



## **LOOKING FOR WORK?**

- ✓ Be willing to relocate.
- ✓ Dress for success.
- ✓ Be patient.

**More tips inside**

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# Job hunting gets tougher

Record numbers of unemployed workers are vying for a limited number of open positions

By **Carlie Kollath**  
BUSINESS JOURNAL

TUPELO – Greg Ray has been unemployed for seven months. During that time, the former manager estimates he's sent out 200 resumes and has had 20 to 25 interviews.

He's still waiting for a job offer.

Job hunting has become increasingly difficult in today's economy. According to the U.S. Department of Labor, the country had a record low 2.4 million job openings in July – the fewest since the agency started tracking the figure in 2000. The August report will be released Oct. 9.

It's not good news for Ray and the rest of the unemployed workers in Northeast Mississippi. In August, the jobless rate for the 16-county region was 11.2 percent. The state unemployment rate was 9.5 percent.

The nation's jobless rate rose to 9.7

percent in August, a 26-year high, according to the U.S. Bureau of Labor Statistics. Job losses continued in many of the major industry sectors in August, with heavy concentrations in construction, manufacturing and the financial sector.

The mounting difficulties with finding a job are causing many people across the country to give up on their search. The BLS said the number of discouraged workers – people not currently looking for work because they believe no jobs are available for them – has almost doubled during the past 12 months.

Ray said after months of looking for a job, the search has taken an emotional toll on him.

"Some days I get calls from friends checking in on me and I won't answer the phone because I'm afraid of breaking down and crying," he said. "It's easier to keep in touch via e-mail rather than phone calls."

He's not eligible for unemployment benefits because he was not laid off. Ray explained that his "termination" happened because he didn't ask for help at his old job and got in over his head.

Ray said he's learned his lesson since he lost his job and is ready to get back to work. But he hasn't been able to find an employer in his desired fields or in others.

"I've applied at a local fast food eatery as a line worker and I can't get a call back," he said, shaking his head. "I have to remember that they don't know me well enough to make it personal so I can't take it personally ... I'm getting tired of striking out. I want to hit the ball."

Toni Avant, director of the career center at the University of Mississippi, said an average job search takes three to six months. She said the long time period is frustrating to many of the students and visitors at the center because they are used to immediate gratification.

Turn to **HUNTING** on Page 3

## NE MISSISSIPPI UNEMPLOYMENT

The jobless rates for the region's 16 counties and month-to-month change:

COUNTY	AUG	JULY	CHANGE
Alcorn	11.6	12.9	-1.3
Benton	13.9	14.8	-0.9
Calhoun	11.1	13.1	-2.0
Chickasaw	14.0	14.7	-0.7
Clay	18.4	20.0	-1.6
Itawamba	10.3	11.3	-1.0
Lafayette	8.2	9.9	-1.7
Lee	10.2	11.4	-1.2
Marshall	12.4	13.2	-0.8
Monroe	14.1	15.8	-1.7
Oktibbeha	9.5	10.9	-1.4
Pontotoc	9.7	10.6	-0.9
Prentiss	12.4	13.7	-1.3
Tippah	13.3	14.2	-0.9
Tishomingo	11.2	12.8	-1.6
Union	9.4	10.4	-1.0

• Region unemployment rate/last month: 11.2/12.4

• Total employed/last month: 189,250/190,670

• Total unemployed/last month: 23,860 /27,170

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# Job hunting professionals offer advice

■ They say jobs are available, but the employees might have to relocate.

By **Carlie Kollath**  
BUSINESS JOURNAL

OXFORD – Successful job hunting often depends on being the right place at the right time, says the University of Mississippi Career Center director.

Toni Avant said lately the center had been helping a lot of UM alumni and Oxford community members transition into other industries.

But now is a difficult time to transition, Avant said, because the job market is tight and many people aren't moving around. She added that finding a job is even harder for people with a lot of experience in a field to look for jobs with similar salaries in a different field.

"It's hard to step down from that salary when you've been working at that level for so long," she said.

But some people are. Jonathan C. Harrington, associate director of employer services at the career center, said he worked with more alumni this past summer than ever before. He found the job hunts were taking longer because the seekers were "being really choosy."

Mark McCloud, assistant director of career development at the career center, said he finds people with established careers and families usually don't want to

Turn to **ADVICE** on **Page 18**

## TIPS FOR JOB HUNTING

- Find out what companies will be at a job fair and do research on the ones you want to work for before going. Don't walk up to a table and ask a recruiter what the business does if you want a job.
- Be willing to relocate.
- If job recruiters recommend you do something before they will hire you, such as get additional training with a computer program, follow-up with them when you start the training. It will keep you in contact and on their radar.
- Have someone else proofread your resume and cover letter and be open to his/her advice.
- If you can't get your ideal job at a company, accept an entry level job to get your foot in the door and learn more about the business culture at the organization.
- Think of applying your job skills to other industries.
- During an interview, be able to give real-life examples of leadership skills and when you were a great leader.
- Dress to impress. Iron your clothes.
- Research a company before you go to an interview.
- Strategically get involved with organizations that complement your desired job field.
- Write thank-you notes or send thank-you e-mails after an interview.
- Be patient. Job hunts typically take three to six months.

