness Equipment being used.

In fact, the company's strength-training equipment can be found not only in high schools, but community colleges and universities across the country.

"There's not a state that we're not in," said company founder Jimmy Wilder, who started the business more than 25 years ago. "Ninety-nine percent of what we do is for athletic programs. But we've also done health clubs, wellness centers and the military."

Wilder's equipment – designed and hand-built in a 50,000-square-foot facility in Pontotoc – also has been delivered to Canada, Sweden and Iraq among other places across the globe.

College and pro football teams also have tapped Wilder Fitness Equipment as their training equipment of choice, a testament to the man who guarantees the quality of his product.

"My name goes out on every piece of equipment, so you bet it's going to be well-made," he said. "And it's going to be the highest quality equipment at the lowest price."

Wilder doesn't skimp on materials, using high-grade steel and precision parts for the equipment that has to be durable.

"Word gets around fast if it's not right, so you've got to do things right the first time," he said.

And the word has gotten around that Wilder builds some very good stuff. Coaches from across the country visit the company's showroom, which sits across the street from the manufacturing facility. Those who can't visit can view Wilder's products online or via biannual catalogs.

"We send the catalogs out to



PHOTOS BY C. TODD SHERMAN

Jimmy Wilder has helped his company become a top provider of fitness equipment for athletic programs across the country.

Wilder Fitness Equipment

■ **Location:** 215 E. Oxford St., Pontotoc
 ■ **In business since:** 1984
 ■ **Phone:** (800) 770-7781
 ■ **Online:** www.wilderfitness.com

every school in the country," Wilder said. "You wouldn't believe how many there are."

The company also attends coaching clinics across the country to promote its line of equipment that includes rack stations, bench presses, incline benches, dip stations, dumbbell racks and more. If it can be found in a gym, it can probably be built by Wilder.

"We've also started building blocking sleds and other field equipment," Wilder said.

Ole Miss is among the recent customers who have ordered from Wilder.

'Piddling around'

Wilder didn't intend to get into fitness equipment manufacturing.

While in high school, he would go to his father's welding shop to see what he might



A showroom full of Wilder Fitness Equipment is displayed in a building across from the company's manufacturing plant in Pontotoc.

piece together.

"I was just piddling around," he said.

He opened a health club a few years later, stocked with equipment he made at his father's shop, then sold the business. He opened a second club and sold it, too.

Word got around that the equipment was top-notch, and customers started to call.

One of the first customers was the National Guard in Georgia.

"That got me rolling," Wilder said.

Through government contracts, Wilder provided equipment for other military operations across the country.

Wilder then started marketing to high school athletic programs, and business increased as word spread. Soon, community colleges, major universities and even some NFL teams came calling.

The company has 25-35 employees, depending on the season. Work ramps up during the warmer months, but Wilder said, "it's staying busy pretty much all the time now."

But, he added, "I want to stay small; I don't want to get too big."

Wilder admits the economy has affected business some. With smaller budgets, many schools have had to pare athletics spending. That has forced Wilder to adjust prices.

"But we're just as busy – it's just we've had to lower the prices a little," he said.

Made of heavy-duty steel, the equipment is welded and powder-coated on site. Team colors and logos can be added as well.

The company also delivers and sets up the equipment, a service not everyone provides, Wilder said.

"We know coaches have other things to do, so everything is turn-key ready after we deliver and set it up. It's ready to be used right away after we leave. It's all about customer service."

Wilder Fitness Equipment is sold directly to commercial buyers and not to the general public.

But that doesn't necessarily mean an individual can't get his or her hands on some Wilder equipment.

A few years ago, Jenny Craig, the weight-loss company that also operates fitness centers across the country, called Wilder to have him equip one of its Beverly Hills locations.

"When we got there, we weren't allowed to drive our truck through Beverly Hills, so we had to make a couple of trips with a smaller truck," he said.

Upon arriving at the location, Wilder and his crew were told to deliver to a home in Beverly Hills.

"It was Kirstie Alley's house," Wilder said of the actress and former Jenny Craig spokeswoman.

Alley was on the "Oprah Winfrey Show" a short time later and shown using the equipment, although the Wilder name wasn't shown.

"That's OK," Wilder said. "At least we knew it was our equipment she was using on national TV."

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

Tupelo company modifies fire engines

■ **Tupelo Fire Equipment's client list includes departments in three states.**

BY **CARLIE KOLLATH**

Business Journal

The plain front of Tupelo Fire Equipment's sales come from fire departments, but the store is open to the public. The client list includes fire departments in three states.

The retail area is filled with fire protection suits, accessories and T-shirts. The back warehouse area holds a fire truck and a water tanker that the company is building and customizing for its clients.

The vast majority of Tupelo Fire Equipment's sales come from fire departments, but the store is open to the public. The client list includes fire departments in three states.

Popular items include fire trucks, breathing apparatus, nozzles, hoses and fire extinguishers.

"Anything a fire department needs, we can supply," said Mandy Golding, who is one of



C. TODD SHERMAN

Gary Merritt and his daughter, Mandy Golding, are two of the owners of Tupelo Fire Equipment. The company builds fire trucks and sells fire-fighting equipment to fire departments in three states.

four owners.

The business started in 1974 and Gary Merritt was a regular employee then.

"Gary was a shop guy, which was the bottom of the totem pole," Golding said of her dad.

He worked his way up and bought the business in 1986. Merritt now owns the business with his wife, Barbara; his daughter, Mandy; and his son-in-law, Steve Golding.

Mandy Golding became in-

Tupelo Fire Equipment

- **Owners:** Gary and Barbara Merritt; Mandy and Steve Golding
- **Established:** 1974
- **Address:** 4915 Cliff Gookin Blvd., Tupelo
- **Phone:** (662) 844-6717
- **Hours:** Monday through Friday from 8 a.m. to 5 p.m.
- **Employees:** 11
- **Primary business:** Sales of firefighting equipment and supplies.
- **Website:** TupeloFire.com
- **Facebook:** Tupelo Fire Equipment

involved in the business after returning from college and not knowing what to do next.

"My dad said, 'I'll put you to work sweeping floors and you'll figure it out,'" Golding said.

Added Merritt, "I gave her any rotten job I could think of. I thought she'd go back to school."

But she didn't.

"Working with fire departments is just so enjoyable and such a labor of love that it gets into your blood and you don't ever want to leave

it," Golding said.

"Those are the guys that are out there doing their job and they don't ever get the credit for doing their job," Merritt said.

Contact **Carlie Kollath** at (662) 678-1598 or carlie.kollath@journalinc.com.



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BRIEFING

OKTIBBEHA COUNTY

Dairy science encyclopedia edited by MSU professor

■ STARKVILLE – A comprehensive reference publication on the various aspects of dairy science was recently published under the leadership of a long-time Mississippi State University professor.

John Fuquay, now professor emeritus in MSU's Department of Animal and Dairy Sciences, is editor-in-chief of the second edition of the Encyclopedia of Dairy Science. Fuquay served as the dairy production editor on the first edition.

Fuquay taught dairy science at MSU from 1969 until 1999.

NEW JERSEY

Hunter Douglas ranked high in home products division

■ UPPER SADDLE RIVER – Hunter Douglas, a manufacturer and marketer of custom window fashions in the U.S. and Canada, was ranked seventh among all home products companies in North America in a report in the June issue of Home Furnishings News. The trade magazine based the list on annual revenue for 2010.

Hunter Douglas has a plant in the Tupelo Lee Industrial Park South.

The company was the only window covering company on the list. At No. 7, it was the highest ranking that the company has achieved in the report.

PONTOTOC COUNTY

Pontotoc field day planned for July 14

■ PONTOTOC – Mississippi State University experts will provide information and demonstrations about agronomic research activities on July 14.

MSU's Pontotoc Ridge-Flatwoods Branch Experiment Station will host its biennial research and demonstration Tour. Registration begins at 7:30 a.m., and the tour starts at 8:30 a.m. Lunch will be provided, and continuing education credits will be available.

