

THE NORTHEAST MISSISSIPPI

# Business Journal

A MONTHLY PUBLICATION OF JOURNAL PUBLISHING AND THE COMMUNITY DEVELOPMENT FOUNDATION

NOVEMBER 2010

# RINGING THE REGISTER BELLS



Retailers hope  
to cash in on  
holiday sales.

# Retailers ramp up for holidays

BY DENNIS SEID

Business Journal

**T**UPELO – Polls and surveys don't mean a thing before elections; what matters is what happens in the voting booth.

With that in mind, retailers hope that consumer surveys suggesting shoppers are willing to spend a little more this holiday season will translate to more sales at the registers.

And with the holiday selling season about to begin at malls, shopping centers and shops across the country, nervous anticipation has gripped store owners, managers and employees.

Black Friday arrives in three weeks, the traditional start to what is the busiest time of the year for retailers.

You know the storyline – half or more of a retailer's sales and profits happen during the last two months of the year for many stores.

## Discounts count

■ An Accenture survey indicated 93 percent of consumers find discounts important or very important for their holiday purchases. Only 13 percent said they were willing to pay full price for specific gifts this year.

But with the economy still in a state of flux, the shopping mood of U.S. consumers is still hard to gauge.

The National Retail Federation, though, forecasts holiday sales will rise 2.3 percent this year to \$447 billion.

Last year, holiday sales rose a meager 0.4 percent. But it was far better than the 3.9 percent drop in 2008 as the recession sank its claws deeper into the economy.

The International Council of Shopping Centers projects an even rosier holiday season,

with a 3 percent to 3.5 percent increase, which is the biggest climb in four years. In 2006, holiday sales in November and December jumped 4.4 percent.

Michael P. Niemira, ICSC's chief economist, said, "The key story is that the retail recovery continues, and that bodes well for the upcoming holiday shopping season."

In Northeast Mississippi, retailers are gearing up for what they hope is a holiday boost.

Since its opening in 1990, The Mall at Barnes Crossing has posted year-over-year increases during the holidays, even through a couple of economic downturns.

This year doesn't look any different, according to mall management.

The back-to-school selling season is a good indicator for the holidays. Mall Marketing Director Cindy Childs said, "We're expecting a really good

Christmas season. Sales have been strong throughout the year and this year's back-to-school season was strong, too."

Through the end of September, overall sales at the mall were up 4.5 percent compared to a year earlier.

"At the end of the day, what matters most to shoppers is finding the selection they desire, and we have that," said mall General Manager Jeff Snyder.

## Optimism – and caution

In an informal survey of a dozen shoppers in Northeast Mississippi, half said they planned to spend about the same this year as last, four said they would likely spend less and two said they would spend more.

That's in line with a survey by New York-based consulting firm Accenture, which found 83 percent of consumers plan

to spend about the same or less on gifts this year than last.

"The 2010 holiday shopping season will be spectacularly unspectacular for many consumers, but that will suit retailers who remember well the turbulence of Holiday '08," said Janet Hoffman, managing director of Accenture's retail practice.

Of those who are spending the same or less this year, about half of those surveyed by Accenture said it was because they have less discretionary income this year. A third said they have concerns about the economy.

National Retail Federation President and CEO Matthew Shay said although retailers feel more optimistic this year, there are erratic indications from still-elevated unemployment figures and shifting consumer confidence.

Turn to **HOLIDAYS** on Page 21

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# Today's wish lists aren't so simple anymore

**B**ack in the day, as the saying goes, Christmas wish lists were much, much simpler.

Getting a new bike, BB gun, remote control car or train set was easy enough. If Santa and his workshop didn't have them available, you could always visit one of Santa's helpers – otherwise known as a retailer – and find what you needed.

As long as you didn't wait too long.

Today's kids, however, have far more sophisticated and upscale tastes.

For example, my 8-year-old has already informed Mom and Dad that getting a new bike “just isn't my thing.”