## Hunting

Continued from Page 2

"Just because we interview you today doesn't mean we will offer you the job tomorrow," she said. "People need to be patient."

She said a lot of students get frustrated because they will e-mail a resume to an employer and expect an immediate response.

"It might take them awhile," she cautioned. "You don't always know what's on their schedule."

Mark McCloud, assistant director of career development at Ole Miss' career center, added that it usually takes 12 applications to get one callback for an interview. Landing a job offer might take another dozen interviews, he said. It's important to not get discouraged, he said.

"Even if you are very qualified, you might not get the job offer," McCloud said. "A lot of other factors go into the hiring decision."

Job-hunting gets discouraging at times, but Ray keeps plugging away at his search. The Huntsville, Ala., native spends 40 hours each week looking for jobs. Most of his searches are done online, through the WIN Job Center or in the Daily Journal classifieds listings.

He's looking for an accounting or management job, but he's branching out, too.

"I'll work anywhere within 50 miles of where I live," he said. "Any industry. I can't be choosy these days."

And while he's been unemployed, Ray has learned a few lessons.

He's started to network and to use various methods, such as Internet research and social media (Facebook, Twitter, LinkedIn), to go about his job hunt. He has cut back on his expenses to make his savings last longer.

Most importantly, he's learned to ask for help.

"It's been a very humbling experience," he said.

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



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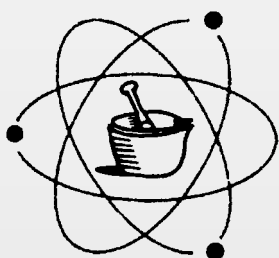
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## Q&amp;A



JOSH  
MABUS

For the past decade, Josh Mabus, in various roles, has helped Northeast Mississippi businesses and organizations with their creative services needs. His most recent venture is The Mabus Agency, a full service advertising and marketing firm based in Tupelo.

Business Journal editor Dennis Seid spoke to Mabus, who has spoken to high school and college students about interviewing and offered his insight on how job seekers can market themselves.

**Q: Businesses need help marketing - do people looking for jobs need to market themselves as well? Why?**

**A:** I've taken dozens and dozens of resumes in my career as a business owner or manager. I would say over 90 percent of these resumes have been the standard MS Word template. To me that shows little ini-

tiative to stand out from the crowd.

Like consumer marketing for businesses, when an individual "markets" himself/herself to a potential employer, at the very least you must differentiate yourself.

**Q: You mentioned the key is differentiating yourself. How do you do that?**

**A:** Being different just to be different has backfired for too many to give example. When differentiating yourself, there must be reasoning behind it.

My best advice is to stand out by giving your potential employer a benefit, a compelling reason to stop shuffling through the pile and take notice of your resume.

**Q: What are some things you need to do to stand out, and conversely, what are things you don't need to do?**

**A:** In this economy and the competitive job market which grew from the downturn, being relevant is vital. When a business runs a job opening for a professional position, it receives a vast amount of unsuitable resumes.

This is directly related to the fact that many individuals are applying for ANYTHING. If you find yourself applying for many jobs, take time to tailor each cover letter to the specific industry, company, position, etc. Do not make quantity superior to quality.

**Q: What is your advice for job seekers who are active on social media sites. Should they be careful or carefree?**

Turn to **MABUS** on Page 7

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## Mabus

Continued from Page 6

**A:** I've heard countless stories of potential employers checking out an applicant on social media before hiring him/her. While I don't know the legalities of such a background check, I think it is a good idea to not give any reason to be discarded from the applicant pool.

**Q:** When marketing yourself in person, how important is your look/dress?

**A:** I believe look/dress is important due to the "first impression" factor. In a competitive interview, my peers have used criteria as specific as "cleanest shoes" and "matching socks."

The bottom line is this: Dress is the EASIEST thing to get right. If you show up with top notch, appropriate attire, you should find yourself closer to the top of stack of applications on the employer's desk.

**Q:** As an entrepreneur, what career advice can you give to those who might be looking to strike out on their own?

**A:** I firmly believe now is the time to create work where there is none.

The cost of doing business has dropped to an all-time low. Rent rates have dropped in many locations, suppliers are trying to increase sales by slashing prices and media outlets are having "fire sales" for unused space and time.

All of that said, consumers are more savvy than ever, so you must make certain your business model is sound. Business owners are driven to be faster, better and cheaper. A poor business model is fail quickly. Seek advice and create a business plan – even if you think your business is "too small."

Also, Mississippi Small Business Development Centers have staff whose goal is to help your venture succeed.

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# Don't wear all your messages on your sleeve

■ **Understanding individuals' weaknesses and strengths make a workplace stronger.**

By **Cindy Kent**  
MCCLATCHY NEWS

Suzanne Leslie, chief marketing officer for the accounting, audit tax advisory firm MarcumRachlin in Fort Lauderdale, Fla., says she's the gate keeper, air traffic controller and all-around guardian of her staff of 14 employees.

"I feel very responsible and protective of my team," she said.

Leslie's team provides marketing services for Marcum LLP companywide, including its 800 employees in 12 offices, and their clients. Designers create proposals and marketing and collateral materials for in-house meetings, media and customized client prospect presentations. Through its Rachlin Design division, the team provides marketing and branding services for outside clients such as family businesses, nonprofit or-

## TAKING NOTES

■ The people you hired are worthy and important. Don't micro-manage them, each person serves a different role and you're there to lead.