Experts from the MSU Extension Service, the Mississippi Agricultural and Forestry Experiment Station, and the U.S. Department of Agriculture will present on topics such as drought-tolerant corn hybrids, application technologies for poultry litter as fertilizer in cotton and soybean soil test recommendations by public and private laboratories. Experts also will discuss sweet potato research on micro-irrigation, weed control, bio-fungicides and sustainable practices.

For more information, call (662) 489-4621.

– Daily Journal, wire reports

OPEN FOR BUSINESS

LEE COUNTY

Endville bakery opens on McCullough Boulevard

■ TUPELO – A new bakery is now open in Tupelo. Endville Bakery & Catering Co. is located at 2132 McCullough Blvd.

The hours are Tuesday through Friday 8:30 a.m. to 5:30 p.m. and Saturday from 8:30 a.m. to noon.

The phone number is (662) 680-3332.

The business also is on Facebook (Endville Bakery). Items include cupcakes, cookies, fresh fruit tarts, cheese straws and brownies.

Tex-Mex restaurant opens in Kings Crossing center

■ TUPELO – Don Julio Tex-Mex Restaurant & Cantina is now open in Tupelo.

The restaurant is in the Kings Crossing Shopping Center, which is anchored by Kohl's. The new Mexican restaurant is toward the front of the center, near Newk's and Mt. Fuji.

It is owned by Rafael Mendoza, who owns Don Julio in Corinth.

Hours are Monday through Wednesday from 11 a.m. to 10 p.m. and Thursday through Sunday from 11 a.m. to 11 p.m.

Entertainment business opens on McCullough Boulevard

■ Jump Tupelo is at 1715 McCullough Blvd, near Trail & Treads.

Daniel and Ashley Owens and Dr. Bill Kahlstorf are the owners.

The business has inflatable slides, obstacle courses, bounce houses, interactive games, a rock wall and toddler activities. It is open for parties, field trips and open play times.

Unless there is a private party, the business has open play Monday through Friday from 10 a.m. to 3 p.m. and Saturdays from 8 a.m. to 5 p.m.

The phone number is (662) 844-4990.

The website is www.JumpTupelo.com.

New frozen yogurt shop open in Crye-Leike Plaza

■ TUPELO – The frozen yogurt shop is off North Gloster Street in the Crye-Leike Plaza, which also has Mist and Lost Pizza.

The hours are 11 a.m. to 10 p.m. seven days a week.

Tupelo residents Bruce Patel and Ahmed Elmaghraby own the franchise. They also are opening a Tutti Frutti location inside the Mall at Barnes Crossing food court.

– Daily Journal reports

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Sisters turn hobby into full-time work

■ **Crossroads Pottery in Baldwyn has pieces in 40 stores across the Southeast.**

BY CARLIE KOLLATH

Business Journal

BALDWYN – Sisters Shelia Hall and Anita Sandlin laugh when customers say that making pottery all day must be so relaxing.

“It’s hard work,” Hall said.

Pottery started as a hobby for the owners of the Baldwyn-based company. Now, the seven-year-old business is a full-time job.

The women do everything themselves - from experimenting with designs to unloading the 50-pound boxes of clay.

“They don’t think about you mixing the glazes or making sure the kiln is working,” Hall said.

She compared most peoples’ concept of pottery to going out to eat.

“You don’t actually go back in the kitchen and cook,” Hall said.

It’s a time-consuming process, Sandlin said. If everything is working properly and the weather cooperates, a piece of pottery will take about two weeks from start to finish.

First, the clay is worked on the wheel or on the slab, which is like a large rolling pin.

Then, the piece dries for about a week. If weather conditions are cold or damp, it will take longer. If the air temperature is too high, the piece will crack.

Once the piece is dry, it is sanded and then it goes into the kiln for a bisque fire for about eight to 10 hours. It then takes a day for the piece to cool.

Then, the piece is washed, signed, waxed and glazed.

Finally, the piece goes back in the kiln for another 10 to 12 hours.

“Then when it’s cooled, it’s ready to ship or the person to come back and pick it up,” Hall said.

The sisters have a process so everything moves along. Shelves in their shop are lined with pieces that are drying and pieces that have been fired.

The plates with initials are the most popular items. Pieces with kids’ handprints and footprints also are extremely popular for the holidays.

Crossroads Pottery’s 72 standard items include “Mississippi”-themed platters, cups, candleholders and pitchers.

The sisters do their own glazes as well. Turquoise and orange have been big sellers, and red is gaining in popularity.

“What we like doing is something different,” Sandlin said. “If we want to do something and it doesn’t work out the first time, we’ll usually go back and try it again. It may be six months.

“The thought is harder than just



PHOTOS BY DESTEE LEE

Shelia Hall, left, and Anita Sandlin own Crossroads Pottery in Baldwyn. The sisters started the business seven years ago as a hobby. Now, their creations are sold in 40 stores across the Southeast.

Crossroads Pottery

■ **Owners:** Shelia Hall and Anita Sandlin

■ **Established:** April 2004

■ **Address:** 191 Highway 370, Baldwyn

■ **Phone:** (662) 365-2120

■ **Website:** www.crossroadspottery.com

■ **Hours:** Monday through Friday from 9 a.m. to 4 p.m. Saturday by appointment.

■ **Sold in 40 stores across the Southeast.**

In the region, the company’s goods are sold at The Corner Shoe Store in Tupelo, Susan’s Flowers in Baldwyn, Between Sisters in Pontotoc, Turner’s in Okolona, Classy Mom’s in Booneville, Amory Flower Shop in Amory and Iuka Discount Drugs in Iuka.

doing,” Sandlin said. “The thing about clay - you can do just about anything with it.”

Hall’s favorite pieces to make are pouring pitchers, which are made on the wheel.

“It might start out as a pitcher and wind up being a bowl, but that’s OK,” Hall said. “I’ll make something out of it.”

The sisters currently are busy filling an order for 500 angels for the Sanctuary Hospice House. The angels are made on the slab and on the wheel.

Crossroads Pottery does custom pieces, in addition to wholesale and retail business. The company’s pieces are sold in 40 stores across the Southeast.

In the region, the company’s goods



Initial pottery pieces are the company’s most popular items right now. Plates sell especially well, the owners said. Crossroads Pottery also is known for its various Mississippi platters.

are sold at The Corner Shoe Store in Tupelo, Susan’s Flowers in Baldwyn, Between Sisters in Pontotoc, Turner’s Flowers and Gifts in Okolona, Classy Mom’s Gifts & More in Booneville, Amory Flower Shop in Amory and Iuka Discount Drugs in Iuka.

‘You know it’s time’

Crossroads Pottery was born in Hall’s garage in April 2004. Before then, Hall was a quality technician at Cooper Tire in Tupelo and Sandlin worked in a dental office.

“When you know it’s time, you know it’s time,” Sandlin said. “We both felt like this is what we were supposed to be doing. I haven’t had a second thought that this was the right thing for us to do.”

But, she admitted, “it’s scary going without a paycheck.”

“When you’re not doing what you’re supposed to be doing, God’s going to let you know,” she said. “(He) slams those doors.”

Turn to **CROSSROADS** on Page 21

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Tim Alford
President,
Monroe County

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SAVE THE DATE



5th Annual CDF Membership Golf Tournament

Monday, September 12, 2011
12:30 p.m. Shotgun Start
Tupelo Country Club

Registration and Lunch will begin at 11:00 a.m. An awards reception will immediately follow the tournament.

Entry Fee:

\$125 Individual or \$500 Team
\$300 Hole Sponsor
or \$750 Team and Hole Sponsor

Sponsorship Opportunities:

Hole Sponsor	\$300
Putting Green Sponsor	\$500
Driving Range Sponsor	\$500
Luncheon Sponsor	\$1,000

Tournament sponsors have the opportunity to serve as live hole sponsors. Hole sponsors may set up a tent on their hole and give away promotional items and information on their company. Putting green, driving range, and luncheon sponsors may set up tents and give away items in the registration area.