At least he's honest.

So, what does he want?

While he hasn't said he wants Santa to drop off a cell phone under the tree, he has mentioned since third grade started this year that he “really needs” one.

We've informed him that he doesn't.

“But what if I need to get in touch with you or Mommy?” he's asked.



**Dennis SEID**

Leapster was just too “kiddie,” you know. The year before, we got a Wii, ostensibly because it was something the whole family could enjoy. And we have.

He also has a netbook, thanks to his uncle. He uses it to visit a few educational websites, and OK, maybe something Star Wars-related. But no online gaming for him. And no Facebook, which puzzles him since some of his friends apparently already have their own page. Yes, we're astounded, too.

He's asked for a few traditional toys,

“You'll always be around either a teacher or an adult like me or Daddy, so you won't need to call us,” Lee's told him.

That seems to have worked for now.

Last year, we gave in to the Nintendo DSI craze. That old

thankfully, including a drum set – which our neighbors may not be so thankful for.

It's a wonder that toy companies are still around in the digital age. But the shelves at retail stores still have dolls and action figures, board games and stuff to throw around.

There's still that “hot toy” that everybody wants, too. In the past, it's been something like Tickle Me Elmo. Or the Zhu Zhu Pet from last year.

This year, one hot list includes mostly electronic toys – and all under \$60 or less.

But how many of your Christmas lists include an Apple product?

Now THAT is the “toy” of the times.

In an amusing column in Fast Company, writer Addy Dugdale has a story called “How Steve Jobs stole Christmas – Apple products top every kid's wish list.”

The story cites a recent survey in the United Kingdom that shows nearly a quarter of UK children have put an Apple product of some kind (iPad, iPhone, iPod) at the top of their Christmas list. I'm sure a poll in the U.S. would have a similar, if not high-

er, percentage.

A story six months earlier showed 17 percent of kids age 5 to 8 “would be using pester power to get their hands on something Apple-y.”

Naturally, as kids got older, the percentage of those wanting an Apple product grew.

And you wonder why Apple shares are trading at more than \$300 each?

Savvy marketing, together with savvy technology, have helped propel Apple's fortunes.

A visit to an Apple store, I'm told, is almost like having an out-of-body experience.

As kids say so often say these days, “whatever.”

For retailers without an Apple product of some kind, fear not. There are some consumers still around who don't care to get too wrapped up in all things electronic.

Too bad there seem to be fewer these days.

Contact **Dennis Seid** at (662) 678-1578 or [dennis.seid@djournal.com](mailto:dennis.seid@djournal.com). You can follow him at [twitter.com/dennisseid](https://twitter.com/dennisseid) and at [nems360.com/pages/bizbuzz](http://nems360.com/pages/bizbuzz).



## Pilot Entrepreneur Training Program

**Interested in learning everything you need to make your business a success?**

MDA's Entrepreneur Center is launching its Entrepreneur Training Program. The nine-month pilot program will provide qualifying small businesses and entrepreneurs with the knowledge and skills necessary to create a successful business. The program will feature some of the best business development experts in the state and will cover topics critical to building and sustaining a business. Participants will also receive personalized mentoring by Entrepreneur Center staff.

**The Entrepreneur Training Program is open to small businesses and entrepreneurs in 19 qualifying counties in the Mississippi Delta, northeast Mississippi and southwest Mississippi.**

The program is being offered at no cost, but participants must commit to attend all sessions. Placement is limited and interested individuals must apply. For more information on the program or to download a copy of the application, go to:

**[entrepreneurcenter.mississippi.org](http://entrepreneurcenter.mississippi.org) • 601.359.3593 • Toll Free: 800.360.3323**

\*This program is partially funded through a grant from the Economic Development Administration of the U.S. Department of Commerce.