■ Don't look for blame. Don't create fear, rather find out how and why a mistake was made or a conflict arose. Get team input; give feedback.

■ The process becomes a learning and growing opportunity resulting in better practices.

ganizations, health care providers and others.

Leslie said it is up to managers and other leaders to sift through information and communicate what's appropriate for the staff: distractions cause lack of focus and stress.

"Don't wear your messages on your sleeve," Leslie cautioned.

Understanding individuals' weaknesses and strengths make the team stronger. Staying in touch with face-to-face conversations, e-mails, meetings and conference calls keeps everyone on track for project updates and to meet deadlines.

*Understanding individuals' weaknesses and strengths make the team stronger. Staying in touch with face-to-face conversations, e-mails, meetings and conference calls keeps everyone on track for project updates and to meet deadlines.*

## Investing in success

Employees who are mentored, trained and involved are invested in the company's success, Leslie said.

"Everything we do affects the message of the firm," she said. "I know what the message should be because I was mentored by my boss and I know what his vision is. I know what his answers are."

To develop employees, enable them through training, Leslie said.

"There are rules in a regulated industry like this," she said, adding that it is important to share information and implement effective processes and procedures. She recommends applying benchmarks to measure an employee's evolution, such as noting their leadership roles, project management skills and success at meeting deadlines.

Leslie said her team's strong cohesiveness is built on a foundation of differences.

"We all have different backgrounds and we all have different challenges," she said. "You grow with the people you work with."

## BusinessRewind

### Cooper Tire could add 150 jobs with expansion

■ TUPELO - Cooper Tire and Rubber has added more than 70 workers since July and will hire another 35-40 by the end of the year.

Cooper Tire officials spoke at a ceremonial groundbreaking last week for a 32,000-square-foot expansion in Tupelo.

The \$7 million project could create as many as 150 jobs at the plant, said Pat Jodon, the plant's manager. Hiring could extend into the first quarter of next year.

"We're going to need them for the expansion and to ramp up production," Jodon said.

Officials said 78 jobs have already been added in Mississippi since July, following the closure of Cooper Tire's plant in Albany, Ga.

The Tupelo plant was spared during a restructuring last year, along with facilities in Findlay, Ohio, where Cooper Tire is based, and Texarkana, Ark.

State and local officials in Mississippi offered Cooper more than \$30 million in incentives to keep the Tupelo plant open. The closing of the 1,300-worker plant in Georgia was a blow to that area, but helped the other plants because they picked up extra work and equipment.

Cooper Tire employs about 1,250 workers in Tupelo, plus an additional 400 contract workers.

Construction of the new mixing building, to be done by RFW Construction of Dyersburg, Tenn., is scheduled to be finished by April.

More on page 17

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**JOURNAL INTERACTIVE**

A Division of Journal Inc.



# Chamber Connection

A publication of Journal Publishing and the CDF Chamber Division – October, 2009

## CDF Membership Campaign Slated for October 20-22

Since 1948, the Community Development Foundation has worked to promote regional economic growth and to enhance the quality of life for all citizens of Northeast Mississippi. Through its economic development efforts, CDF has helped Lee County become the top manufacturing county in the state of Mississippi. Business development is also a large part of CDF's program of work, as CDF was instrumental in the location of the Mall at Barnes Crossing to the Tupelo area, and by the opening of Lee County's first business incubator, the Renasant Center for IDEAs, a tool for entrepreneurs throughout the region to seek resources and assistance. What enables CDF to perform these functions in its quest to make Tupelo/Lee County a better place for all of the citizens that work and live here, is the investment of its membership base. Without the CDF membership, none of this is possible.

Why should I be a member of CDF? Because of the business contacts you will make at the many networking meetings that CDF sponsors, because of the myriad advertising opportunities the CDF offers to promote your business, because of the business seminars offered by the CDF to help your business be the best that it can be...the list goes on but the true reason why you should be a member of the Community Development Foundation is because you care about your community and want to support the future growth and development of Tupelo and Lee County.

CDF's goal is to continue to broaden our range of benefits to meet the changing and expanding needs of the business community that we serve. It is only through the investment of our members that we can meet and exceed this goal. Whether your business is new to Tupelo/Lee County or you are an established company that needs to take advantage of CDF's programs, your participation, ideas, and skills are welcomed. Join the Community Development Foundation and do your part to continue the success that is Tupelo and Lee County. Look for the blue membership plaque and decal in the businesses around town and thank them for supporting Tupelo/Lee County.