For more information, please contact Jennie Bradford Curlee at jcurlee@cdfms.org or (662) 842-4521.



Tupelo/Lee County, MS

Newcomer Student/Parent Orientation Scheduled

The Community Development Foundation (CDF), in partnership with Tupelo Public School District (TPSD) and Lee County Schools (LCS), will host an orientation session for newcomer students and parents who will be a part of the respective school districts in the fall. The planned sessions will instruct students and parents in what to expect while attending area public schools and will prepare them for the official registration/orientation process held in August.

“As part of the mission of the Tupelo Newcomers Club, CDF hopes to help ease the transition for families relocating to Tupelo/Lee County through events like this,” said Angela Glissen, program manager for CDF. “By partnering with our local public school districts we hope to provide newcomers with all of the tools necessary to enjoy a smooth first school year in our community.”

The TPSD event will be held Thurs-

“As part of the mission of the Tupelo Newcomers Club, CDF hopes to help ease the transition for families relocating to Tupelo/Lee County.”

Angela Glissen
program manager for CDF

day, July 14 from 6 p.m. to 7 p.m. in the band hall of Tupelo Middle School at 1009 Varsity Drive in Tupelo. Additionally, during this event, a brief introduction will be given by the Tupelo Parks & Recreation Department, where newcomers will be given information on all local recreational activities and registration dates for the year.

The LCS event will be held Thursday,

July 21 from 5:30 p.m. to 6:30 p.m. at the Lee County District Office at 1280 College View Street in Tupelo.

Newcomer families interested in attending either event should contact Angela Glissen with CDF at (662) 842-4521 or aglissen@cdfms.org. For more information on the Tupelo Newcomers Club, please visit www.tupelonewcomersclub.com.

Chamber focus

Dear Friends,
The summer heat is upon us, but your Chamber of Commerce is offering many "cool" benefits to our members. With ChamberAdvantage, CDF members can receive discounts at over 150 participating member businesses. This is a free service to our members by our members. For a complete list of ChamberAdvantage participating partners visit our website at www.cdfms.org/chamberadvantage. While you are there, be sure to check out our new ChamberAdvantage video.

We participate in many ribbon cuttings throughout the year, and are happy to help your business celebrate a grand opening or major milestone. This is just another benefit of your CDF membership.

Sponsorship opportunities are still available for CDF events. If you are interested in sponsoring a First Friday, a TYP event, the CDF Golf Tournament, or a Business Boxed Lunch & Learn, please give us a call. Your sponsorship makes these events possible.

Nominations for the new class of the Jim Ingram Community Leadership Institute (CLI) will be received through July 15. CLI is a leadership program for Tupelo/Lee



GREEN

County and is jointly sponsored by CREATE and CDF. Nominees should possess leadership qualities, as demonstrated by past and current activities, have a degree of motivation toward service in the community and be representative of distinct elements of the community, i.e., geographic area, religious groups, small business, industry, etc. If you would like to nominate someone, please call the CDF office at (662) 842-4521 or complete the form online at www.tupelochamber.com.

Congratulations to Tupelo on being named an All-America City for the fourth time. I was proud to be part of the delegation that proudly represented Tupelo in Kansas City when we won the award. Way to go TUPELO!!!

Sincerely,

Vice President
Chamber of Commerce

NEW CDF MEMBERS

Caron Prince Gallery Ms. Kim Caron 122 W Main St. Tupelo, MS 38804 (662) 205-0351 <i>Arts</i>	HealthWorks! Ms. Donna Loden 219 N Industrial Rd. Tupelo, MS 38801 (662) 377-5437 <i>Education</i>	Lynne-Douglas Staffing Solutions, LLC Mr. Mike McCraw 339 E Main St., Ste. B-1 Tupelo, MS 38804 (662) 840-4220 <i>Employment Agencies</i>	M'Prints Promotional Products Ms. Deborah Haggard 3200 Hwy 45 N Meridian, MS 39301 (601) 483-0796 <i>Promotional Items</i>
Chickasaw Journal Mr. Floyd Ingram 225 E Madison St. Houston, MS 38851 (662) 456-3771 <i>Newspapers</i>	Highlands Lakefront Development Mr. John McCurdy 1420 N Lamar Blvd. Oxford, MS 38655 (662) 816-8187 <i>Real Estate/ Appraisers/ Property Development</i>	Magnolia BBQ & Fish Mr. Dameione Rogers 1800 Briar Ridge Rd. Tupelo, MS 38804 (662) 213-0354 <i>Restaurants and Catering</i>	New Albany News-Exchange Mr. Lynn West 400 E Bankhead St. New Albany, MS 38652 (662) 538-6868 <i>Newspapers</i>
Engravings Etc Ms. Elle Goggans 1142B W Main St. Tupelo, MS 38801 (662) 620-9101 <i>Retail & Specialty Shops</i>	Itawamba County Times Ms. Charlotte Wolfe 106 W Main St. Fulton, MS 38843 (662) 862-3141 <i>Newspapers</i>	Modern Woodmen of America Mr. Wayne Averett 704 N Gloster St., Ste. C Tupelo, MS 38804 (662) 871-9235 <i>Financial</i>	Pontotoc Progress Ms. Lisa Bryant 13 Jefferson St. Pontotoc, MS 38863 (662) 489-3511 <i>Newspapers</i>
Exceed Technologies Mr. Jason Miller P.O. Box 1097 Tupelo, MS 38802 (662) 844-7373 <i>Computers & Internet</i>	Journal Interactive Mr. Michael Duran 1242 S Green St. Tupelo, MS 38804 (662) 678-1548 <i>Computers & Internet</i>	Monroe Journal Mr. Charlie Langford 115 S Main St. Amory, MS 38821 (662) 256-5647 <i>Newspapers</i>	Southern Sentinel & Southern Advocate Mr. Tim Watson 1701 City Ave. N Ripley, MS 38663 (662) 837-8111 <i>Newspapers</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	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	Trentice Imbler	Rob Rice
Jim Beane	Jamie Kennedy	Eddie Richey
Ronnie Bell	Jimmy Long	Cathy Robertson
Bo Calhoun	Neal McCoy	Drew Robertson
Gary Carnathan	Glenn McCullough	Tom 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
L.E. "Bo" Gibens	Greg Pirkle	Brent Waldrop
Bryan Hawkins	Fred Pitts	Mitch Waycaster
Lisa Hawkins	Jack Reed, Jr.	Al Wiygul
Frank Hodges	Scott Reed	

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	Weezy's Deli
Ms. Mary Ann Lewis	Gardner-Simmons Home for Girls, Inc.
Ms. Dianne Loden	Trustmark Bank
Mr. Tim Long	Cellular South
Ms. Bea Luckett	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

LONDON BRIDGES CHILDCARE & NANNY SERVICE CO.



To celebrate the grand opening of London Bridges Childcare & Nanny Service Co., a ribbon cutting was held. Pictured with CDF Ambassadors are: Tommy Green, CDF; Councilman Mike Bryan; Faye Collier, London Bridges Childcare & Nanny Service Co.; Sheryl Jones, London Bridges Childcare & Nanny Service Co.; Leon Hych, London Bridges Childcare & Nanny Service Co.; and Emily Addison, CDF. London Bridges Childcare & Nanny Service Co. is located at 2651 Traceland Drive in Tupelo, and can be reached at (662) 269-2688.



Yates joins CDF team

The Community Development Foundation is pleased to announce that Carol Ann Yates has been named Controller for the organization. As Controller, Yates will serve as financial advisor to the company by providing financial analysis and planning, budget control, and profit and loss reporting. She will also review, analyze, and interpret budget reports for the organization.

"I am excited to join the CDF team and appreciate the opportunity to work for an organization of this calibre," said Yates. "I hope to provide value to the team as a member of the

financial division and look forward to serving our members and the Tupelo/Lee County community."

