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BusinessJournal

A MONTHLY PUBLICATION OF JOURNAL PUBLISHING AND THE COMMUNITY DEVELOPMENT FOUNDATION

JULY 2009



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**Small businesses keep
chugging along in the
midst of a big recession**

STORIES INSIDE

'If they survive, they will be stronger'

■ **A small business counselor said lately he sees more existing businesses with problems than startup businesses.**

By **Carlie Kollath**

BUSINESS JOURNAL

It's a tough time to be an existing small business, with the recession putting even more pressure on business owners to lure customers and their dollars.

Some are faring just fine in Northeast Mississippi, while others are shutting their doors. Yet others are reworking their business model, shrinking their size and evaluating their inventory with hopes of making their business last a little longer.

"The storm will pass and if they survive, they will be stronger," said Tupelo-based business counselor Frank Wiebe at the Mississippi Small Business Development Center housed inside the Renasant Center for IDEAs.

Wiebe counsels startup small businesses and existing small businesses and lately has been seeing an average of one new client per day. He also averages a follow-up interview every other day.

"My personal number of startups is up but that isn't the case statewide," he said. "We don't seem to see the

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Small business startups and existing small businesses can get free business counseling and advice from the Mississippi Small Business Development Center. Here are the MSBDC locations in Northeast Mississippi:

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drop-off in business that other people in the state are seeing ... All things considered – the recession and everything – things are going better than I thought they would."

But he also admitted that the region's small business community hasn't escaped unscathed.

"This was a rough recession," Wiebe said. "There are businesses going under. There's no question about it."

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Tupelo woman finds success in second career

Diane Spears at The Shoe & Boot Outlet celebrates 25 years in business this year

By **Carlie Kollath**

BUSINESS JOURNAL

TUPELO – Diane Spears found her business niche more than two decades ago and has been going strong since.

Spears owns The Shoe & Boot Outlet in Denton Plaza, a shopping center on South Gloster. In June, it celebrated 25 years of doing business.

It's a good success story for a second career. Spears worked for 17 years in the billing department of a furniture company and then decided she wanted to go into retail.

"This is so much different from working in a business," she said. "If you've made it for 25 years, you feel like it's an accomplishment."

The business first opened as a ladies' shoe store with a small inventory of men's shoes, but Spears said she found she had stronger boot sales and transitioned in that direction.

Now, her store is jam-packed with hundreds of pairs of boots, including ones made from the skins of elephants, elk, lizards, alligators, ostriches and

The Shoe & Boot Outlet

■ Location: Denton Plaza, 357-B S. Gloster, Tupelo

■ Phone: (662) 842) 4152

■ Hours: Monday - Saturday 10 a.m. to 6 p.m.

snakes. Prices can go upwards of \$400 for a high-end pair of alligator men's boots.

"There's just about any kind of boot you want," Spears said.

One aisle houses shiny men's boots that exude the feel of the Western cowboy, while another is home to brightly colored women's boots. The front of the store is dedicated to children's boots, with soft-soled miniature versions of the adult boots.

The boxes are stacked about as tall as Spears, who strolls down the aisles in her metallic flip flops. She doesn't have an exact count of pairs of boots in her store, besides knowing there are a lot of them.

The walls have their own flair, displaying a deer head and other hunting paraphernalia, courtesy of Spears' husband.



DESTE LEE

Diane Spears started the business as a second career, after working for 17 years in the billing department of a furniture company.

Spears said she didn't want the deer head at her home, "so I put him here."

In order to maximize her space, Spears uses her storage areas as part of her retail floor. The store's loading dock area is the bargain room.

When deliveries come in, she opens a metal roll-up door at the back of the bargain room and brings in new mer-

chandise. She's also contemplating converting three storage rooms into additional storage room.

"We outgrew this building years ago, but we don't want to move," Spears said. "We keep adding and trying to squeeze them all in ... Some people see our outlet sign and it looks small and then they

Turn to **BOOTS** on Page 9

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Making music in Booneville

Double E Promotions, in business since 1980, focuses on the gospel genre

By Dennis Seid

BUSINESS JOURNAL

BOONEVILLE – Eddie Gordon has been singing for 15 years, a part-time gig he hopes will become full time.

“I hope to see my insurance career a thing of the past and having a career in music,” said Gordon, of Pontotoc.



GORDON

Gordon is hoping that a Northeast Mississippi connection will help launch his career – Double E Promotions, a music promotions business that concentrates on gospel music, particularly country gospel music.

Perry Edge, the president of Double E, formed the company in 1980 with his brother, Maynard Edge – thus the “Double E.”



SMITH

For several years, the Edges exclusively promoted country music, working shows with artists like Tim McGraw, Bill Anderson, Dottie West, Tom T. Hall, Vern



DESTE LEE

Double E Productions President Perry Edge formed the company with his brother, Maynard.

Gosden and O.B. McClinton.

Maynard later transferred his ownership in Double E to Perry's wife, Vikki, but he maintains a role in the business.

Two years ago, Double E changed its focus to gospel music after meeting Allen Frizzell, the younger brother of legendary country music singer and songwriter Lefty Frizzell.

Double E Promotions

■ Address: 101 W. Market St., Booneville
 ■ Phone: (662) 554-3372 or (615) 727-2141
 ■ E-mail: doubleepromo@yahoo.com
 ■ Hours: Monday to Friday 9 a.m. to 5 p.m.; Closed on Wednesdays

Allen Frizzell had his own foothold in country music, having been the front man in the Dottie West Show. He had recently switched to gospel music before meeting with Double E.

“We met the Frizzell family and started talking,” Edge said. “We talked about promoting Allen's music and how we didn't think it was promoted as well as it should be.”

Now, Frizzell has his first No. 1 song after inking with Double E.

“Man of His Word” reached No. 1 in April on the Nashville Power Source Christian country charts and hit the top spot in the Southern Gospel Christian Voice music chart.

“This is really something exciting for all of us,” said Edge.

What they do

A music promoter's job is to get a

Turn to **DOUBLE E** on Page 6

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There's no place like home

Entrepreneurs build their businesses by working from the house.

By Dennis Seid
BUSINESS JOURNAL

SALTILLO – Abbie Moreno and Richelle Anderson started their businesses 10 years apart, but they have one thing in common: Both of their businesses are based in their homes.

Moreno, owner of A Basket Kase, and Anderson, owner of Lighthouse Web Dezines, are among the millions of home-based businesses that have mushroomed over the years.

According to IDC, a national research company, the number of home office households in the U.S. is between 34.3 million and 36.6 million. U.S. Census figures suggest the number of home-based businesses could be as many as 38 million.

The U.S. Small Business Administration says home-based businesses make up roughly half of all U.S. businesses and “are of particular interest because of their potential as a wellspring of economic activity.”

Home-based businesses are a \$425

billion industry, fueled by entrepreneurs attracted to low start-up costs, flexible hours and the chance to be their own boss.

Moreno got her idea to sell unique gift baskets after seeing the number of baby and wedding showers at her father's church.

“I always wanted to do something different and I started putting together baskets,” she said. “I didn't see anything like that being done in Tupelo or Lee County, so I started doing some research about home-based businesses.”

In November, she launched A Basket Kase from her home, putting up a Web site designed by her friend and fellow entrepreneur, Anderson.

“Oh, she's been great and has offered so much advice and help,” she said.

And Anderson can dispense plenty of advice.

She started her company in 1998, but it wasn't until two years ago that the business began to take off.

“When I first started, I had just gotten into Web design,” she said. “It was still a new idea to a lot of people.”