### 2009 CDF MEMBERSHIP CAMPAIGN

Tuesday, October 20 – Thursday, October 22

CDF Boardroom

*For more information on the CDF Membership Campaign or to serve as a volunteer please contact Emily Addison in the CDF Office at 662.842.4521.*

## What does the CDF provide its members?

- ▶ Networking opportunities with business leaders in the Tupelo/Lee County area through our monthly First Friday program, Business After Hours, and other organized events.
- ▶ Inclusion in the "CDF Membership and Manufacturing Directory" publication given to all CDF members and sold to non-members.
- ▶ Northeast Mississippi Business Journal, CDF's monthly newsletter, published in partnership with the Daily Journal, reaching its 38,000-strong circulation base.
- ▶ Member referrals through the CDF office.
- ▶ Participation in committees, business roundtables, and special task forces – giving you an active role in strengthening the community.
- ▶ A free listing of your business on our website, [www.cdfms.org](http://www.cdfms.org). This listing will also include a link to your website, if applicable.
- ▶ Your eligible employees may participate in the Tupelo Young Professionals, Lee County's premier networking organization for young professionals age 21-40. Sponsorship of the TYPs is exclusive to CDF members.
- ▶ CDF boardroom for meeting space.
- ▶ Notary public.
- ▶ Small business assistance through the Renasant Center for IDEAs, the Tupelo/Lee County regional business incubator.
- ▶ Discounted health, dental, and life insurance coverage for small businesses in the Tupelo/Lee County area, through Chamber Health, a partnership between CDF and Humana.
- ▶ Experienced, professional staff...on call to help you.
- ▶ A political voice in state and federal matters that affect the growth and activities of Lee County.
- ▶ Area demographics and statistics to aid you in your own marketing research and development.
- ▶ A marketing DVD to aid in your recruitment of quality employees to the Tupelo/Lee County area.
- ▶ Membership in a nationally-recognized and respected economic development and chamber services organization.

# Chamber focus

Dear Friends:

Fall is a very busy time at CDF, which means there are many opportunities for you, our members, to get involved.

Our next Business Boxed Lunch and Learn seminar will be held Wednesday, October 7 from 11:45 a.m. to 1:15 p.m. in the CDF boardroom. Mr. Dick Brodbeck with the Better Business Bureau will be here to speak about "Schemes Against Businesses." Make your reservations today by calling the CDF office at 662.842.4521 or visit [www.tupelochamber.com](http://www.tupelochamber.com).

As you read on the front page of this periodical, the 2009 CDF Membership Campaign is upon us. There are many benefits to investing in CDF and areas to market and promote your business without spending a lot of money. Membership with CDF is an investment, and by taking advantage of the many resources we offer, a return on your investment is inevitable. If you are a member of CDF, THANK YOU for your investment. If you are not a member, Emily Addison, director of member services, will be glad to



SMITH

meet with you and outline the benefits.

Our first CDF member business-after-hours will be held Tuesday, October 27 and is hosted by Mitchell Distributing. Please join us that night to network with other CDF members and gain valuable business contacts in the community. If your business is interested in hosting a business-after-hours, please visit [www.cdfms.org](http://www.cdfms.org) to learn more about these programs or call the CDF office at 662.842.4521.

At CDF, we strive to offer programs for all types of business members. Visit the "Upcoming Events" page on the CDF website to see which programs best fit your business. We look forward to seeing you very soon.

Vice President of Chamber Services

## Community Development Foundation's Board of Directors for 2009-2010

CDF is governed by a 59-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.

### 2009-2010 Executive Committee

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13  
14  
Dates to remember

### CDF Membership Campaign

October 20-22  
CDF Boardroom

### First Friday

Friday, November 6  
Mall at Barnes Crossing  
Food Court  
7:00 a.m.

### Member Appreciation Week

November 2-6

*For more information on any of the above events please contact the CDF office at 662.842.4521*

# Thank you ...

## Sponsors of the 3rd Annual CDF Membership Golf Tournament

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Community Bank

Cook Coggin Engineers

Cooper Tire & Rubber Co.

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Mitchell Distributing Company

MTD Products

Renasant Bank

Trustmark Bank

Tupelo Coca-Cola

Tupelo Public Schools Learning Foundation

Union Standard Insurance Company

Watkins Uiberall



Mayor Jack Reed, Jr. and Supervisor Darrell Rankin enjoyed the golf outing.



Blair Hill celebrates after a successful long putt.



Pictured is the Tupelo Public Schools-Learning Foundation team.



The Cooper Tire & Rubber Company team is pictured.



Members of the CDF Ambassador's Club helped throughout the day.



Golfers and members of CDF enjoyed a business-after-hours sponsored by Humana.



Live hole sponsors greeted the golfers at certain holes. Pictured are participants at the Community Bank booth.

# Magnolia Business Centre Opens in Tupelo

Eagle Capital Corporation, along with its four sister companies Vector Transportation, Timberlake Foods, Southern Belle Refrigerated, and Heritage Memorial Funding, recently announced the opening of a new corporate headquarters and an expansion of its operations in Tupelo. The five companies currently employ approximately 85 people; the expansion of the companies will result in approximately 35 new jobs.

At a September 1 open house event, company owners Joe and Kim Estess, both Tupelo natives, celebrated the opening of the Magnolia Business Centre. The facility represents a multi-million dollar company investment and will serve as the new corporate headquarters for the five companies.

The Mississippi Development Authority (MDA) provided the companies with job training assistance. MDA also helped the Magnolia Business Centre become an approved data center and provided direction to the businesses on how to take advantage of various tax incentive programs.

"I am delighted that Eagle Capital Corporation and its sister companies are continuing to invest in Mississippi and are expanding their operations in the Tupelo area," said Gray Swoope, executive director of the Mississippi Development Authority. "We are pleased to have the Momentum Mississippi incentives to help companies like these add new jobs and expand in Mississippi."

The Community Development Foundation (CDF) served as a valuable resource for the business expansion, utilizing Lee County Plus incentives to help the company.