Originally from Ripley, MS, Yates holds a Bachelor's and Master's of Accountancy from the University of Mississippi. While at the university, she was a member of the National Scholars Honor Society and a Who's Who Among Students in American Universities nominee. She previously served as a graduate assistant for North Residential College at Ole Miss, and is currently studying to become a certified public accountant.



**CONGRATULATIONS
TO THE
CITY OF TUPELO
2011
ALL-AMERICA CITY**

**Join us for the July meeting of the
Tupelo Young Professionals**

Thursday, July 21, 2011
5 p.m. to 7 p.m.

Tupelo Community Theatre
201 N Broadway St.



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.

NMHS named as one of the nation's top health systems

North Mississippi Health Services (NMHS) has been selected for inclusion in *Modern Healthcare* magazine's listing of the nation's Top Health Systems.

Thomson Reuters compiles the annual rankings after reviewing the performance of 285 health care organizations. Those that made the third annual list represent the top 20% of health systems in the United States. The results are based on performance in the following quality measures: mortality index, complications index, patient-safety index, core measures, 30-day mortality rate, 30-day readmission rate, average length of stay and HC-AHPS score (patient satisfaction).

"We are honored to be selected among the nation's top health care systems," said John Heer, NMHS president and chief executive officer. "This honor validates that our organization is focused on the right things. The quality measures used in this study will serve as the basis of the Federal Government's Value Based Purchasing Program, which will begin in 2012."

NMHS was the only health care organization in Mississippi to make the list. Geographically, the recipient located closest to Tupelo was Ochsner

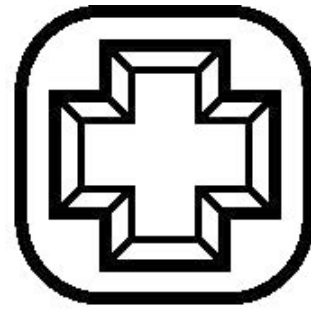
Health System in New Orleans.

According to *Modern Healthcare*, 1,944 hospitals were included in the study's 285 health systems, with each system averaging 6.8 hospitals. NMHS has six hospitals, North Mississippi Medical Center in Tupelo, as well as a community hospital system with locations in Eupora, Iuka, Pontotoc,

West Point, MS, and Hamilton, AL.

NMHS provides a continuum of care to 700,000 residents in north Mississippi, northwest Alabama and portions of Tennessee. The NMHS organization covers a broad range of acute diagnostic and therapeutic services, offered through its hospitals; North Mississippi Medical Clinics, a regional

network of more than 30 primary and specialty clinics; and nursing homes. NMHS offers a comprehensive portfolio of managed care plans. NMHS works to achieve its corporate mission to improve the health of the people of this region by providing conveniently accessible, cost-effective health care of the highest quality.



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Hope Family Ministries celebrates 10 years on Mattox Street

Isaiah 52:7 says "how beautiful on the mountains are the feet of those who bring good news, who proclaim peace, who bring good tidings, who proclaim salvation, who say to Zion, Your God reigns!" This is exactly what Mike Marecle and the staff of Hope Family Ministries have been doing in a building on Mattox Street for the past 10 years. While the ministry has been in existence since May 1995, the building where the non-profit, faith-based counseling service now resides was truly a gift from God, and has helped Hope Family Ministries provide a much needed service to individuals, couples, and families throughout North Mississippi and the surrounding area.

Eleven years ago, Marecle and his staff were fervently praying about the direction God wanted them to go in building or purchasing a new facility to meet the growing needs of their clients. One day, Marecle was asked to fill in as a guest speaker for the Lion's Club. During this meeting, he shared his testimony and about the increasing needs of the counseling center. James Mattox happened to be among those listening during the meeting that day, and unbeknownst to Marecle, God was already working in the heart of this



businessman who owned a large amount of land on Mattox Street in Tupelo. The rest is history.

"Through Mr. Mattox's generosity and care for this community, thousands of lives have been impacted," said Marecle.

Through the gift of Mattox, Hope Family Ministries has shared 30,831 hours of Biblical counseling to 10,542 people. Their clientele reach across socio-economic, age, race, and gender barriers. Regardless of people's ability to pay, the ministry offers confidential Biblical counseling, discipleship training, and marriage enrichment from board certified Christian counselors. They accept referrals from

medical doctors, judges, attorneys, pastors, and employers, but most referrals are simply by word of mouth. Hope Family Ministries also partners with Global Outreach to provide training and ministering to missionaries, as needed.

"We are available to whoever needs help in the community," said Marecle. "It is our desire that if there is destruction in someone's life, we want to help stop the destruction."

As a 501(c)3 non-profit and United Way Agency, 80% of Hope Family Ministries' income is derived from the community. They offer a program called "Hope's Heroes," where donations can be made monthly on their

website at www.hopefamilyministries.com. In fact, Marecle says that it only takes 300 gifts each month to support the ministry, ranging from gifts of \$25 to \$500.

Hope Family Ministries is providing a much needed service to the citizens of North Mississippi. This is evidenced by comments from those individuals who have received counseling from Marecle and his staff: "Your words were like balm to a wound," "How my soul needed to hear your words of wisdom and love and support," "with God's help you got me over some hurdles in life. I don't know what I would have done without Hope Family Ministries."

As Hope Family Ministries celebrates ten years in their building on Mattox Street, they hope for many more years of bringing good news, peace, and proclaiming salvation for all of the citizens of Tupelo, Lee County, and North Mississippi.

Hope Family Ministries is located at 2754 Mattox Street in Tupelo and can be reached at (662) 842-4673. Their hours are Monday through Thursday, 8 a.m. to 5 p.m. and Friday, 8 a.m. to 12 noon. For more information, please visit www.hopefamilyministries.com or check them out on Facebook.

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The Jim Ingram Community Leadership Institute is presently accepting nominations for the new class. Participation in the Jim Ingram Community Leadership Institute is open to persons at least 21 years of age, living, working, or committed to the growth of the Tupelo/Lee County area.

Please contact the CDF office at (662) 842-4521 for further information. The nomination form is available at www.cdfms.org.

HealthWorks! makes health education fun

HealthWorks!, a children's health education center with a dynamic teaching approach, is making a positive difference in the region's health status. Up and running (literally) since February 2009, HealthWorks! brings an unparalleled energy to health education with the mission to "infectiously contaminate kids of all ages to learn, have fun and make great life choices," and is hitting the mark in all of these areas.

Field trips for school aged children are the "bread and butter" for HealthWorks!, having more than 45,000 school children visit from 35 counties in Mississippi, Alabama and Tennessee. But don't be surprised to find a church group enjoying a Learning Lab program, a senior citizen group engrossed in exhibits on the Fun-Tastic Floor, or a corporate team building workshop being held in the Zoom Room! Special events, community programs and general admission bring HealthWorks! reach to include more than 67,000 visitors in just two short years.

While the rate of childhood obesity is a staggering statistic in America today, HealthWorks! is combating it. As a state of Mississippi certified supplemental health education provider, HealthWorks! offers much-needed health education to children and families throughout the area on how



to eat and live a healthier life.

"Our educational program offering is aligned with what is going on in the classrooms in this region," says Donna Loden, program coordinator. "We are able to complement and support curriculum and health standards frameworks, but in a way that a typical classroom cannot." HealthWorks!' interactive, energetic style makes an impact with students. Many teachers observe that their students are learning and don't even realize it, and there is data to support that observation.

HealthWorks! has an ongoing relationship with the Social Science Research Center at Mississippi State University to evaluate both visitor satisfaction and program effectiveness. Each year, the HealthWorks! evaluation team dives a little deeper into assessing the impact of the field trip experience. To date, studies show that beneath the wacky, fun-filled experience there is real learning going on. A study of a nutrition program aimed at

third- through fifth-graders conducted recently indicates that 82 percent of students showed improved knowledge from pre- to post-testing. In the same study, 100 percent of teachers agreed that the program enriched or reinforced students' knowledge.