So, Anderson “put it down” for a few years, concentrating on being a stay-at-

For more information

■ Contact A Basket Kase at (662) 401-2345 or visit www.abasketkase.net

■ Contact Lighthouse Web Dezines at (662) 869-1413 or visit www.lighthousewebdezines.com

home mom.

In late 2007, she was ready to resurrect Lighthouse Web Dezines. Before doing so, she upgraded her skills, took some classes and seminars to find out the latest in Web design and got going again.

“I got my first client in September 2008, and it's been going ever since,” she said.

Growth at home

Even as the number of people unemployed locally, statewide and across the nation continue to grow, home businesses might offer untapped potential.

According to The Enterprise Center at Salem State College in Massachusetts, “self-employed proprietors and micro-business employment may be growing.”

Dr. Laurence E. Goss wrote “Propri-

etor Trends in Massachusetts and Essex County: 2001-2006” and his findings also led him to look at national trends.

Among them:

- The number of American businesses increased 14.2 percent from 2001-2006, even though wage-and-salary employment grew just 5.6 percent. The increase was fueled by sole proprietors and micro-businesses, which grew 17.7 percent and 15.6 percent, respectively.

- In 2006, the U.S. had nearly 34.5 million proprietors, including about 20.7 million sole proprietors and 13.7 million proprietors with wage-and-salary employees.

But with the recession having begun in December 2007, those figures may no longer be valid.

No so, said Goss, who added that economic stress often spurs opportunity.

“Recessions traditionally produce an increase in proprietors as laid-off workers opt for self-employment,” he said.

Moreno and Anderson say they expect to get through the recession with a combination of product and service.

Moreno, for example, is always on the

Turn to **HOME** on Page 21

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Business incubator gives entrepreneurs an edge

■ The Northeast Mississippi Business Incubation System has offices in Corinth, Ripley and Iuka.

By Dennis Seid

BUSINESS JOURNAL

CORINTH – Ray McClellan has seen plenty of graduations in 12 years.

As executive director of the Northeast Mississippi Business Incubation System, it's his job to help grow small businesses, and McClellan is as proud of his first graduate as his last.

"Obviously, one of the best economic development tools that the region has is a business incubator," said McClellan who joined NEMBIS in 1997. "It helps small business

by sharing resources and costs and it gives them an opportunity to get on their feet."

NEMBIS has graduated 40 businesses during McClellan's tenure, a number he hopes will keep growing.

Business incubators have spaces that tenants use for a limited time, typically two or three years.

At an incubator, would-be business owners have access to phone, Internet, copier and fax services and other office equipment. Incubators also often host seminars and other events to help those entrepreneurs develop their businesses.

"Incubators also are a great source of networking, where you make contacts that will help you down the road," McClellan said.

NEMBIS alumni

The 40 graduates of the Northeast Mississippi Business Incubation System include:

- Masterpiece Engineering
- Innovative Circuits Inc.
- Ringers Inc.
- Tecumseh Products Co.
- Solutions & Accounting LLC
- The Wright Solutions
- Global Construction

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■ For more information about NEMBIS, call (662) 287-4369 or e-mail nembis@att.net

NEMBIS got its start in 1993 as a rural, mixed-use facility with 67,000 square feet of space. Owned by Alcorn County and the city of Corinth, NEMBIS has incubated 67

small businesses with backgrounds in manufacturing, technology, construction, transportation, distribution and service.

It also has satellite facilities in Ripley and Iuka.

"Incubators provide an edge," McClellan said. "There's an 80 percent success rate of the graduates from here since 1993."

By comparison, studies have shown that about 75 percent or more of startups fail within their first two or three years.

That's probably welcome news to the seven tenants currently in the Corinth facility. McClellan would like to see more tenants, but staffing is limited. NEMBIS has three full-time employees, including

himself, so they're spread a little thin.

"We're certainly grateful for all we have and what we're able to accomplish, but we could always use more," he said with a smile.

NEMBIS is funded by public and private funds, mostly through grants. Leases and other fees also are a source of funding.

With the current recession having started 18 months ago, McClellan has seen an increase in entrepreneurial activity and thinks business incubators like NEMBIS have an important role to play.

"In difficult economic times, there can be greater opportunity," he said. "And we think we can help some of those dreams become reality."

Double E

Continued from Page 4

singer's music heard. Do that, and many more doors open.

"What we do is put the record to radio," Edge said. "We distribute to nationwide charting stations. We also do bookings for the artists."

Double E has many connections in Nashville, which has great appeal to budding musicians like Gordon.

"I just released my third album, 'Faith, Grace and Joy' and was looking for somebody to help with promotions," he said.

He met Perry Edge about two years ago at an event in Tennessee, and now is part of a multi-artist compilation CD that also has Marty Haggard, the son of Merle Haggard; Jimmy Fortune, a former member of The Statler Brothers; Gerald Smith, a platinum-selling songwriter; O'Liviajade Frizzell, Allen Frizzell's daughter who is releasing her first single and Kurt Labouve, a blind evangelist, singer, songwriter and piano player.

Edge said Allen Frizzell's success has led other musicians to Double E's doors – even if they don't know where Booneville is.

"I just tell them we're 28

miles north of Tupelo," Edge said with a laugh. "Everybody knows Tupelo because of Elvis."

Smith didn't have any problems finding out where Booneville was. Smith, a former member of Hee Haw, said he had considered promoters in Nashville, but after meeting Edge decided to go with Double E.

"I had been to Tupelo and Muscle Shoals, but never to Booneville – but I know where it is now," he said with a smile.

"After talking to Perry, I thought he could do things for us that others couldn't, and I thought it was a good opportunity to work with him."

Double E also has a publishing business that complements the music promotion side of the company.

"We can do anything you want us to do, and it's all right here in Booneville," said Edge.

Gordon hopes that linking with Double E will give him the boost he's looking for.

"This is a great opportunity for me – it's not just for fun," he said.

Take it from Allen Frizzell: "I have worked with Double E Promotions for almost two years. It's a Christian company that puts 110 percent into everything that they do. It's a company with integrity."



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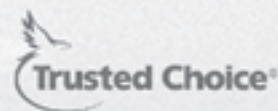
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U.S. manufacturing requires radical changes

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The speed with which the economic world changed in the last quarter of 2008 was both terrifying and awesome. Capitalism as we know it seems to no longer exist.

Business leaders now face economic conditions unlike anything most could have ever imagined.

Who could have foreseen the day when the U.S. government would nationalize a significant portion of the financial industry? When the CEOs of GM, Chrysler and Ford – tin cups in hand – would beg Congress for billions and billions of dollars? When financial giants such as Lehman Bros. would disappear and Citigroup would teeter on the brink? When people with excellent credit histories could not borrow money?

The immediate future of U.S. manufacturing is especially challenging. The “Future of Manufacturing,” a study conducted by IndustryWeek and Crowe Horwath in 2008, deter-

mined that manufacturers of all sizes in all industries face mounting challenges on the ability to attract and keep skilled labor; intense, and some would say unfair, competition from low-cost countries; rising health care costs that show no sign of slowdown and environmental compliance and other regulatory demands.

So, does manufacturing in the U.S. have a future? The answer is yes, it does.

But it will require radical, fundamental and structural changes in the current manufacturing business models. It is imperative that business leaders not become paralyzed by the difficult conditions that have been exacerbated by the global credit and economic crisis that is the current business environment.

Instead of being lost in a fog, business must act.