"We are very fortunate to have entrepreneurs like Joe and Kim Estess expanding and investing in their business in Tupelo/Lee County," said David Rumbarger, president and CEO of CDF. "By their innovative approach to business and their commitment to creating quality jobs in our community, the 'Tupelo Spirit' is alive and well."

"MDA and CDF have both been instrumental in our expansion," said Joe Estess. "We are proud to call Tupelo home for all our businesses, and we look forward to strengthening our commitment in our community."

The Magnolia Business Centre is comprised of five companies, all founded by the Estesses and managed by family members. Vector Transportation, a full service freight brokerage company serving the U.S. and Canada, was founded in 1994. Timberlake Foods, established in 1995, is a commodity trading business, trading in excess of 75 million pounds of meat and poultry products annually. Eagle Capital Corporation provides funding and cash flow programs to the transportation, construction, medical and other service-based industries across the United States; the company was founded in 1997. In 2001, a commercial cold storage facility, Southern Belle Refrigerated, was founded by the Estess family, with expansions added to the facility in 2002 and 2005. The most recent venture, started in 2009, is Heritage Memorial Funding, a program for funeral homes across the nation to provide families a source of funding to cover funeral and other costs associated with the loss of a loved one.

## VECTOR TRANSPORTATION



Pictured participating in the ribbon cutting ceremony are: Drew Robertson, Office of Senator Roger Wicker; Supervisor Tommie Lee Ivy; Kim Estess, Magnolia Business Centre; Mayor Jack Reed, Jr.; Brian Estess, Magnolia Business Centre; Joe Estess, Magnolia Business Centre; David Rumbarger, CDF; April Vinet; Diago Vinet; Kirk Donnell; Valerie Donnell; and Richard McCarty, The McCarty Company.

### *From our members*



"CDF is constantly looking for more and better ways to serve the community. They seek out input from their members, ask members to serve on committees, and truly listen when we have suggestions. The more you participate, the more you gain from being a member. The free and low-cost classes and seminars for small businesses are the best! They are informative, timely, and as an added plus, a great way to network with other business people. We swap best-practice ideas with each other, help each other promote our business, and sometimes end up doing business with each other!"

*Moe Bristow, Owner, Culligan Water Depot*

### CDF Member Business-After-Hours For All CDF Members



Tuesday, October 27  
5:00 p.m. to 7:00 p.m.

Hosted by  
Mitchell Distributing

545 Commerce Street  
Tupelo, MS

Enjoy refreshments, entertainment, and door prizes while networking with other CDF members.

For more information, please contact the CDF office at 662.842.4521.

**MOOREVILLE RENT-ALL**



A ribbon cutting ceremony was held at Mooreville Rent-All. Pictured at the event are: Cindy Hale, Tupelo Automobile Museum; Bea Luckett, J. Guyton Group Realty; Cindy Bryant, LSI Human Resource Solutions; Becky Neal; Kaycee Barnes; Supervisor Phil Morgan; Tim Neal, Mooreville Rent-All; Tina Neal, Mooreville Rent-All; Jane Myers, Wiggles & Wags Pet Sitting; Beverly Bedford, Honda of Tupelo; Waurene Heflin, Crye-Leike Realtors; Paul Mize, BancorpSouth; and Emily Addison, CDF. Pictured on the back row are: Randy Harris, M&F Bank; Kathy Bailey, Crye-Leike Realtors; Joe Nobles, URban Radio Broadcasting; Barbara Smith, Tupelo Airport Authority; Les Perry, North Mississippi Medical Center; Carolyn Moss, Comfort Inn. Mooreville Rent-All is located at 554 Highway 371 North in Mooreville and can be reached at 662.891.9990.

**ARNOLD ALLSTATE**



To celebrate the opening of Arnold Allstate in its new location in the Town Creek Center in Siltillo, a ribbon cutting was held. Pictured at the event are Toby Hedges, Shelter Insurance; Cindy Black, Prudential 1st Real Estate; Beverly Bedford, Honda of Tupelo; Mark Taylor, Allstate; Kim Arnold, Arnold Allstate; Kandy Walker, Photography by Kandy; Emily Addison, CDF; Kathy Bailey, Crye-Leike Realtors; Felicia Curtiss, Arnold Allstate; Tim Long, CellularSouth; Barbara Smith, Tupelo Airport Authority; Nick Armstrong, Arnold Allstate; Bea Luckett, J. Guyton Group Realty; Waurene Heflin, Crye-Leike Realtors; and Jane Myers, Wiggles & Wags Pet Sitting. Arnold Allstate is located at 129-A Town Creek District in Siltillo and can be reached at 662.869.0760.

Please join us for the next meeting of the  
**TUPELO  
YOUNG  
PROFESSIONALS**

THURSDAY, OCTOBER 15, 2009



5:00 p.m. - 7:00 p.m.  
335 E Main Street  
Tupelo, MS 38804

This is a come and go business-after-hours event. Refreshments will be served and door prizes will be awarded. Come network with your peers in the business community and bring a friend.

Please RSVP to [typ@cdfms.org](mailto:typ@cdfms.org)

*From our members*



"You only get out of an organization what you put into it, which is why I choose to attend every CDF event possible. From the Business Roundtable events and my staff attending the Tupelo Young Professionals, to the many informative seminars offered, I, and my staff, have benefited greatly from this wonderful organization! I am so glad I joined CDF!"