HealthWorks! also strives to engage the community beyond the field trip experience by hosting a variety of health and wellness programs, camps and events. Partnerships with the Lee County Medical Alliance, Junior Auxiliary, Kiwanis, Boys and Girls Clubs, and other local organizations allow connections to be made within the community to enrich and improve health literacy.

Admission fees are very nominal to allow all students an opportunity to come to the center regardless of financial status. Those fees, however, provide only one-third of the center's approximate \$500,000 annual operating budget. As a non-profit organization, HealthWorks! must continually rely on charitable support from the community, private contributions and grants to fund its operations.

HealthWorks! is located at 219 S. Industrial Rd. in Tupelo and can be reached at (662) 377-KIDS (5437). Hours are Monday through Friday, 8:30 a.m.-4 p.m., and Saturday, 10 a.m.-2 p.m. For more information, visit www.healthworkskids.org.

SRG



A ribbon cutting was held to celebrate the grand opening of SRG in Tupelo. Pictured on the front row of the event are: Julie Baker, SRG; Leslie Burks, SRG; Jessica Kennedy, SRG; Andrea Mobley, SRG; Valerie Alyea, SRG; Peggy Wilson, SRG; Scott Stevens, SRG; Sherri Stevens, SRG; Councilman Fred Pitts; Supervisor Tommie Lee Ivy; David Rumbarger, CDF; Sean Thompson, Lee County; Tommy Green, CDF; Mieko Kikuchi, Renasant Bank; Thom Eason, Japan America Society of Mississippi; Josh Humber; John Henson; David Nelson; and Felecia Cole. Pictured on the back row are: Mike Armour, ARC; Mark Prince, Cellular South; Mike Russell, Delta Talk Radio; Billy Burks; Todd Beadles, CDF; Wayne Averett, Modern Woodmen; Greg Burks, Renasant Bank; and Drew Robertson, Office of U.S. Senator Roger Wicker. SRG is located at 1860 Graham Dr. in Tupelo and can be reached at (662) 791-7877.

Brangenberg honored for Main Street career

Debbie Brangenberg was recently honored at the 2011 National Main Street Conference for her long-term career in Main Street. Brangenberg has 22 years of service as a Main Street professional in Mississippi, and has served as the executive director of the Downtown Tupelo Main Street Association since 1991.

At the closing session of this year's conference in Des Moines, Iowa, National Trust President Stephanie Meeks recognized Main Street directors with more than 20 years experience.

"The National Trust for Historic Preservation is proud to have had a strong leader such as Debbie Brangenberg as a partner for the past 22 years," said Doug Loescher, director of the National Trust Main Street Center.

"Her work to preserve and revitalize downtown Tupelo has been outstanding and her leadership skills are one of the reasons that the National Trust Main Street Center selected Tupelo as a demonstration project last year," he said.

Brangenberg has also been recognized for her service by the Mississippi Main Street Association (MMSA). During her long tenure, Downtown Tupelo has won several state Main Street awards. In 2010, Brangenberg was awarded the Charles O. Beasley Scholarship Award for Main Street Manager of the Year.

"We are very proud and honored to have Debbie recognized as one of the Main Street Directors with over 20 years of service," said Bob Wilson, MMSA executive director. "Debbie is a colleague I have worked with and admired through the years as well as a great friend."

Brangenberg has gotten the business community involved in downtown Tupelo and has worked on several successful projects, including the redevelopment of the Fairpark District in downtown Tupelo, for which Brangenberg was project coordinator. The Tupelo Fairpark District won a Phoenix Award for Excellence in Brownfield Redevelopment in 2009.

Brangenberg provides leadership for the many events put on by the Down-

town Tupelo Main Street Association, which include the very successful Tupelo Elvis Festival, the Elvis Birthday Celebration, St. Patrick's Day Parade, Chili Festival, Children's Halloween Carnival, Holiday Open House, Fairpark Tree Lighting, Reed's Christmas Parade, and the Tupelo Farmers' Market.

MMSA is a downtown revitalization program of the National Trust for Historic Preservation and the Mississippi Development Authority with many strategic partners. MMSA works with more than 50 cities and towns in Mississippi to provide training, technical assistance, and resources to local programs. As the coordinating state Main Street program, MMSA helps establish local programs, plan revitalization strategies, develop detailed implementation plans, and solve specific problems in Main Street areas as well as provide ongoing training for Main Street managers and members based on the Main Street Four-Point Approach®: Organization, Promotion, Design, and Economic Restructuring. For more information, visit www.msmainstreet.com.



Business Boxed Lunch & Learn

Wednesday, July 20, 2011

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

CDF Boardroom

300 W Main St.

"Creating Your Personal Brand"

Presented by:

Nathan Green

Dale Carnegie Training of the Mid-South

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

\$10 - CDF members, \$20 - Guests
Lunch will be provided.

JUNE TYP



The June Tupelo Young Professionals event was held at Old Venice Pizza Company. Pictured at the event are: Kory Hunter, Emily Guyton, Bonnie Mize, Amanda Wallace, Kaycee Burrell, and Ben Burrell.

Are you taking advantage of ChamberAdvantage?

Visit www.cdfms.org/chamberadvantage to view over 150 great discounts available to CDF members from these participating partners.

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 Anytime Fitness (West Main)
 ARAMARK Uniform Services
 Auto Spa Inc
 AvonLea Assisted Living and Retirement Community
 B & B Concrete Co., Inc.
 Baby's Kickin' Ultrasound
 Back Bay Auto Repair & Custom Exhaust
 The Bakery
 BancorpSouth
 Bar-B-Que by Jim
 Barnes & Noble
 Barnes Crossing Hyundai Mazda
 Bekins-Morgan Moving & Storage, Inc.
 Belle Ame Salon & Spa
 Billie's Catering, Inc.
 and Mt. Vernon Place
 Bishop's BBQ Grill
 Bishop's Flowers & Gifts, Inc.
 Celebrity Coaches
 Central Segway of Mississippi
 Chick-fil-A (Mall at Barnes Crossing)
 Chick-fil-A (Thompson Square)
 Children's Dental Clinic
 Classic Finishes
 Clayton O'Donnell, PLLC
 Comfort Suites
 Confortaire, Inc.
 The Cotton Bolt
 Country Flooring
 Covenant Storage
 Creative Cakes & Supplies
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 Head Over Heels Salon & Day Spa
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 Holiday Inn Express & Suites
 Honda of Tupelo
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 LaQuinta Inn & Suites
 La Vino Wine & Spirits
 Lighthouse Web Dezines
 The Link Centre
 Lisa Browning Photography
 Little's Jewelers
 Loar Service Company, Inc.
 Luxe
 M&F Bank
 Magnolia BBQ & Fish
 Magnolia Business Systems
 Margarete's Fine Chocolates
 Martin Dental Clinic, PA
 Marty Pettit Photography
 Maurices
 McAlister's Deli
 Dr. Rebecca S. McDougald
 McKinney's Hair & Unique Fashions
 MEA Drug Testing Consortium
 Meineke Car Care Center
 Melange
 Midnite Pottery
 MLM Clothiers
 Nails City of Tupelo
 New Beginnings Adoption and Family Services
 NEWMS
 NMMC Wellness Center
 North Mississippi Orthodontic Associates, PA
 North Mississippi Periodontal Clinic
 Northeast Mississippi Daily Journal



Look for this sticker in the window of participating CDF member businesses to receive your special discount. To be a participating partner of ChamberAdvantage, call the CDF office at (662) 842-4521.