In particular, manufacturers from this point on must stress flexibility, awareness and resilience. Those with long or inflexible production cycles or very long-term investment re-



Stephen
TAYLOR

quirements will find it especially difficult to manage their funding. Those managers – or leaders, really – who possess the ability and willingness to become more flexible, responsive and resilient are likely to be the ones who survive and thrive in today's interconnected global economy.

Here are methods manufacturers can use in developing the flexibility and responsiveness to become operationally excellent and market-responsive:

Concentrate on rapid replenishment.

“Smart” supply chains are an absolute necessity. This means manufacturers need an information partnership with suppliers and customers. This is

essential in order to meet very tight delivery expectations.

Meet the raised bar of expectations.

Customers – whether they are consumers or industrial – have worldwide options. Hence, they demand top quality service in all parts of the transaction. With so many available options, today's customer will not hang around waiting for a supplier to fix its problems.

Focus on planning agility.

For most U.S. manufacturers, production runs of 700,000 items are things of the past. Instead, manufacturers must be able to retool, rework and redo production capabilities with minimal notice. This will, however, require advance planning. The ability to change plans is likely to become the cornerstone of manufacturing capability.

Have deep insight into the market.

Traditional market research will no longer suffice. Instead,

manufacturers must have the systems and technology that provide deep insight into how quickly their markets are changing.

Information-gathering now must occur throughout the organization, and plans must be made and adjusted on this newly-gained knowledge.

Implement flexible, timely processes.

In addition to planning flexibility and understanding the market, today's manufacturer must have the capability to quickly revamp, refocus and redo business and manufacturing processes on an on-demand basis. This greatly increases the importance of information technology.

Develop better bid or service costing.

Margins are tight, and likely to get tighter. Moreover, every company (at least those with a future) is becoming dogmatic on cost management. This means bidding for jobs must be done with the same precision as manufacturing.

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Boots

Continued from Page 4

come in and see and say, 'Oh, it's packed.'"

Much of the merchandise is special-ordered for customers. Custom orders include specific boots in a special color and size to a custom-designed heel, toe and color.

Spears said her bread-and-butter customers are people in need of safety-toe work boots. She also has a large amount of horse-riding customers and Harley-riding customers.

"Some men don't even ride horses but they wear boots year-round," she said laughing.

Spears and her husband used to show horses, but she said now they just ride them for fun. She's had horses for 40 years.

Go beyond the big stores

Despite the soft market nationally for apparel, Spears said she posted a good year last year and is doing fine this year. She attributed her sales for the necessity of work boots

and for her store's customer service.

"A lot of customers have been coming in for years," she said. "They're like personal friends."

Spears said she and her manager, Kelly James, try to go above and beyond to win business. They measure feet and help customers find the right fit.

It's not unusual for Spears and James to spend an hour with a customer. Spears said they also stand by their products, refunding or exchanging if there is a problem with the merchandise.

"We do whatever they want within reason," Spears said. "We just try to go beyond what the big stores do."

Spears said she's learned a lot from when she first started the business, including how much time it takes to run her own small business, even with the help of James, who has been the manager for more than 10 years.

"It is more work than two people can handle," Spears said. "I tell her you have to do the work of three people and I do too ... We close at 6 but a lot of nights I leave at 9."

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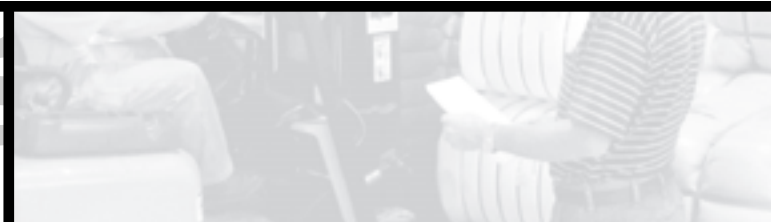
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Chamber Connection

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

Community Development Foundation Retains TIP Strategies for Comprehensive Economic Development Strategy

The Community Development Foundation (CDF) has retained TIP Strategies, an Austin-based economic development consulting firm, to create a ten-year comprehensive economic development strategy for the Tupelo/Lee County Region.

One of the primary goals of the strategy is to speed Tupelo's move to an advanced manufacturing and more knowledge-based economy. The plan will take current trends into account and weigh them against long-term infrastructure, workforce, business, and entrepreneurial needs. The resulting economic development plan will provide the CDF leadership with strategies to leverage Tupelo/Lee County's strengths and opportunities to aid in this transition.

"TIP Strategies is a leading economic development consulting firm that can help communities create innovative approaches to knowledge-driven economic development," stated David Rumbarger, President and CEO of the Community Development Foundation. "We anticipate that this unique collaboration between CDF and TIP Strategies will yield positive long-term results for Tupelo/Lee County."

The CDF has a long history of operating under a researched and deliberate plan. The original "Tupelo Plan," that began in the 1940's, promoted economic development through industry attraction. Since this original plan, the CDF has developed five more plans. These strategic planning efforts have successfully diversified the economy, improved economic opportunities for the area's workers, and positioned Tupelo as a strong regional center.

Under the direction of the immediately previous plan for Tupelo/Lee



County, created in 1999, the CDF has facilitated 220 corporate locations/expansions, totaling 11,138 jobs and \$1,071,121,832.00 in capital investment, through 2008. This includes Toyota Motor Corporation's selection of the community for its eighth North American assembly plant and six automotive suppliers have located plants in the region. Furthermore, the CDF has been selected five times as one of the top ten industrial development agencies in the nation by *Site Selection* magazine, a leading trade magazine for industrial consultants.

The project entails an analysis and assessment of the latest economic reality, along with the identification and exploration of new opportunities. The assessment will address demographics, economic base, work-

force, education, business climate and infrastructure, and entrepreneurial activity. Additionally, the plan will highlight prospects for relocation or expansion to the region, including both existing and emerging industries. The final strategy will outline specific actions the CDF can take to foster a healthy and sustainable economy in Tupelo/Lee County.

"It is a privilege to work with the CDF. As much as any economic development organization in the country, the CDF has consistently – and successfully – anticipated trends and has mobilized to meet them," says Jon Roberts, managing director of TIP Strategies. The final plan should be ready by the first part of 2010.

CDF is a nonprofit membership organization composed of civic, business, and professional leaders

representing the Tupelo/Lee County region. The Foundation's basic objective is to strengthen the region through economic and community development projects with emphasis on creating new and better jobs. The CDF's job recruitment endeavors have resulted in Lee County becoming an economic hub for the State of Mississippi. To learn more about CDF, please visit www.cdfms.org.

TIP Strategies has helped ensure economic vitality for their nationwide client base since 1995. The firm uses a unique planning model that transforms "Theory Into Practice" to deliver services including economic development, corporate, and entrepreneurial strategic planning. To learn more about TIP Strategies, go to www.tipstrategies.com.

Chamber focus

Dear Friends:

CDF's chamber of commerce division is hosting a new business lunch series that will feature a scrumptious boxed lunch and relevant business speaker. Our first luncheon will be held August 5 in the CDF boardroom, with featured speaker, Mr. John Lindsey of Lindsey & Associates, Phoenix, Arizona. Mr. Lindsey's program will offer ways to deal with difficult people in the workplace. Please send in your registration early, as space is limited.

Nominations are still being received for the new Jim Ingram Community Leadership Institute (CLI) class. Nominees should possess leadership qualities, as demonstrated by past and current activities, possess 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. One hundred and fifty six have graduated from CLI to date. If you would like to nominate someone, please call the CDF office.