Rose McCoy, Owner,  
Creative Cakes

**Cooper Tire Expands Tupelo Plant**

Cooper Tire & Rubber Company held an official groundbreaking ceremony, September 22, for its facility expansion project in Tupelo. The ceremony drew officials from Mississippi congressional offices, Mississippi State Legislators, Mississippi Development Authority, Lee County Board of Supervisors, the Tupelo mayor and city council, representatives from the Community Development Foundation, and Cooper Tire's executive management.

Cooper currently occupies more than 1.6 million square feet and employs more than 1,250 people at its South Green Street facility. Construction is set to begin this month on the \$7 million expansion where RFW Construction, based out of Dyersburg, TN, will design and



Pictured on the front row at the groundbreaking ceremony are: David Rumbarger, CDF; Terry Jarzen, Cooper Tire & Rubber Co.; John Byers, Three Rivers PDD; Councilman Willie Jennings; Councilman Fred Pitts; Richard Babb, Office of Congressman Travis Childers; Supervisor Tommie Lee Ivy; Mayor Jack Reed, Jr.; Pat Jodon, Cooper Tire & Rubber Co.; Chandler Russ, Mississippi Development Authority; Mindy Maxwell, Office of Senator Thad Cochran; Supervisor Darrell Rankin; Councilman Nettie Davis; Supervisor Phil Morgan; and Ron Roof, Cooper Tire & Rubber Co.

construct the 32,000 square foot addition. The new expansion will enable the plant to be more competitive.

"This expansion will enable Cooper to produce more technologically advanced products and will enable the Company to improve the competitiveness of

its operations," said Pat Jodon, plant manager for the Copper Tire Tupelo facility. "The Tupelo facility's expansion will also allow us to better serve our customers and improve our competitive advantage in the North American market. We are grateful for the community and state support we have received for

this project."

The addition is the result of an incentive/retention agreement that was reached with the city and the state earlier this year. The project is expected to be completed by April 2010 and calls for a new mixing building that will be added to the southwest corner of the plant.

**JOS. A. BANK**



To celebrate the grand opening of Jos. A. Bank in the Mall at Barnes Crossing, a ribbon cutting was held. Pictured on the front row are: Beverly Bedford, Honda of Tupelo; Bea Luckett, J. Guyton Group Realty; Jeff Alexander, Jos. A. Bank; Mike Weaver, Jos. A. Bank; Councilman Jonny Davis; Gary Cayson, Jos. A. Bank; Jeff Snyder, Mall at Barnes Crossing; Veleka Ball, CB&S Bank; Danielle Del Grande, Comfort Suites; and Emily Addison, CDF. Pictured on the back row are: Cindy Childs, Mall at Barnes Crossing; Bert Sparks, WTVA/WLOV/WKDH; Tim Bullock, Mall at Barnes Crossing; Renee Kelton, Lyons HR; Moe Bristow, Culligan Water Depot; Jane Myers, Wiggles & Wags Pet Sitting; Louis Conley, Renasant Bank; Cindy Bryant, LSI Human Resource Solutions; Scott Medlock, The McCarty Company; Blair Hill, Master Hospitality; Randy Harris, M&F Bank; Toby Hedges, Shelter Insurance; Richard Carleton, Mall at Barnes Crossing; Leslie Baker, Premier Bride of Mississippi/Mother and Child; Paul Mize, BancorpSouth; and Tina Powell, BancorpSouth. Jos. A. Bank is located inside the Mall at Barnes Crossing and can be reached at 662.842.7499.

**ACTIVE DATA COMM**



A ribbon cutting ceremony was held at Active Datacomm in Tupelo. Pictured on the front row of the event are: Libby Bell, Sanctuary Hospice House; Waurene Hefflin, Crye-Leike Realtors; Councilman Fred Pitts; Councilman Mike Bryan; Johnny Fears, Active Datacomm; Councilman Nettie Davis; Kristi Palmer, Active Datacomm; Isaiah Edger, Active Datacomm; Ben Gibbons, Active Datacomm; Beverly Bedford, Honda of Tupelo; Emily Addison, CDF; and Tina Powell, BancorpSouth. Pictured on the back row are: Jane Myers, Wiggles & Wags Pet Sitting; Cheryl Land, Sanctuary Hospice House; Mike Maynard, Weatherall's, Inc.; Bea Luckett, J. Guyton Group Realty; Moe Bristow, Culligan Water Depot; Cindy Bryant, LSI Human Resource Solutions; Randy Harris, M&F Bank; Abbie Moreno, ABasket Kase; Jennifer Noel, American General Life & Accident Insurance; Scott Medlock, The McCarty Company; Johnna Moore, WTVA/WLOV/WKDH; Toby Hedges, Shelter Insurance; Cindy Hale, Tupelo Automobile Museum; Danielle Del Grande, Comfort Suites; Blair Hill, Master Hospitality; Paul Mize, BancorpSouth; Veleka Ball, CB&S Bank; Richard Carleton, Mall at Barnes Crossing; Connie Snell, My Elegant Clutter; and Butch Palmer, American General Life & Accident Insurance. Active Datacomm is located at 1137 West Main Street in Tupelo and can be reached at 662.620.7996.