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 Old Venice Pizza Company
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 Papa John's Pizza
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 Premier Prints
 Premiere Lady Fitness
 Presley's Flowers
 Pro Golf of Tupelo
 Pro Oil Shop, Inc./Xpress Lube
 Rebelanes, Inc.
 Reggie White Sleep Disorder Center
 Renasant Bank
 Room to Room
 Safestore of Tupelo, Inc.
 Scrubs & Company
 Scrubs & More

SEO Spider Master LLC
 Servpro of Tupelo
 Sherwin Williams Floor Covering
 Skybox Sports Grill & Pizzeria
 SNAP Fitness
 Snelling Staffing
 Sonny T's Plumbing
 Southern Home Solutions, Inc.
 Sportsman Lawn & Landscape
 SprintPrint of Tupelo
 Stone's Jewelry & Gifts Inc.
 Teacher's Pet
 Tierce Motivational Training
 Tigrett Steel
 Tony Barber Wrecker Service, LLC
 TRI Inc Realtors
 Tupelo Automobile Museum
 Tupelo Christian Preparatory School
 Tupelo Diamond Brokers
 Tupelo Diesel Service, Inc.
 Tupelo Eye Center Optical

Tupelo Manufacturing Company
 Tupelo Smiles
 Tupelo Tint/The Blind Side
 Tupelo Trophy
 UniFirst Corporation
 U-Save Auto Rental
 U.S. Lawns of NE MS
 Vanelli's
 Varsity Vacuums
 Village Frame Shoppe, Inc.
 Voe's Boutique
 Water Depot of Tupelo,
 Your Culligan Dealer
 Way-Fil, Inc.
 West End Catering Company
 West Tupelo Self Storage
 Wheeler Roofing, Inc.
 Whitetail Ridge Outdoors
 Wicks n' More
 Wiese Material Handling
 Williams Transfer & Storage
 Yellow Lovebirds

Branding bridges the gaps in advertising

Brand. Identity. Logo. These are words thrown around by everyone from the novice to the seasoned marketer. I say “thrown around” because I’ve heard few put the proper gravity on the meaning of these words – or adequately explain what they mean. Some would say these words are the same. They’re actually three separate, yet closely intertwined ideas.

■ Your **brand** is the essence of your business. It’s everything you offer the public, from marketing strategy to mission plan to your product. Your brand is everything you are. This might seem like an overwhelming concept. There’s good reason – it is an overwhelming concept.

There are tools to make this more manageable. One of these is the marketing strategy exercise outlined in my column about advertising strategy in the May 2011 Business Journal, “Creating advertising to attract the public takes sound strategy.” Brand has been erroneously used as a verb, as in “branding a business.” Understand



Josh
MABUS

MARKETING MATTERS

that a brand can’t be manufactured. Your brand exists now; it must be embodied in your identity.

■ Your **identity** is the outward expression of your brand. What are identifiers of who you are? This might be the type of employees you hire or your company philosophy.

Next time you’re in the mall, compare the feeling of

Hot Topic to Coldwater Creek. The difference you feel when you walk into the different stores is the expression of each one’s brand. Unlike brand, you can create an identity. However, an identity usually comes along inherently as a byproduct of brand. Even so, you can make decisions on the decor of your place of business, employees, uniforms, etc.,

that embody your brand.

■ One of the most important items you’ll choose as part of your identity is your **logo**. A logo is a mark that represents your business graphically. This can be an image, a particular style of text or a combination of both. Recognizable examples are the Nike “swoosh” or the Coca-Cola script. A logo must be a unique identifier of your business. A logo is so important because when properly designed and utilized, it will do a lot of work for your business.

A logo occupies a very specific space in the advertising world. It is a bridge between the gaps between advertising messages. This is necessary because advertising is so temporary. Almost all advertising exposure is expressed in seconds. This is true for everything from a 30-second commercial to the five second shelf-life of a tweet.

Although we’re bombarded with advertising messages every day, there is normally a gap between messages from the same company. How do we recognize and discern that a 30-second TV commercial seen on Tuesday is from the same company as a newspa-

per ad on Thursday? The bullseye should be the logo. The logo is the device that instantly communicates “this message was brought to you by”

So how important is the logo? According to how much large companies invest, the answer is “very.” Pepsi-Cola reportedly paid around \$1 million for the research, design and implementation of its 2009 logo update.

How important should it be for the North Mississippi business? Although the economy of scale is different, the answer should still be “very.” A logo bridges the different contacts you pay for when you invest in media.

A successful logo makes your media investment more powerful because it will aid the cumulative effect of different media working together.

When looking at your own business, take great care in understanding your brand, how it impacts your identity and how your logo matches these.

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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Family wealth can carry

BY MICHAEL HARRELSON

Special to the Business Journal

The history of family wealth in America is filled with examples of the accumulation of vast sums of financial capital by a single visionary entrepreneur lasting one or two generations before being depleted by the end of the third generation.

The apparent near certainty of this financial "shirtsleeves to shirtsleeves" theory is so compelling in contemporary times, when reversals of fortune appear to be governed by forces beyond the control of individual families, that few dare to entertain the possibility of creating and maintaining family wealth that lasts through four or more generations.

Two financial experts who have carefully examined the record of success and failure of some of the country's wealthiest families make a powerful case for the possibility of maintaining and growing family wealth.



HARTNETT

As an attorney who has counseled many of the world's wealthiest families and the author of "Family Wealth – Keeping It in the Family," James E. Hughes Jr. has devoted his career to exploding the myths about wealth creation and growth across generations. Hughes' ideas have been the inspiration and business model for Mark C. Hartnett's Family Wealth Practices firm in Oxford.



HUGHES

In his book, Hughes cites the example of families such as the Rothschilds and Rockefellers, who have prospered over several generations. An unrec-



WILSON

ognized part of the Rockefeller's long-term was John D. Rockefeller Sr. not compelling his son to remain in the family business once he had determined that his calling lay in family governance and philanthropy.

"Here is America's wealthiest man, with only one son, agreeing that the son was not obliged to follow the father's dream," Hughes wrote.

The implications of this decision by the nation's most successful patriarch at the time are not lost on Hartnett. His firm counsels clients on the in-

evitable death, divorce, communication and succession issues, as well as external family risks such as inflation, wealth taxes and beneficiary/trustee relations that also have an impact on a multi-generational family wealth plan.

"Rockefeller's decision was not just a great act of love toward his son," Hartnett says. "It also demonstrated his understanding that a successful family wealth preservation plan is centered around enhancing the lives of its individual family members."

When Hartnett begins working with a family, he usually starts by conducting one-on-one interviews with members of each generation with whom he'll be working, determining their goals and dreams and establishing a baseline to measure individual and family progress.

Hartnett also says he watches for that second- or third-generation family member with the potential to enhance or derail the family fortunes.

"If someone has a passion to be an attorney and is forced to take a position in the family business, then that could spell trouble down the road," he said.

Equally devastating to the family fortune is failing to recognize and cultivate the talent of third-generation family members, Hartnett added.

"Quite often, a family's future success can rest on the shoulders of someone not yet old enough to assume a leadership role," he said. "The failure of a family to recognize this can be as detrimental as refusing to come to terms with the family members who are clear liabilities to its wealth preservation."

To head off such risks, Hartnett develops a family governance structure for each of his clients that he incorporates into the family's legacy documents.

"I help my families define how they are going to make joint decisions, which are crucial to successful family transitions. For example, at some point each generation of a family has to have the mindset that they will become the new first generation. If they do not take on that mindset, that is one of the first signs that the wealth is quickly coming to an end."

Defying the cycle

While there are many ways to create financial wealth, Hartnett notes that families desiring to overcome the shirtsleeves proverb often have similar characteristics. These include humility, perseverance, courage, a sense of stewardship and a love for others.

A well-known family endeavoring to

defy the shirtsleeves to shirtsleeves cycle of wealth is the Wilson family of Memphis, which now has individuals from its third generation actively working in the business. The patriarch of the family, Kemmons Wilson, founded the Holiday Inn hotel chain that revolutionized the hotel industry in America in the second half of the 20th century and changed the way Americans travel and work.