# Retailers hiring for the holidays

■ **Many Northeast Mississippi stores are employing the same number of seasonal employees as last year.**

BY **CARLIE KOLLATH**  
*Business Journal*

TUPELO – Many Northeast Mississippi retailers are hiring temporary workers for the holidays, marking a bright spot in an industry that has been on a roller coaster the past two years.

The workers are hired on a part-time basis and usually work nights and weekends from Thanksgiving to the week after Christmas.

Retailers such as Kohl's, Reed's, Hobby Lobby and Belk say applications are pouring in this year, mainly from people looking for second jobs.

"We needed more bodies," said Robin Curbow, manager at Tupelo's Hobby Lobby. "We have 10 registers and we need to be able to run them all."

Curbow has hired seven sea-

sonal employees. Eventually, the number will grow to 12 to 15.

It's an increase from last year when she hired nine temporary workers.

"It seems like a lot of people are just really spending," she said. "Our business just never seems to let up. A lot more people are sewing and we have scrapbooking."

Nationally, hourly hiring managers say they'll be hiring more seasonal workers than last year, according to a survey from SnagAJob.com.

Half of hourly hiring managers with responsibility to hire seasonal workers will hire temporary workers, up from 47 percent from last year and 43 percent in 2008. Each hiring manager, on average, expects to hire 3.9 seasonal workers (including those who do not intend to make any hires) – a 26 percent increase over last year's 3.1 workers and stronger than 2008 levels (3.7).

## Tips for getting a seasonal job

■ To get ahead of other applicants, SnagAJob.com recommends having a positive attitude when you apply and when you interview. For three years running, hiring managers in the online job site's survey have said the best attribute a seasonal applicant can possess is a good attitude. Next, hiring managers are looking for previous experience in the industry (26 percent), the ability to work a specific shift (25 percent), a commitment for the entire holiday season (10 percent) and a passion for the company/products (7 percent).

The numbers are still lower than 2007, when SnagAJob.com reported that managers hired 5.6 hourly, seasonal workers. The online job site doesn't have any earlier data.

Jim Troxler of Village Green in Tupelo said he's hiring two or three temp workers for his store – a figure that's in line with what he did last year. But, the number, he said, is lower than he'd like.

"Things are just so slow," he said. "I wish I could say we're going to hire 12 to 15 people but that's not the case."

Seasonal hiring at The Mall at Barnes Crossing also is on

par with last year, according to marketing director Cindy Childs.

"Many have already started," Childs said. "Typically it starts mid- to late October. During this time of the year is where overall employment at the mall reaches about 2,600."

She said that between the larger anchor stores and the smaller stores, about 250 people are hired during the holidays.

Christen Benefield, the store manager of Kohl's in Tupelo, said she's planning to hire about 30 seasonal employees, which is about the same as last year. The

week before Christmas, her total employee count will be about 115.

But this year, she's getting more applications for the 30 jobs. She credits the sheer number of job-seekers and Kohl's emphasis on online job postings through SnagAJob.com and KohlsCareers.com.

"Last year, they had to physically come into the store," she said. "We still do have people walk in."

She noted that many regular customers apply to work for Kohl's. She thinks it's because it gives them extra spending money, plus they get employee discounts.

On the flip side, Hancock Fabrics' Tupelo store is looking for five to seven seasonal employees, but manager Scott Trulove said applications so far have been "slim."

At Belk in Oxford, manager Julie Matlock said she's experi-

Turn to **HIRING** on Page 22



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# Temporary stores grow nationally in popularity

■ **Some have pop-up businesses have opened in Northeast Mississippi, but leaders are trying to make sure they don't interfere with existing businesses.**

**CARLIE KOLLATH**

*Business Journal*

Temporary stores are springing up across the country, but not many have popped up in Northeast Mississippi – yet.

However, they are on the radars of retail developments and Main Street communities in the region.

Pop-up stores, the name for retailers that sign a very short lease and plan to be open only temporarily, are gaining traction across the country.