SMITH

As you can see in the pages of the Chamber Connection, we have been busy with ribbon cuttings throughout the month of June. We would love to help your business celebrate a grand opening, remodel, or major milestone. This is just another benefit of your CDF membership, so please contact the CDF office if you are ready to celebrate with a ribbon cutting.

The summer heat is already upon us, but your chamber of commerce is offering many opportunities to get out of the heat and network with other chamber members throughout the summer. Check out our calendar of events below to take advantage of all that is going on at CDF.

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

Chris Rogers, Chairman
Billy Crews, First Vice Chairman
David Irwin, Second Vice Chairman
David Rumbarger, President/Secretary
Mitch Waycaster, Past Chairman

David Copenhaver
Ormella Cummings
Sue Gardner
Chauncey Godwin
Shane Hooper

Guy Mitchell, III
Mary Pace
Aubrey Patterson
Tom Robinson
Jeff Snyder

2009-2010 Board of Directors

Mike Armour
Richard Babb
Ronnie Bell
Chris Berryman
David Brevard
Mark Burleson
Tillmon Calvert
Gary Carnathan
Mike Clayborne
V.M. Cleveland
Scott Cochran
David Cole
Byron Fellows
Lisa Hawkins
John Heer

David Henson
Reed Hillen
Chuck Imbler, Jr.
Tommie Lee Ivy
John Lovorn
Jerry Maxcy
Glenn McCullough, Jr.
Robin McGraw
Joe McKinney
Hughes Milam
Chuck Moffatt
Mabel Murphree
Alan Nunnelee
Jim Pate
Jack Reed, Jr.

Scott Reed
Rob Rice
Eddie Richey
Cathy Robertson
Ron Roof
Mike Scott
Randy Shaver
Terry Smith
Jane Spain
Lee Tucker
Patty Tucker
Thomas Wells
MaryWerner
Ken Wheeler

New CDF MEMBERS

A-1 PROTECTION AND INVESTIGATION SERVICES LLC
Mr. Anthony Rogers
P.O. Box 1823
Tupelo, MS 38802
(662) 322-4424
Security Services

ALL AMERICAN CHECK CASHING, INC.
Mr. Randy Kirby
P.O. Box 1350
Ridgeland, MS 39158
(601) 605-1678
Financial

CONTEMPORARY RESTAURANTS LLC
Ms. Anne Marie Chandler
117 N Broadway St.
Tupelo, MS 38804
Restaurants and Catering

MS. PATRICIA NEELY-DORSEY
1196 CR 681
Sattillo, MS 38866
(901) 848-6800
Arts

MR. DAVID GILLENTE
207 N Church St.
Tupelo, MS 38804
(662) 842-6328
Individuals

GOLDEN TRIANGLE SECURITY ALLIANCE, INC.
Ms. Stacy Malone
1223 2nd Ave. N
Columbus, MS 39701
(662) 329-4222
Security Services

HUGHES CREATIVE CONCEPTS
Mr. Harold Hughes
410 S Gloster St.
Tupelo, MS 38801
(662) 844-1905
Signs

DICK & MARGUERITE JOHNSON
4288 Sun Valley Blvd.
Tupelo, MS 38801
(662) 842-8588
Individuals

LIFT, INCORPORATED
Ms. Dorothy Leasy
P.O. Box 2399
Tupelo, MS 38803
(662) 842-9511
Organizations

MASTER SCALES
Mr. Jason McDonald
208 Eastman St.
Greenwood, MS 38930
(662) 453-7277
Equipment

MEMPHIS COMMUNICATIONS CORPORATION
Mr. Shane Berry
4771 Summer Ave.
Memphis, TN 38118
(901) 725-9271
Copying Services

NEW BIRTH MINISTRIES INTERNATIONAL
Ms. Patricia Pannell
P.O. Box 4224
Tupelo, MS 38803
(662) 255-4145
Organizations

PARENTS FOR PUBLIC SCHOOLS
Ms. Sally Gray
1020 N Gloster St., Box 180
Tupelo, MS 38804
(662) 372-0371
Education

REBEL PACKAGE STORE
Mr. Andy Nash
630 N Gloster St.
Tupelo, MS 38801
(662) 844-1056
Liquor and Wine

SONNYT'S PLUMBING
Mr. Troy Lunceford
1020 N Gloster St.
Tupelo, MS 38804
(662) 871-5693
Plumbing

STAND BY POWER
Mr. Bobby Michael
P.O. Box 292
Belden, MS 38826
(662) 840-6854
Contractors/Construction/Building Materials

STERNE AGEE & LEACH
Mr. John Mark Holliday
431 W Main St., Ste. 310
Tupelo, MS 38804
(662) 690-3191
Financial

TEACHER'S PET
Ms. Judy Duneheew
1142-A W Main St.
Tupelo, MS 38801
(662) 842-0479
Retail and Specialty Shops

UNIVERSAL HOSPITAL SERVICES
Mr. Ron Cottom
578 Carnation St.
Tupelo, MS 38801
(662) 844-4654
Health Care

THE VARSITY GRILLE
Mr. Michael Blankenship
P.O. Box 907
Tupelo, MS 38802
(901) 647-5321
Restaurants and Catering

13 14

Dates to remember

<p>TUPELO YOUNG PROFESSIONALS Thursday, July 16 Busylad, Inc. 1818 McCullough Blvd. 5:00 p.m. to 7:00 p.m.</p>	<p>BUSINESS BOXED LUNCH AND LEARN SERIES Wednesday, August 5 CDF boardroom 11:45 a.m. to 1:15 p.m.</p>
<p>BUSINESS ROUNDTABLE Wednesday, July 22 CDF boardroom 4:00 p.m.</p>	<p>AMBASSADORS FIRST QUARTERLY MEETING Thursday, August 13 CDF boardroom 4:00 p.m.</p>

SANCTUARY VILLAGE SHOP



A ribbon cutting ceremony was held to celebrate Sanctuary Village Shoppe's new location. Pictured on the front row are: Patricia Mitchell, Sanctuary Village Shoppe; Linda Gholston, Sanctuary Village Shoppe; Jerry Harwood, Sanctuary Village Shoppe; Irma Newell, Sanctuary Village Shoppe; Glenda Kelly, Sanctuary Village Shoppe; Thelma Barrett, Sanctuary Village Shoppe; Randy Ramage, Sanctuary Village Shoppe; Tucker Erickson; Mayor Ed Neely; Costa Hill, Sanctuary Village Shoppe; Mae Clark, Sanctuary Village Shoppe; Lynn Welte, Sanctuary Village Shoppe; Poll Landshaw, Sanctuary Village Shoppe; Maxine Gentry, Sanctuary Village Shoppe; Doris Ramage, Sanctuary Village Shoppe; Jane Myers, Wiggles & Wags Pet Sitting; Louise Davis, Sanctuary Village Shoppe; Carolyn Watson, Sanctuary Village Shoppe; Cherie Harris, Sanctuary Village Shoppe; Wetta Campbell, Sanctuary Village Shoppe; Beverly Bedford, Honda of Tupelo; Marilyn May, Sanctuary Village Shoppe; and Emily Addison, CDF. Pictured on the back row are: Anette Mize, Sanctuary Village Shoppe; Bea Luckett, J. Guyton Group Realty; Abbie Moreno, ABasket Kase; Kathy Bailey, Crye-Leike Realtors; Councilman Smith Heavner; Toby Hedges, Shelter Insurance; Cindy Black, Prudential 1st Real Estate; Waurene Heflin, Crye-Leike Realtors; Tink Lowery, Sanctuary Village Shoppe; Moe Bristow, Culligan Water Depot; Jennifer Noel, American General Life & Accident Insurance Co.; Cindy Bryant, LSI Human Resource Solutions; Cindy Hale, Tupelo Automobile Museum; Renee Kelton, Lyons H.R.; Bobby Gaines, Sanctuary Village Shoppe; Richard Carleton, Mall at Barnes Crossing; Ruby Logan, Sanctuary Village Shoppe; Brian Hicks, Farm Bureau Insurance; Kyle Finley, Home Décor Innovations; Carolyn Moss, Comfort Inn; Jackie Coffey, Sanctuary Village Shoppe; Elna Clark, Sanctuary Village Shoppe; Randy Harris, M&F Bank; Tim Long, Cellular South; Burris Hankins, Wise Staffing Group; Benjamin Martin, Re/Max Associates Realty; and Bernie Bowles, Sanctuary Village Shoppe. Sanctuary Village Shoppe is located at 601 South Gloster Street in Tupelo, and can be reached at 662.680.3834.