Although the Holiday Inn brand is now owned by InterContinental Hotels Group, the Wilson family has continued to build on the success and legacy of its family patriarch through the Kemmons Wilson Companies and the Kemmons Wilson Family Foundation that the elder Wilson founded with his wife in 1960.

Today, the family holdings include resort timeshares, hospitality, aviation, real estate, insurance and financial services, said C. Kemmons "Kem" Wilson III, the grandson of the founder. He is vice president of Kemmons Wilson Inc. and executive vice president of Wilson Investment Management, headquartered in Memphis.

Like the Rockefellers, the Wilson family has added to its wealth while preserving its legacy of philanthropy that, according to Hughes, teaches succeeding generations more about long-term wealth preservation than either spending or accumulating wealth.

"It has been a great tool," Wilson said of the foundation that seeks to positively impact and transform the Memphis community through its grant-making and has established categories for giving including community outreach and development, advancement of youth, enrichment of education, faith-based ministries and health and research-related organiza-

tions.

"It has and will continue to serve as a vehicle that keeps the family connected as we begin to expand exponentially into the fourth generation now with close to 70 family members," he said.

While the companies provide opportunities for individuals to be involved in the family businesses, Wilson said family governance rules established early on guard against nepotism and the hiring of any person who has not first demonstrated his or her abilities elsewhere.

"It's not just handed to you," Wilson says. "You have to prove your stripes."

In his own case, Wilson worked for an institutional investment consulting firm after college and then for a nonprofit company that provided community services for mentally and physically handicapped adults. He then went on to earn a graduate degree in hospitality and an MBA from Cornell University.

Along with helping the community, Wilson said the foundation is an integral part of embracing the future. "Continuing the family's business legacy is important but equally important is continuing the family's legacy of giving too."

By law, the Kemmons Wilson Family Foundation is required to give away a certain percentage of its assets annually. While most of this giving goes to the aforementioned categories, a small portion is carved out and each family member is able to personally direct gifts from the foundation on their behalf. "This allows us to pass on the values of the family and the legacy of giving to future generations."

Michael Harrelson is a feature writer and advertising copywriter based in Oxford.

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Wicks

Continued from Page 4

"Seeing Kim and Haley work together just gives me such satisfaction and a sense of having come full circle now," Beckey said. "Kayla has an uncanny ability to decorate and has an eye for color and coordination. She, too, is finding her own place in the business."

In fact, Kayla helped decorate the mall store.

"This is definitely a family business," Kim said with a laugh.

Finding their way

In the midst of regaining control of their company, the Neals had to face some personal tragedy as well. Kim lost her infant son, Dillon, and three months later, Beckey's husband died.

"It was just the beginning of years of personal traumas for my daughter and I that took a great toll on our focus and creativity," Beckey said. "As we struggled to recover from personal tragedies, we began to heal by focusing on the one thing in common that we all shared – our love for our business."

Wicks n' More is rolling out new products, including candles with wooden wicks, which have been very popular, Kim said.

The Neals exhibit at major trade shows including Dallas, Atlanta and Denver, in addition to some smaller markets, capturing new customers and retaining old ones.

But the Neals are staying away from larger retailers, despite the appeal.

"We've had a lot of offers, but we've turned down most of them because of a lack of space," Kim said. "We like where we are now. We're not too big to

still be able to have our hands in what we're doing."

Growing too fast probably won't be a problem with the economy still rebounding. The recession culled the weaker players from the market, but Kim said the competition is just as fierce.

"Our costs have gone up just about everywhere," she said. "We use a petroleum product – wax – and every time prices go up, so do our wax prices. We're paying five times what we did when we started, but our wholesale prices have gone up a little."

The prices for fragrances used for the candles also have skyrocketed. A commonly used spice, cinnamon, has gone from about \$15 a pound to \$40 a pound in the past year.

"We haven't raised prices as much as we could, and that has cut into our margins," Kim said.

"We try to look at the retailers' side

and because we are retailers, we struggle with ways to make up for the cost of the wax and fragrance increases. But truthfully, there is not a lot we can cut back on," Beckey said.

Still, despite the challenges, mother and daughter – and now granddaughters – see better days ahead for a Northeast Mississippi-made business that got its start more than a decade ago as merely a hobby.

"We've got the best people working with us that we've ever had," Kim said. "They're dedicated, they're proud and you see it in everything they do."

Said Beckey, "We feel reborn, and the opening of this Tupelo store will bring back so many wonderful people that we used to love see walking in our doors. And watching them enjoy our products brings such a rewarding feeling."

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

Crossroads

Continued from Page 9

Faith is a theme in the sisters' pottery. The shop in Baldwin has plenty of crosses for sale, and crosses decorate other pieces in the store.

The name of the business comes from the business's location, which is in the middle of Brice's Crossroads National Battlefield.

The sisters moved into the space in December 2005.

"When we got over here, we thought we were in hog heaven," Sandlin said. "That didn't last long. We've decided that we can't gain any weight or we won't be able to get in here."

The building is divided into the public retail area, the office and the workspace where the pottery is made.

"Eighty-five to 90 percent of the time is making," Sandlin said. "The rest of the time is devoted to (administrative tasks) and shipping."

The shop also has workout equipment and chairs.

"The most important part of the day is to sit," Hall said. "I'm afraid it takes a toll on your body."

The two also are never far away from a bottle of thick hand lotion. Gold Bond is Sandlin's preferred brand to soften her skin.

"Summer time, it's not so bad," Sandlin said. "Winter time, it's bad."

In 10 to 20 years, Hall wants to be "on top of the ground and vertical."

"You can tell we live day by day," Sandlin quips. "In 10 to 20 years. ... I don't mind getting up in the morning and coming out here at all. I hope I feel the same way then."

Contact **Carlie Kollath** (662) 678-1598 or carlie.kollath@journalinc.com.

BusinessRewind

LEE COUNTY

Delta to return jet service to airport

■ TUPELO – Delta Air Lines will return jet service to Tupelo Regional Airport, starting in September.

"We do plan to switch the service from the Saab 340 turboprops to CRJ-200 regional aircraft in September," said Delta spokesman Trebor Banstetter. "The reason for the switch is that we're phasing the Saab 340s out of our fleet, as they are the least fuel-efficient aircraft that we operate."

The CRJ-200s can seat as many as 50 passengers, compared to 34 for the Saabs.

While passenger boardings in Tupelo have risen more than 17 percent for the first five months of the year compared to the same period a year ago, the numbers still aren't enough for Delta to continue providing service without a federal subsidy.

Delta has a two-year, \$974,000 annual contract through the U.S. Department of Transportation's Essential Air Service program to provide 15 weekly flights to and from Memphis that expires July 2012.

As for any schedule changes because of the jets, Banstetter said none are planned.

Renasant adding \$680M to its trust operations

■ RENASANT Corp. is adding \$680 million in assets to its trust operations with the acquisition of the Birmingham, Ala.-based trust unit of the Royal Bank of Canada.

The deal does not involve the separate trust operations of RBC Wealth Management in the U.S. or RBC Trust Co. RBC in June sold its regional banking operations, RBC Bank USA, and its credit card operation for \$3.62 billion to

PNC Financial Services Group.

In the Renasant agreement, which is expected to close by Aug. 31 and pending regulatory approval, RBC Bank will transfer its \$680 million in assets under management. The assets are comprised of personal and institutional clients with more than 200 trust, custodial and escrow accounts, to a wholly-owned subsidiary. Renasant Bank then will acquire all of the ownership interests in the subsidiary.

Renasant said its wealth management and trust assets under management and advice will nearly double to \$1.5 billion when the deal is finalized.

Renasant expanding Alabama footprint

■ Renasant Bank is extending its footprint in Alabama by adding three experienced bankers for an office in the state's capital.

Already in Birmingham, Huntsville, Decatur and Madison, with a combined \$600 million in assets, Renasant is entering Montgomery for the first time.

The Tupelo-based bank, with more than \$4.2 billion in total assets, named Pete Knight Jr. as its Montgomery city president. Joining him are Bill Renfro, who was named senior vice president, and Gerald Boone, who was tapped as vice president.