**GRAND OLE OAKS**



To celebrate the grand opening of Grand Ole Oaks, a ribbon cutting was held. Pictured on the front row of the event are: Emily Addison, CDF; Carey Wilson, Grand Ole Oaks; Supervisor Bobby Smith; Councilman Mike Bryan; Supervisor Darrell Rankin; Danny Barrows, Grand Ole Oaks; Jud Vance, Grand Ole Oaks; Tomcenc Barrows, Grand Ole Oaks; and Bob Aycock, BancorpSouth. Also pictured are other guests and members of the CDF Ambassador's Club. Grand Ole Oaks is located at 111 Grand Ole Oaks Drive in Belden, and can be reached at 662.823.1470.

**"Schemes Against Businesses"**

Sponsored by CDF—Chamber of Commerce

**Wednesday, October 7, 2009**

**CDF Members \$15.00**

**Non Members \$25.00**

**11:45 a.m. to 1:15 p.m.**  
CDF Boardroom  
300 West Main Street  
Tupelo, MS

**Lunch will be Provided**

**Space is Limited**

*Presented by Mr. Dick Brodbeck, Director of Communications  
Better Business Bureau, Jackson, MS*

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Online registration is available at [www.tupelochamber.com](http://www.tupelochamber.com)



**Mark Your Calendar**



**FIRST FRIDAY**

**November 6, 2009**

*Speaker*

**Dr. Randy Shaver  
Superintendent**

**Tupelo Public Schools**

The Mall at Barnes Crossing  
Food Court  
7:00 a.m.

Continental Breakfast Will Be Served

*for more information, call 662.842.4521*

# Southern Growth Studio Contest Celebrates, Rewards Growing Businesses

In honor of its second anniversary, Southern Growth Studio, a brand marketing and product innovation consultancy, will award small businesses and entrepreneurs in the Mid-South with free marketing help.

In the mold of microlending pioneers Kiva, Southern Growth Studio created the Venture Prize business competition to teach growing Mid-South companies how to fish with the lures of modern commerce: interactive marketing through websites and social media, market research, and eye-catching logos, ads, or brochures.

"The Studio launched in November 2007, and since then we've worked with all kinds of companies and organizations, from start-ups to third-generation family businesses to universities," said Michael Graber, Southern Growth Studio's managing

partner. "We've come across many people and young companies who want to make a leap, but they may need a little push to get there. The Venture Prize is our push, our leg up for growing businesses."

The Venture Prize—\$10,000 worth of Southern Growth Studio's marketing expertise—will be awarded to a small, private company in north Mississippi or the Memphis area earning less than \$250,000 in gross revenue, who impresses the Studio with their vision for the future. The prize package includes 60 hours of the Studio's work on a customized marketing campaign based on the winning company's particular needs.

Prospective companies can enter at [www.southerngrowthstudio.com/VenturePrize](http://www.southerngrowthstudio.com/VenturePrize). There, they will fill out some basic company information, describe their mission, and answer

questions such as: "What is your ultimate goal for your business?"

"We're encouraging everybody to visit the site and fill out an entry form or forward the site to an entrepreneurial friend or neighbor," Graber said. "You may also print out the questions, fill in your answers, and fax it to us. We're not picky. We just want to find someone with a really great idea, product, or business model who needs some help reaching the next level."

Graber said the website is the preferred entry method, but entries may also be faxed to 662.236.8031. To request a paper entry form, call the Studio at 662.236.8030. Entries are due by Nov. 12, the Studio's second birthday. A winner will be announced just after the New Year, on Jan. 4, 2010. To learn more about Venture Prize, visit [\[growthstudio.com/VenturePrize\]\(http://growthstudio.com/VenturePrize\), or call the Studio at 662.236.8030.](http://www.southern-</a></p>
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The Southern Growth Studio helps client companies prosper with a pragmatic application of brand marketing and product innovation. Part strategic consultancy, part tactical planners, the Studio inspires and focuses clients, helping them innovate, gain market share, and align experiences with every user, audience, and customer. Southern Growth Studio works for Fortune 500 companies, regional entrepreneurs, non-profit foundations, software and Web companies, educational institutions, and many others. Clients call on the Southern Growth Studio when they are ready to leap, to create new markets, or to redefine the marketplace.

For more information, please visit [www.southerngrowthstudio.com](http://www.southerngrowthstudio.com).

## From our members



I have always believed in "civic responsibility." Being part of the CDF board has allowed me to give input and share information on the economic side of our community. As a business owner the CDF's research on market potential was invaluable in selecting another profit center.

*Shane Hooper, Owner,  
Success Learning Skills, Inc.*

## FIRST FRIDAY



The September First Friday program featured Mr. Larry "Butch" Brown, executive director of the Mississippi Department of Transportation. The event was sponsored by Watkins Uiberall. Pictured are Ben Watkins, member, Watkins Uiberall; Brown; and Billy Crews, second vice chairman, Community Development Foundation.