To celebrate the grand opening of Verizon Wireless, a ribbon cutting was held. Pictured on the front row are: Michelle Guyton, MG Landscape Group; Libby Bell, Sanctuary Hospice House; Cindy Bryant, LSI Human Resource Solutions; Bridget Cambron, Verizon Wireless; Deborah Smith, Verizon Wireless; Bernard Prude, Verizon Wireless; Mayor Ed Neely; April Rorie, Verizon Wireless; Candace Morgan, Verizon Wireless; Bea Luckett, J. Guyton Group Realty; Waurene Heflin, Crye-Leike Realtors; Barbara Smith, CDF; and Kyle Finley, Home Décor Innovations. Pictured on the back row are: Tim Long, Cellular South; Cheryl Land, Sanctuary Hospice House; Randy Harris, M&F Bank; Bert Sparks, WIVA/WLOV/WKDH; Johnna Moore, WIVA/WLOV/WKDH; Louis Conley, Rensasant Bank; Kathy Bailey, Crye-Leike Realtors; Benjamin Hill, Rensasant Bank; Leslie Baker, Premier Bride of Mississippi/Mother and Child; Moe Bristow, Culligan Water Depot; Carey Snyder, Snyder & Company; Cindy Black, Prudential 1st Real Estate; Jennifer Noel, American General Life & Accident Insurance Co.; Carolyn Moss, Comfort Inn; Richard Carleton, Mall at Barnes Crossing; Brian Hicks, Farm Bureau Insurance; Cindy Hale, Tupelo Automobile Museum; Blair Hill, Master Hospitality (Hilton Garden Inn, Courtyard by Marriott, BancorpSouth Conference Center); Scott Medlock, The McCarty Company; and Burris Hankins, Wise Staffing Group. Verizon Wireless is located at 3945 North Gloster Street in Tupelo, and can be reached at 662.840.1005.

VERIZON WIRELESS



Hampton Inn Supports Parents with "Cash for College"

Hampton Hotels are helping parents send their kids to college through the "Cash for College Sweepstakes." Now through December 7, 2009, parents that book a stay online at a Hampton hotel at www.hampton.com/collegetours, will automatically be entered into the sweepstakes, to win one of two \$5,000 grand prizes, which can be applied to the rising costs of college tuition.

"We know selecting a university is a very thrilling time for the family, and that the loom-

ing costs of higher education can be daunting to parents," said Stephanie Browning, general manager of Hampton Inn - Tupelo. "As your 'friend in town,' Hampton Hotels wants to help ease the financial worry for parents with our value-bundled amenities and the chance to win \$5,000 towards their child's education."

With tuition costs of four-year private universities up 5.9 percent from last year, to \$25,143, and at four-year public universities up 6.4 percent

to \$6,585, according to The College Board, Hampton Inn - Tupelo, located at 1516 McCullough Blvd. in Tupelo, can be a valuable resource for parents and students visiting college and university campuses, either to select a school or visit their children after they've already chosen. To be entered automatically into "Hampton's Cash for College Sweepstakes," parents simply need to book a stay at www.hampton.com/collegetours and enter promo code

"CAMPUS" now through December 7, 2009. Two lucky winners will receive \$5,000 each, which can be used for college tuition, books, room and board, and even the school cafeteria. The first grand prize winner will be announced in September, with the second grand prize winner revealed in December.

With nearly 1,700 locations throughout the United States, Canada, Latin America, and Europe, Hampton Hotels offer guests a value-driven experi-

ence in or near almost every major university in America, at a price that is sure to fit in every college-student's budget. In each Hampton Hotel, guests will receive a free On-the-House hot breakfast, free high-speed internet access in the rooms and lobbies, and the exclusive "100% Hampton Satisfaction Guarantee."

For more information on this program, please contact Stephanie Browning at Hampton Inn-Tupelo at 662.840.8300.

COUNCIL OF GOVERNMENTS



On June 9, the Council of Governments held its June meeting at the Lee County Agri-Center. Due to the recent elections, the Council held a fish-fry and recognition ceremony for incoming and outgoing elected officials. Over 125 attendees spent time together fellowshiping, relishing accomplishments of the past, and sharing ideas for the future. Pictured, David Rumbarger, CDF President & CEO, presents a plaque to outgoing COG Chairman, Mayor Jimmy Anderson.



NEWK'S EXPRESS CAFÉ



A ribbon cutting was held at Newk's Express Café in Tupelo. Pictured on the front row are: Carmen Tedford, Cellular South; Michael Blankenship, Old Venice Pizza Company; Beverly Bedford, Honda of Tupelo; Jane Myers, Wiggles & Wags Pet Sitting; Renee Kelton, Lyons HR; Bea Lockett, J. Guyton Group Realty; Mayor Ed Neelly; Mitch Hannon, Newk's Express Café; David Rumbarger, CDF; Cindy Bryant, LSI Human Resource Solutions; Kyle Finley, Home Décor Innovations; Emily Addison, CDF; and Carolyn Moss, Comfort Inn. Pictured on the back row are: Veleka Ball, CB&S Bank; Abbie Moreno, ABasket Kase; Mike Maynard, Weatherall's, Inc.; Tina Powell, BancorpSouth; Moe Bristow, Culligan Water Depot of Tupelo; Kathy Bailey, Crye-Leike Realtors; Toby Hedges, Shelter Insurance; Tim Long, Cellular South; Blair Hill, Master Hospitality; Burris Hankins, Wise Staffing; Cindy Hale, Tupelo Automobile Museum; Jennifer Noel, American General Life & Accident Insurance; Chris Grubbs, Home Décor Innovations; Richard Carleton, Mall at Barnes Crossing; Les Perry, North Mississippi Medical Center; Ben Martin, RE/Max Associates Realty; Brian Hicks, Farm Bureau Insurance; and Ben Hill, Renasant Bank. Newk's Express Café is located at 3974 North Gloster Street in Tupelo and can be reached at 662.844.4450.

APAC



A ribbon cutting was held at APAC Mississippi. In attendance at the event were: Emily Addison, CDF; Les Perry, North Mississippi Medical Center; Kathy Bailey, Crye-Leike Realtors; Cindy Black, Prudential 1st Real Estate; Carolyn Moss, Comfort Inn; Scott Medlock, The McCarty Company; Tim Rakestraw, APAC Mississippi; Tim Woodruff, APAC Mississippi; Johnna Moore, WTVA/WLOV/WKDH; Dennis Bonds, APAC Mississippi; Renee Kelton, Lyons HR; Blair Hill, Master Hospitality; Councilman Mike Bryan; Barbara Smith, Tupelo Airport Authority; Cindy Bryant, LSI Human Resource Solutions; Mike Maynard, Weatherall's, Inc.; Abbie Moreno, ABasket Kase; Burris Hankins, Wise Staffing; Beverly Bedford, Honda of Tupelo; Richard Carleton, Mall at Barnes Crossing; Waurene Heflin, Crye-Leike Realtors; Randy Harris, M&F Bank; and Ben Martin, RE/Max Associates Realty. APAC Mississippi is located at 459 North Eason Boulevard in Tupelo and can be reached at 662.844.2122.