According to Reuters, the retail concept is popular because it helps landlords generate income from a vacant space in a mall or shopping center. Usually, Reuters said, the lease will have a clause that requires a temporary tenant to leave with short notice is a full-time tenant is signed.

The pop-up concept benefits the retailer because some businesses are seasonal, such as Halloween costume stores, and won't survive year-round.

Jim Troxler, owner of Tupelo's Village

Green, fits in that category with his Jackson store, Kringles.

Kringles is a temporary store that sells only Christmas items from Sept. 1 through the end of December.

"We do three times as much business down there in that category as we do here," he said.

This is the sixth year he has operated a pop-up store in Jackson.

The concept works differently than his Tupelo store. In Jackson, he hires only temporary employees. This year he has about 10 to 12 employees.

The store also is open later than his Tupelo store and is open seven days a week. It's a very labor-intensive project, but can be very lucrative, Troxler said.

"It's really, really hard work," he said. "You set up the store like you'd be there for 10 years."

The employees spend August setting up the store. They sell through the season and in January, they pack everything up, including the fixtures, and haul everything to Tupelo.

"It's been very profitable for us," Troxler said.

Troxler got the idea after watching operators of pop-up stores open in malls.

"They have their money and they

left," he said. "I thought that's the way to do it. A pop-up store comes in the fourth quarter and makes the money and doesn't carry the overhead the rest of the year."

The Mall at Barnes Crossing is no stranger to pop-up stores.

"Pop-up stores are great if we have the space and the proposed pop-up tenant fits our merchant mix," said mall General Manager Jeff Snyder. "There are some stores that just won't work in our mall for several reasons. It could be the economics of the deal or the tenant could just not work for us."

## Downtowns looking

Pop-up stores aren't limited to malls and shopping centers. National experts at last month's placemaking project workshop in downtown Tupelo encouraged Main Street managers across the state, specifically in Tupelo, to look at temporary stores to fill some of the empty store fronts and provide more activity in the area.

"They would definitely fill a niche during holiday times if there were vacant properties that were available," said Debbie Brangenberg, executive director of the Downtown Tupelo Main

Street Association. "Having more goods and services would bring more people."

However, the city's development code currently heavily regulates temporary stores and has a complex process in order for them to open. Under the current development code, they are viewed as "transient" vendors.

BJ Teal, director of the city's development services department, said permanent businesses sometimes feel threatened by pop-up businesses because they feel like the temporary vendors take away their sales. But there might be a way to make both parties happy, she said.

"We all think it would be a good idea, but we have to work out the logistics of how it will work and impact the existing businesses," she said. "We want it to complement and not compete with existing businesses."

Teal is rewriting the city's development code, and said the transient vendor section hasn't been worked on yet. When that section comes up, she plans to get input from the Main Street Association and other event planners in Tupelo.

So far, Brangenberg said, she hasn't had retailers ask for short-term or tem-

Turn to **POP-UP** on Page 22

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# OPEN FOR BUSINESS

Businesses open all the time, and it's sometimes difficult to keep up with all of them. Each month in the Northeast Mississippi Business Journal, we'll provide a compilation of the retail, restaurant and other business openings that we know about. Often, they'll get a mention in the Daily Journal as well as online at [nems360.com/pages/bizbuzz](http://nems360.com/pages/bizbuzz).

Submit your business opening news to [dennis.seid@djournal.com](mailto:dennis.seid@djournal.com) or call (662) 678-1578.

## ALCORN COUNTY

### JC Penney reopens at Southgate Plaza

CORINTH - The JC Penney store in Southgate Plaza has reopened, five months after it closed due to the May 2 flood.

The company a check for \$2,500 to the Boys & Girls Clubs of Northeast Mississippi for its After School Program in honor of the occasion.

JC Penney has operated stores in Mississippi since 1924 and has been in Corinth since 1956. The Southgate Plaza location opened in 1984 and employs 40 workers.