## COMPUTER UNIVERSE



A ribbon cutting ceremony was held at Computer Universe in Tupelo. Pictured on the front row of the event are: Waurene Heflin, Crye-Leike Realtors; Cindy Bryant, LSI Human Resource Solutions; Abbie Moreno, ABasket Kase; Jennifer Noel, American General Life & Accident Insurance; Councilman Fred Pitts; Councilman Mike Bryan; Councilman Nettie Davis; Eddie Scott, Computer Universe; Joe Scott, Computer Universe; Adam Forsman, Computer Universe; Beverly Bedford, Honda of Tupelo; Veleka Ball, CB&S Bank; Emily Addison, CDF; Tina Powell, BancorpSouth; and Connie Snell, My Elegant Clutter. Pictured on the back row are: Libby Bell, Sanctuary Hospice House; Cheryl Land, Sanctuary Hospice House; Bea Lockett, J. Guyton Group Realty; Randy Harris, M&F Bank; Mike Maynard, Weatherall's, Inc.; Jane Myers, Wiggles & Wags Pet Sitting; Johnna Moore, WTVA/WLOV/WKDH; Moe Bristow, Culligan Water Depot; Scott Medlock, The McCarty Company; Cindy Hale, Tupelo Automobile Museum; Toby Hedges, Shelter Insurance; Ben Hill, Renasant Bank; Danielle DelGrande, Comfort Suites; Blair Hill, Master Hospitality; Paul Mize, BancorpSouth; Richard Carleton, Mall at Barnes Crossing; Butch Palmer, American General Life & Accident Insurance. Computer Universe is located at 1139 West Main Street in Tupelo and can be reached at 662.844.6991.



Community Development Foundation  
Application for Membership

Please tell us about your organization

Organization Name

Mailing Address

City, State, Zip Code

Physical Address (if different)

City, State, Zip Code

Website

Number of Employees

Category (list located on the back of this application)

Keywords (choose up to 10 words that describe your business)

Main Contact (will receive all chamber correspondence)

Contact Name

Title

Phone

Toll-free phone

Fax

E-mail address

Additional Contact

Name

Title

E-mail

Areas of Interest (please circle your selections)

Ambassadors

Business Roundtable

Sponsorship Opportunities

Tupelo Young Professionals

Do we have your permission to use your photos in our chamber publication(s)?

Yes  No

Signature and title of authorized person with your company \_\_\_\_\_

- My CDF membership check is enclosed \$ \_\_\_\_\_
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- Expiration Date \_\_\_\_\_
- Signature \_\_\_\_\_

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662.841.0693 Fax  
www.cdfms.org



## BusinessRewind

### Smoothie King opens at King's Crossing

■ TUPELO - Smoothie King has started serving its namesake treats in Tupelo.

The store has eight employees and is in the King's Crossing shopping development, which is anchored by Kohl's.

The menu includes more than 50 smoothie options. In addition to smoothies, the store sells snacks, meal replacements and nutritional supplements.

Ray and Nanette Shoemaker are the franchise owners of the Tupelo store, which is located at 3982 N. Gloster St. Suite 1. It is open Monday - Friday 7 a.m. to 9 p.m., Saturday 9 a.m. to 9 p.m. and Sunday 11 a.m. to 7 p.m.

The phone number is (662) 205-4917.

### Art business opens in downtown Tupelo

■ TUPELO - Main ARTery opened in September at 205 E. Main St., the former location of downtown gift shop Bella Vita. Nikki and Daniel Logan own the new business.

Main ARTery is a gallery and retail space for the work of several artists. Local artists also are able to rent space to sell their work. Also, the Main ARTery has art classes for children and adults and hosts painting parties. The business is open Tuesday through Saturday from 9:30 a.m. to 5:30 p.m. The phone number is (662) 269-2035.

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Michelle Anderson  
Designer/Designer

## Advice

Continued from Page 3

relocate, which hinders their job search.

The career center last month got a feel for the current job market at an all-majors career fair. In a sign of the times, it was a handshake-free event to help prevent the spread of germs.

It drew about 400 job and internship seekers. The career fair and other job hunting events held during UM's career week attracted 58 employers.

The employer count is more than the spring event, but is down about 10 percent from the numbers that attended last year's event.

The good news at the event was that companies were hiring and interviewing applicants.

"They might not having as many positions as they had a couple years ago, but they still have positions," Avant said.

The accounting companies and the pharmacy businesses showed up in full force and spent the week interviewing applicants. Avant said UM's pharmacy program has about a 100 percent job

placement rate. The engineering students also are very successful at landing jobs upon graduation, Harrington said.

However, at the job fair, many of the students were underclassmen looking for internships, not full-time jobs. The number of internship seekers surprised several of the company recruiters, including Leslie Friloux, who was recruiting managers for CVS pharmacy.

She said she didn't go to the career fair looking for interns, so she was going to have to research the company's internship opportunities.

"It's a good idea," she said. "It gives people the ground work for later."

Many times an internship is a way for people to get their foot in the door at a company, so McCloud said he encourages all students to attend career fairs and networking events, no matter their age.

The advice works for experienced employees as well. McCloud said the more networking events people attends, the bigger their contact network will be so it should help if they need to find a job later.

Contact **Carlie Kollath** at (662) 678-1598 or [carlie.kollath@djournal.com](mailto:carlie.kollath@djournal.com).

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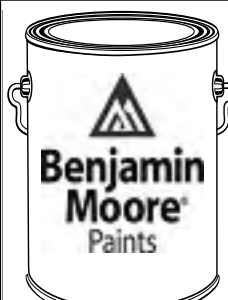


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