"Treat Customers as Guests to Generate More Sales"

Sponsored by CDF—Chamber of Commerce

Wednesday, August 5, 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. John K. Lindsey, President
Lindsey & Associates—Phoenix, AZ

At this session, participants will learn how to:
Reach a Win-Win Outcome

Listen to the Spoken, Unspoken, and Implied Message
Demonstrate Sincere Empathy to Establish True Rapport
Ask Closed-Ended, Open-Ended, and Reflective Questions
Separate the People from the Problem

Please call (662) 842-4521 to reserve your space
Online registration is available at www.tupelochamber.com



CARLOCK TOYOTA PRIUS UNVEILING



On June 24, the 2010 Toyota Prius was unveiled at Carlock Toyota in Tupelo. Rick Martinez of Gulf States Toyota is pictured giving an overview of the 2010 Prius at the event.

Renasant Center for IDEAs Business Client Profile

Mabus Agency
Josh Mabus, Owner

What led you to create the Mabus Agency?

The main purpose of the Mabus Agency is to offer high quality marketing materials rooted in sound strategy. We deliver these services for a more reasonable fee than our regional competitors. It is our hope that all local businesses, small and large, can afford and implement high quality marketing services.

What services do you offer?

The Mabus Agency is a full service advertising agency. We specialize in corporate identity (logo); graphic design for print advertising, brochures, etc.; web site design; and direct mail. Each of these services grows from a marketing strategy that we create with the client. Each strategy is different based on the client. Beginning with a marketing strategy gives us the best chance of being on target with each piece of advertising.

What are some results from past campaigns the Mabus Agency has created?

One of our most significant results comes from Dr. Neal Martin, a dentist in Saltillo, MS. Dr. Martin asked our agency to rebrand his practice and create a marketing program to solicit new patients. A year into the program, Dr. Martin reported that his billings had doubled -- the highest of his 21-year practice.



Congratulations on your office in the Renasant Center for IDEAs! How can business owners contact you?

Mabus Agency
Josh Mabus, owner
Phone: 662-296-5234
josh@mabusagency.com
398 East Main Street - Suite 122
Tupelo, MS 38804

UNIVERSAL HOSPITAL SERVICES



To celebrate the opening of Universal Hospital Services in Tupelo, a ribbon cutting was held. Pictured on the front row are: Waurene Heflin, Crye-Leike Realtors; Emily Addison, CDF; Bruce Alexander, Universal Hospital Services; Dave Holland, Universal Hospital Services; Tamara Dickson, Universal Hospital Services; Zorey Akiens, Universal Hospital Services; Michael Edelin, Universal Hospital Services; Mayor Ed Neelly; Ron Cottom, Universal Hospital Services; Bill Downs, Universal Hospital Services; Johnny Hawkins, Universal Hospital Services; Lou Ermer, Universal Hospital Services; Kendra Rayner, Universal Hospital Services; Charles King, Universal Hospital Services; Mark Osbourne, North Mississippi Medical Center. Pictured on the back row are: Blair Hill, Master Hospitality; Michael Blankenship, Old Venice Pizza Company; Josh Mabus, The Mabus Agency; Abbie Moreno, ABasket Kase; Cindy Black, Prudential 1st Real Estate; Carey Snyder, Snyder and Company; Renee Kelton, Lyons HR; Cindy Hale, Tupelo Automobile Museum; Moe Bristow, Culligan Water Depot; Tina Powell, BancorpSouth; Jennifer Noel, American General Life & Accident Insurance; Carolyn Moss, Comfort Inn; Randy Harris, M&F Bank; Amanda Phillips, Key Staff Source; Louis Conley, Renasant Bank; Cindy Bryant, LSI Human Resource Solutions; Toby Hedges, Shelter Insurance; Richard Carleton, Mall at Barnes Crossing; Libby Bell, Sanctuary Hospice House; Kyle Finley, Home Décor Innovations; Cheryl Land, Sanctuary Hospice House; Barbara Smith, Tupelo Airport Authority; Jane Myers, Wiggles & Wags Pet Sitting; and Bea Luckett, J. Guyton Group Realty. Universal Hospital Services is located at 578 Carnation Street in Tupelo and can be reached at 662.844.4654.

LIGHTHOUSE WEB DEZINES



A ribbon cutting was held for Lighthouse WebDezines in Tupelo. Pictured on the front row of the event are: Emily Addison, CDF; Renee Kelton, Lyons HR; Cindy Bryant, LSI Human Resource Solutions; Martha Swindle, CDF; Mayor Ed Neelly; Richelle Anderson, Lighthouse Web Dezines; Ashley Anderson; Carey Snyder, Snyder and Company; Beverly Bedford, Honda of Tupelo; Jane Myers, Wiggles & Wags Pet Sitting; Abbie Moreno, ABasket Kase; Ann Board; Bert Sparks, WTVA/WLOV/WKDH; and Russell Board. Pictured on the back row are: Blair Hill, Master Hospitality; Wayne Averett, CDF; Carolyn Moss, Comfort Inn; Josh Mabus, The Mabus Agency; Kathy Bailey, Crye-Leike Realtors; Mike Maynard, Weatherall's, Inc.; Toby Hedges, Shelter Insurance; Burris Hankins, Wise Staffing; Randy Harris, M&F Bank; Tom Anderson; Johnna Moore, WTVA/WLOV/WKDH; Brian Hicks, Farm Bureau Insurance; Moe Bristow, Culligan Water Depot of Tupelo; Cindy Black, Prudential 1st Real Estate; and Scott Medlock, The McCarty Company. Lighthouse Web Dezines may be reached at 662.869.1413 or on the web at www.lighthousewebdezines.com.

HOPE FAMILY MINISTRIES



To celebrate 14 years of business in Tupelo, Hope Family Ministries held a ribbon cutting. Pictured on the front row at the event are: Emily Addison, CDF; Tammy Johnson, Hope Family Ministries; Carolyn Roye, Hope Family Ministries; Dottie Wilson, Hope Family Ministries; Hannah Burns; Linda Hale, Hope Family Ministries; Mayor Ed Neely; Mike Marecle, Hope Family Ministries; William Hurst, Hope Family Ministries; Dr. Eric Harding, Hope Family Ministries; Beverly Bedford, Honda of Tupelo; Waurene Heflin, Crye-Leike Realtors; Bea Lockett; J. Guyton Group Realty; Jane Myers, Wiggles & Wags Pet Sitting; and Dr. Bill Kahlstorf, Hope Family Ministries. Pictured on the back row are: Burris Hankins, Key Staff Source; Louis Conley, Renasant Bank; Michael Blankenship, Old Venice Pizza Company; Cindy Black, Prudential 1st Real Estate; Richard Carleton, Mall at Barnes Crossing; Randy Harris, M&F Bank; Cindy Bryant, LSI Human Resource Solutions; Les Perry, North Mississippi Medical Center; Toby Hedges, Shelter Insurance; Renee Kelton, Lyons HR; Blair Hill, Master Hospitality; Cindy Hale, Tupelo Automobile Museum; Johnna Moore, WTVA/WLOV/WKDH; Leslie Baker, Premier Bride of Mississippi/Mother and Child; Pam Hurst, Hope Family Ministries; Marietta Massey, Hope Family Ministries; and Mike Maynard, Weatherall's, Inc. Hope Family Ministries is located at 2754 Mattox Street in Tupelo and can be reached at 662.842.4673.