## ITAWAMBA COUNTY

### Holiday Inn Express opens Fulton location

FULTON - The Holiday Inn Express and Suites, featuring 72 rooms and suites, has opened.

In addition to its rooms and suites, the hotel features a heated indoor pool, an exercise room, valet parking and a conference room. The rooms have wall-hung television sets, recessed lighting and bedside book-lights.

The hotel represents an investment of more than \$6 million.

## LEE COUNTY

### Bar-B-Q by Jim opens at Mall at Barnes Crossing

TUPELO - Bar-B-Q by Jim has opened a second location inside The Mall at Barnes Crossing.

It is located at the former Back Yard Burger location.

Owner Jim Beane said that the mall location offers strictly barbecue with no breakfast or plate lunches. The menu will include pulled pork, smoked

chicken, smoked sausage, chicken wings, coleslaw and baked beans.

### Voe's Boutique opens at Fairpark at Main

TUPELO - Women's clothing retailer Voe's Boutique has opened in the Fairpark at Main development, which is anchored by Fairpark Grill and Park Heights.

Virginia Metts is the owner.

The store sells tops, dresses, jackets, purses, jewelry and shoes. It's open Monday through Saturday from 10 a.m. to 6 p.m.

The phone number is (662) 269-2551.

### Lost Pizza Co. opens in Crye-Leike Plaza

TUPELO - Lost Pizza Co. has opened in Tupelo's Crye-Leike Plaza on North Gloster Street.

The restaurant, owned by John Mark and Emily Elliott of Tupelo, serves wings, pizza, salads, pasta and subs. It also has 24 types of domestic and imported beers.

The restaurant is open Monday

through Thursday from 11 a.m. to 9 p.m. and Friday and Saturday from 11 a.m. to 10 p.m. It is closed on Sunday. The phone number is (662) 841-7887.

### Oscar's Wine & Spirits opens in Crye-Leike Plaza

TUPELO - Oscar's Wine & Spirits is now open in Crye-Leike Plaza on North Gloster Street in Tupelo.

Oscar Connell is the owner. Bob Smith, formerly of the now closed Rebel Package Store, is the manager.

The phone number is (662) 269-2483.

The store is open Monday through Saturday from 10 a.m. to 10 p.m. It has five employees.

### Home Chef Market also opens in Crye-Leike Plaza

TUPELO - Home Chef Market, located in the Crye-Leike Plaza, has opened, offering fresh seafood and meats.

The store is open Monday through Friday from 11 a.m. to 7 p.m. and on Saturday from Noon to 6 p.m. It is closed on Sunday.

The phone number is (662) 269-2533.

### Nautical Whimsey open in former Bistro on Main

TUPELO - Nautical Whimsey Italian Bistro and Wine Bar has opened at 210 Main Street, in the former Bistro on Main location.

Amanda Knuckles, originally from Missouri, serves lunch and dinner, plus brunch on Sunday. The menu includes appetizers, soups, salads, pasta, pizza and deserts.

The restaurant has indoor and outdoor seating.

*Daily Journal reports*



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NEWSMAKERS

Cardiology of North Mississippi employees **Julie Bruce** of Blue Springs and **Karon Crowley** of Tupelo will serve on the Technologist and Nurses Committee for the Society of Cardiovascular Computed Tomography from 2010-2013.

Bruce, a registered nurse and registered diagnostic cardiac sonographer, is the non-invasive services director at Cardiology Associates of North Mississippi, where she has been employed since 1999. She has an associate's degree in nursing from Northeast Mississippi Community College and a bachelor's degree in nursing from Mississippi University for Women.

Crowley earned an associate's degree in radiologic technology from Itawamba Community College and joined Cardiology Associates of North Mississippi in 2005. She also accepted an invitation to serve on the annual scientific meeting planning committee.