Renasant is negotiating a lease for the Montgomery office, said Renasant spokesman John Oxford.

Two new hotels open, another coming soon

■ TUPELO – Two new hotels have opened, with another opening in about a month.

The 88-room Hampton Inn and Suites opened on July 1 and the 87-room Fairfield Inn

and Suites opened on July 5.

A Best Western Inn and Suites, with 80 rooms, is expected to open by early August.

The Hampton is owned by Kana Hotel Group of Knoxville, Tenn.

The Fairfield, along with the Courtyard by Marriott in Tupelo and the Hampton Inn in New Albany, are owned by Ascent Hospitality of Dalton, Ga.

The Best Western is owned by Tupelo-based ABRMP Management, headed by Bruce Patel.

ITAWAMBA COUNTY

BlueFire Renewables plans to begin fall construction

■ FULTON – With initial site preparation complete, BlueFire Renewables is closing in on financing to begin construction of its \$300 million plant here.

BlueFire CEO Arnold Klann said the company is awaiting additional financing with the U.S. Department of Energy and the Department of Agriculture.

BlueFire already has received \$88 million in grants to help fund the plant. The money was part of a \$564 million federal investment in 19 biorefinery projects in 15 states.

About \$270 million more is needed, mostly through equity financing, with the rest through debt.

Once financing is closed this fall, Klann said construction will begin, perhaps in late September or early October, Klann said. Construction could take 18 months to complete. At peak construction, some 600 workers will be on site. The first phase of construction created 52 jobs.

Once operational, the plant – which will be able to produce 19 million gallons of ethanol a year – will employ 75 to 80 workers.

– Daily Journal reports

Intellectual property protection not only for artists

The business world has changed substantially the past 25 years. Business files now are kept electronically. Information is shared and communicated electronically. Businesses are built and operated on innovative and creative platforms.

Before the electronic era, intellectual property was the staple of inventors, authors and artists – and the businesses that promoted them – to protect their creations and to provide for royalties from the sale or license of their works.

Today, intellectual property is a valuable asset for all businesses attempting to differentiate themselves from competitors and establish themselves as the leader in their particular industry group. There are three main protections for intellectual property – trademark, copyright and patents.

■ **Trademarks** are distinctive marks, mottos, devices, symbols or names that a manufacturer stamps, prints or affixes to the products or goods it produces to identify its products or goods and distinguish them from its competitors. Trademarks are valuable tools for branding purposes and for a manufacturer to distinguish its products



Bill
TURNER

BUSINESS
LAW

United States Trademark Act. Registration can be a lengthy process – each registration is published before acceptance so that other registrants have an opportunity to object to the registration for being too closely related to an existing registered mark, which could cause confusion in the marketplace. Always seek the counsel of a knowledgeable attorney regarding trademark registration and protection.

■ **Copyright laws** protect original

from inferior products of his competitors.

The mark, motto, device, symbol or name must either be used in commerce or the person claiming the mark must have a bona fide intention to use the mark in commerce. The distinguishing brand may be registered on the principal register established by the

works of authorship fixed in any tangible medium of expression from which they can be perceived, reproduced or communicated. There are various categories of copyrights, including literary works, musical works, dramatic works, motion pictures, sound recordings and architectural works. Contrary to popular belief, copyright protection does not extend to any idea, procedure, concept, process, system, method of operation or discovery. Copyrights may be registered with the U.S. Copyright Office, which is a part of the Library of Congress.

Registration establishes when the work was created, thus protecting the claimant from having someone use his work without permission. Copyrights are protected for 70 years after the death of the author/creator. Copyright protection is a matter of first creation. An experienced intellectual property attorney can assist an author or artist in protecting his or her creation.

■ **A patent** is a grant of exclusive privilege or authority by a government or sovereign authority. In the U.S., this grant is through the Constitution and is administered by the U.S. Patent and Trademark Office. A patent is a grant to

Today, intellectual property is a valuable asset for all business attempting to differentiate themselves from competitors and establish themselves as the leader in their particular industry group. There are three main protections for intellectual property – trademark, copyright and patents.

an inventor to exclude others from making, producing, offering for sale or selling the invention throughout the U.S. or importing the invention into the U.S. for a limited time in exchange for public disclosure of the invention when a patent is granted.

Patents can include methods of operation, processes and systems. Patent registration is a lengthy, technical and expensive process for which an inventor should seek guidance from an experienced patent attorney.

The more recognizable a name, product or service is, the more unique and scarce a work is, the more valuable the asset.

The body of intellectual property law is designed to protect the creative and spur innovation. Hard work and creativity alone are insufficient to protect the inventor, designer, author or originator. Pro-active steps must be taken.

Intellectual property law is the key.

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, DC. Contact him at (662) 234-8137 or bturner@billturnerlaw.com.

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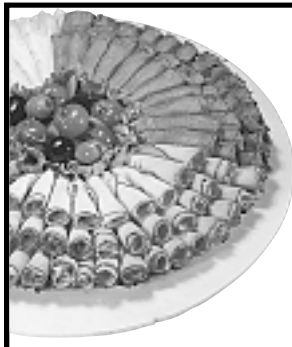
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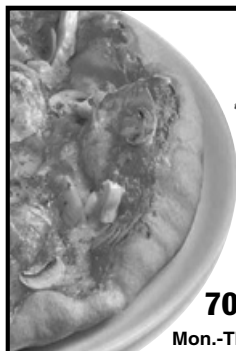
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It might be time to rethink Facebook

Occasionally I receive an email inviting me to become someone's "friend" on Facebook. I have yet to accept any of these invitations. It's not that I don't want to have friends, but I don't participate in Facebook.

Incredible, isn't it? A Bank of America survey showed that 96 percent of U.S. consumers under age 50 use Facebook. I have my doubts about the validity of the survey because that would mean that almost everyone I



Ted
HOLT

TECHTALK

know between the ages of 13 and 49 uses Facebook, and I don't think that's the case. I think the survey is flawed because the bank did not talk to enough people.

According to Wikipedia, Facebook has some 600 million active users. I have less reason to doubt this number than Bank of America's number, but if it's true, then almost 10 percent of earth's inhabitants are involved with Facebook. And 600 million people can't be wrong. Or can they?

Baptist Press reports that more and more divorce cases mention Facebook and other social networking websites as factors leading to the breakup of marriage. The trouble usually starts when a married person "friends" someone of the other sex. Over time, the two share more and more details of their personal lives, including their marriages. When marital discord arises (as it always does), social networking websites offer an all-too-easy alternative to working out the true issues.

Privacy concerns

Another aspect of social networking that bothers me is the destruction of privacy. Americans used to value their privacy. After all, privacy is one of the pillars of liberty. Americans today, especially young people, do not appear to care about privacy – or so it would seem, judging by the amount of personal information they share on social networking sites. Perhaps they've heard too many times that the person who is not doing anything wrong has

Americans today, especially young people, do not appear to care about privacy – or so it would seem, judging by the amount of personal information they share on social networking sites. Perhaps they've heard too many times that the person who is not doing anything wrong has nothing to hide.

nothing to hide.

What they don't realize is that privacy is essential to safety and security. Sharing what you've bought or what you own identifies you as a person who possesses things of value. Sharing that you're taking a trip out of town lets thieves know that your house will be unoccupied.

But there's more to the privacy issue than that because many websites, including social networking sites, collect information about the people who visit them, and no one knows what these sites do with that information or with whom they share it.

One could make the point that the blame lies with the abuse of social networking and not with social networking itself. That is, the problems are not technology problems, but people problems. I agree. Any technology can be used for good or for bad. But I argue that some technologies are more easily abused than others, and social networking is one of them.

I've heard good stories, such as a father finding his daughter whom he had not seen or heard from in decades. But the negatives disturb me so much that I've decided not to play the Facebook game.

I think it's quite possible for 600 million people to be wrong.

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.

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