Join us for the July
meeting of the

TUPELO YOUNG PROFESSIONALS

Thursday, July 16, 2009
5:00 p.m. to 7:00 p.m.

Busylad, Inc.
1818 McCullough Blvd.
Tupelo, Mississippi

Please RSVP to typ@cdfms.org
For more information please visit
the TYP website at www.typs.biz or
contact the CDF Office at
662.842.4521

TUPELO
YOUNG PROFESSIONALS
www.typs.biz



Are you a newcomer to the Tupelo/Lee County area?

The mission of the Community Newcomers Club is to help ease the transition for new families moving to Tupelo and Lee County, by hosting special events, offering community information, and connecting them with area citizens and other newcomers.

For more information on the Community Newcomers Club, please contact Angela Glissen at aglissen@cdfms.org or 662.842.4521.

SNYDER AND COMPANY



To celebrate the grand opening of Snyder and Company in the Renasant Center for IDEAs, a ribbon cutting was held. Pictured on the front row are: Emily Addison, CDF; Cindy Childs, Mall at Barnes Crossing; Carol Parker Turner, WTVA/WLOV/WKDH; Deborah Tierce, Tierce Motivational Training; Lisa Hawkins, Room to Room; Dawn Vernon, Piggly Wiggly of Booneville; Carey Snyder, Snyder and Company; Mayor Ed Neely; Councilman Fred Pitts, Safestore of Tupelo. Pictured on the second row are: John Vaughn; Barbara Vaughn; Ben Martin, RE/Max Realty; Larry Strickland, L&R Discount Grocery; Leslie Baker, Premier Bride of Mississippi/Mother and Child; Regina Strickland, L&R Discount Grocery; Josh Mabus, The Mabus Agency; Martha Swindle, CDF; Mike Vernon, Piggly Wiggly of Booneville; Richelle Anderson, Lighthouse Web Dezines; Charlotte Falkner; Delitha Stone; Jeff Snyder, David Hocker & Associates. Pictured on the stairs are: Al Wiygul, Bauhaus, USA; Brenda Wiygul; Megan McCarty, Downtown Tupelo Main Street Association; Mary Werner, Tupelo Manufacturing; Donna Jarzen, Mall at Barnes Crossing; Carolyn Moss, Comfort Inn; Richard Carleton, Mall at Barnes Crossing; Bea Lockett, J. Guyton Group Realty; Beverly Bedford, Honda of Tupelo; Abbie Moreno, ABasket Kase; Tina Powell, Bancorp-South; Ben Hill, Renasant Bank; Louis Conley, Renasant Bank; Kyle Finley, Home Décor Innovations; Waurene Heflin, Crye-Leike Realtors; Jane Myers, Wiggles & Wags Pet Sitting; Blair Hill, Master Hospitality; Cindy Hale, Tupelo Automobile Museum; Toby Hedges, Shelter Insurance; Cindy Bryant, LSI Human Resource Solutions; Renee Kelton, Lyons HR; Carmen Tedford, Cellular South; Cindy Black, Prudential 1st Real Estate; Johnna Moore, WTVA/WLOV/WKDH; and Bert Sparks, WTVA/WLOV/WKDH.

TUPELO YOUNG PROFESSIONALS



The June Tupelo Young Professionals event was held at Boondock's Grill in downtown Tupelo. Pictured are members of the Tupelo Young Professionals. To join TYP, simply send an e-mail to TYP@cdfms.org with your name, business name, mailing address, and e-mail address.

TUPELO FIRE STATION #4



A groundbreaking ceremony was held for Tupelo Fire Station #4 by the Mall at Barnes Crossing. Pictured at the event are: Emily Addison, CDF; Angela Glissen, CDF; Randy Harris, M&F Bank; Paul Mize, BancorpSouth; Councilman Nettie Davis; Stewart Brevard, CDF; Brian Hicks, Farm Bureau Insurance; Tina Powell, BancorpSouth; Blair Hill, Master Hospitality; Johnna Moore, WTVA/WLOV/WKDH; Councilman Mike Bryan; Orlando Pannell, CDF; Mayor Ed Neelly; Richard Carleton, Mall at Barnes Crossing, Mayor-elect, Jack Reed, Jr.; Kyle Finley, Home Décor Innovations; Jimmy Avery, Tupelo Fire Department; Michael Jones, JBHM Architects; Jon Milstead, CDF; and Tim Burton, Burton Construction.

SAVE THE DATE

**Third Annual
CDF Membership
Golf Tournament
Thursday,
September 17, 2009
Big Oaks Golf Club**

Information on tournament play and sponsorship opportunities will be mailed to CDF members soon

*For more information, please contact
Jennie Bradford Curlee at 662.842.4521*



 **JIM INGRAM
COMMUNITY
LEADERSHIP
INSTITUTE**
TUPELO / LEE COUNTY, MISSISSIPPI

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.



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 \$ _____
- Please send me an invoice
- Please bill payment to: VISA MasterCard American Express
 - Card Number _____
 - Expiration Date _____
 - Signature _____

300 West Main Street, P.O. Box A
 Tupelo, MS 38802-1210
 662.842.4521 Phone
 800.523.3463 Toll-free
 662.841.0693 Fax
 www.cdfms.org

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Plans built for business

Nationwide Pooled Share for Business \$29.99/mo.
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BUSINESSREWIND

Varsity Grille, Ulta to open at mall

■ TUPELO - The owners of Old Venice Pizza in Tupelo have developed a new dining concept and are opening an "urban upscale" restaurant at The Mall at Barnes Crossing.

Billed The Varsity Grille, the restaurant will not be a sports bar, said Michael Blankenship, one of the owners.

"We will have 18 flat-screen TVs, but it will have an upscale atmosphere that happens to have a lot of TVs," he said.

The Varsity Grille will replace Ruby Tuesday, which closed unexpectedly last fall.

Meanwhile, across the hall, beauty products retailer Ulta is opening its first Mississippi store in the former FYE location.

Both newcomers are expected to open in the fall - Varsity on Oct. 1 and Ulta sometime before Thanksgiving.

Smoothie King looking at King's Crossing spot

■ TUPELO - Work has started on a Smoothie King location that was expected to open earlier this year at

King's Crossing.

King's Crossing is the shopping development anchored by Kohl's and Ross.

Kornel Romada, a leasing agent with Texas-based Woodmont Co., which manages the development, has confirmed that the work is for Smoothie King, which focuses on "nutritional fruit and function-based, fresh blended smoothies."

The space is about 1,500 square feet and is in one of the front buildings facing North Gloster Street. It is opposite the access road from Newk's.

Franchisee Ray Shoemaker of Tupelo said he expects the business will open in the first part of August. He plans to hire eight full-time and part-time employees. Send applications to rshoemaker@rhdhealthnet.com.

Romada said he has signed a letter of intent with another restaurant for the development, but since it is non-binding, he declined to provide more details for publication. He also said he is in talks with other retailers and restaurants, but nothing is a done deal yet.

Allen retires as BXS CFO; Prater promoted

■ TUPELO - After a 40-year career, L.

Nash Allen Jr. is retiring from the only company he's ever worked for, BancorpSouth.

Allen, who joined the company in 1969, stepped down as treasurer and chief financial officer on June 30.

William L. Prater, 49, who has been executive vice president since September 2008, was named to the post.

Allen joined BancorpSouth in 1969 as a management trainee after graduation from the University of Mississippi. He also was an officer in the U.S. Army. He was promoted to assistant vice president and assistant controller in 1974, named controller in 1977, promoted to CFO in 1986 and named executive vice president and CFO in 1992.

Before joining BancorpSouth, Prater was executive vice president of finance at Regions Bank, vice president of finance at AmSouth Bank and vice president of finance at SouthTrust Corp.

Buyouts offered to most APMM employees

■ BALDWYN - Auto Parts Manufacturing Mississippi, a supplier for the Toyota's plant in Blue Springs, has offered buyouts to its 16 employees.

Dennis Cuneo, a former senior vice president for Toyota who remains a special counsel to the company, emphasized that APMM is not shutting down its Baldwin facility.

Rather, the company is putting a hold on operations until Toyota begins production in Blue Springs, he said.

APMM will keep a skeleton staff of maintenance employees at the facility until it resumes operation.

APMM has 16 employees, including three Japanese nationals.

The 400,000-square-foot plant in the Harry A. Martin North Lee Industrial Complex is all but complete. Cuneo said work continues on the paint shop, which should be finished in October.

Toyota Auto Body, APMM's parent company, was the first supplier to announce that it was looking for a location in north Mississippi in mid-2007.

TAB decided to call its Baldwin plant Auto Parts Manufacturing Mississippi at a groundbreaking ceremony in December of that year. There, officials said it was going to invest \$200 million and employ 400 at the plant.

"They still intend to do that," Rumbarger said, "as well as have it serve as Toyota Auto Body's North American

headquarters."

Cuneo said APMM will make good on annual payments of \$200,000 to the county, plus an additional \$8,000 a month for other infrastructure payments.

Toyota Auto Body, based in Kariyacity, Japan, is 56 percent owned by Toyota Motor Corp. The company makes minivans, SUVs, trucks and other vehicles - including the Prius - for Toyota.

Heart to Heart Hospice consolidating offices

■ AMORY - Amory, Belmont and Booneville Heart to Heart Hospice offices have combined into one central office in Tupelo

Heart to Heart Hospice also said it will soon begin documenting care at the point of service on a laptop that connects wirelessly to the Internet.

According to company officials, the move will give real-time access to patient charts. A paperless method of documentation will also give the clinicians the opportunity to spend more time in the patient home because of time currently spent doing paper work will no longer be required.

Home

Continued from Page 21

lookout for different and unique items to put in her baskets, which are priced from \$15 to \$500.

Anderson offers payment plans for customers who need it.

"I know that with small businesses, bills can add up and it's sometimes hard to come up with a lot of money upfront," she said.

With hopes that the economy will improve and their business will grow along with it, Moreno and Anderson have plenty of confidence.

And both hope to open their own store fronts that don't share the same address as their homes.

"Pick any room for my office," Moreno said with a laugh. "Upstairs, the living room, some of my husband's office, wherever I can find room."

As for advice for would-be entrepreneurs, Anderson said hers was simple enough.

"Go for it," she said.

"Patience," Moreno said, "is a virtue."

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NEED MORE HELP?

Along with calling the Mississippi Small Business Development Center for free business counseling (See Page 2, here are additional resources if you are a prospective or current small business owner:

■ The Renasant Center for IDEAs offers free help in Tupelo. Workshops are offered throughout the year, with one on advertising scheduled for August. For more information, call (662) 823-4332.

■ The First Steps program is offered through the Mississippi Small Business Development Center's Tupelo office inside the Renasant Center for IDEAs. Topics include what must be done to get started, financial projections, financial needs, business loan application procedures, business plan outlines and frequently asked questions. Upcoming dates include July 21.

For more information, call Frank Wiebe at (662) 680-6988. The program also is offered in Corinth, Oxford and

Starkville. For more information, contact Jo Ann Harris at 1-800-725-7232 or umsbdc@olemiss.edu.

■ The Mississippi Small Business Development Center has more information about business and investor assistance on its Web site, www.mssbdc.org

■ The U.S. Small Business Association has loads of information on its Web site, including details about The American Recovery and Reinvestment Act of 2009 and how it impacts small businesses. Read more about it here: <http://sba.gov/recovery/index.html>

■ The SBA also offers free 30-minute courses online. Topics include starting a business, surviving in a down economy, financing & accounting, business management and e-commerce. All of the courses are listed here:

<http://sba.gov/services/training/onlinecourses/index.html>

- CARLIE KOLLATH

Status

Continued from Page 2

Since the start of the year, at least eight businesses have closed in Tupelo. Some were national chains, but others were local, independent businesses such as downtown gift shop Bella Vita and IV's Restaurant.

Cash flow problems

Lack of cash is the top problem for existing businesses during a recession, Wiebe said.

About half of his customers are existing businesses in Northeast Mississippi and he said they mainly seek his advice in fixing financial problems.

"Revenues are down and they are having cash flow problems - that's what happens in a recession," he said. "Combine it with the unavailability for banking money and you've got problems."

The New York Times' small business blog said late last month that small businesses more frequently are facing

the ultimate financial problem - bankruptcy.

The story on You're the Boss blog said individual statistics on small business bankruptcies are hard to track because many have sole proprietorship so personal bankruptcy comes into play.

But in the data reported by the Times, business bankruptcies shot up in the second quarter of 2008. The number outpaced the forecasted trend based off of bankruptcy filings from 2006.

According to the chart, about 140,000 businesses filed for bankruptcy in the first quarter of 2009, compared to about 4,000 in the first quarter of 2006.

Based on the 2006 numbers, the model forecasted about 10,000 business bankruptcies in the first quarter of this year.

Recession revelation

Wiebe said the financial issues are symptoms of bigger problems.

The most frequent root causes are costs getting out of control and the customer base going away.

"The patterns are the same as normal," Wiebe said. "The recession makes their problems apparent. Without the recession, there's plenty of business and it makes everything look good and they don't watch it sufficiently. Then comes a crisis and makes it apparent where their problems are."

The problem, he said, isn't something only small or family-owned business face.

"It's true with big businesses as well as little," he said. "It's the same problem GM had."

Wiebe's most often repeated advice is to get costs under control.

"Make sure every dime you are spending you need to," he said.

Also, he added, "Don't cut back on your marketing budget. You need those customers and that's the only way how to get them. It's tough on small businesses because that's a big chunk of their budget, but they need to resist cutting that."

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



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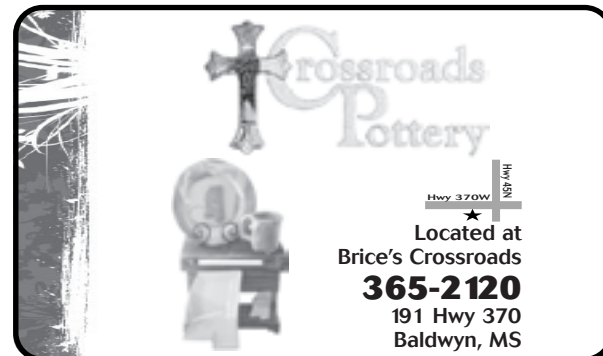
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For more information, contact Renee DeRusso (Marketing) at 601-948-1222 or Tom Luscomb, CPCU, AU (Underwriting) at 601-608-1008.

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Dr. Neal Martin (left) hired Josh Mabus (right) in 2006 to help his business grow. The result? Three years of overwhelming success.

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