**Dr. Ben Moore** recently retired from Pulmonary Consultants after 30 years in practice.

When Moore joined IMA Foundation and the medical staff at North Mississippi Medical Center in October 1980, he was the only pulmonary specialist in Mississippi north of Jackson. A native of Jackson, he completed medical school at the University of Mississippi School of Medicine, as well as residency training in internal medicine and a fellowship in pulmonary medicine.

**ThomM. Floyd Jr.** recently was elected Booneville community bank president for Renasant Bank.

Floyd has been with Renasant since 2007 as a corporate lender and special assets officer.

Floyd attended the University of Mississippi, graduating with a bachelor's degree in banking and finance. He also has attended the Mid South School of Banking at the University of Memphis and the Southeastern School of Commercial Lending at Vanderbilt University.

**Sam Graves** recently was elected to accounting officer for Renasant Bank.

He has been a staff accountant with Renasant since 2004.



GRAVES

Graves attended Mississippi State University, graduating with a bachelor's degree in accountancy.

Several area residents have been named as members of the

Itawamba Community College District Workforce Council for 2010-11, including **Brian Bryant**, Advanced Innovations East, Baldwyn; **Linda Carnathan**, Okolona Chamber of Commerce; **Greg Deakle**, Itawamba County Development Council; **Joyce East**, Chickasaw Development Foundation; **Beth Frick**, North Mississippi Medical Center; **Glenn A. Gann**, Leggett & Platt, Tupelo; **Tony Green**, Monroe Chamber of Commerce; **Mike Hall**, Ashley Furniture, Ecru; **Bryan Hawkins**, Hawkeye Industries Inc., Tupelo; **Dustin Lepper**, Cooper Tire and Rubber Co., Tupelo; **Randy Kelley**, Three Rivers Planning and Development, Pontotoc; **Doug Knittig**, Georgia Gulf Chemicals and Vinyls, Aberdeen; **John Lyles**, Franklin Furniture, Houston; **Harry A. Martin**, private business, Tu-

pelo; **Danny McClellan**, Southern Motion, Pontotoc; **Teresa Montgomery**, Pontotoc Spring; **Kevin Payne**, F.L. Crane & Sons Inc., Fulton; **Kathy Ray**, ITT Engineered Valves, Amory; **Tommy Roberts**, Tecumseh Products Co. Inc., Tupelo; **David P. Rumbarger**, Community Development Foundation, Tupelo; **Danny Sprettler**, Gilmore Foundation, Amory; **Greg Washington**, Golden Chair, Houlika; **Lewis Whitfield**, CREATE Foundation and **Scott Williams**, Philips Day-BriteTupelo.



FUQUA



COGGINS

**Sherry Fuqua** and **Angie Coggins**, respiratory therapists from North Mississippi Medical Center, have been certified as asthma educators.

Fuqua, a Pontotoc native, works at NMMC's Women and Children's Services. She has been employed with NMMC for 27 years.

Coggin, of Tupelo, also works at NMMC's Women and Children's Services.

A native of New Orleans, she began her respiratory education at Delgado Community College and completed it at Itawamba Community College. She has been employed with NMMC for four years.



EWING

Franklin Collection Service named **Yuvonda Ewing** as its October employee of the month. She is an administrative assistant and accounts payable clerk and has been employed at Franklin since January 2010.



FORD

**Cheryl Ford**, CNA, a rehabilitation technician with the North Mississippi Medical Center's Rehabilitation Institute, was named NMMC's employee of the

month for September.

Ford has been with NMMC since 2001. She also has worked as a managerial assistant for Acute Rehabilitation and a unit coordinator for the Rehabilitation Institute.

**Melissa Hamilton**, secretary with the Heart Institute, was named North Mississippi Medical Center's Employee of the Month for October.

Hamilton has been with NMMC since 1995. Before joining the Heart Institute, the Tupelo High School graduate worked for 12 years in Food and Nutrition Services.

**Mossy Oak Properties** of Tupelo broker **Wesley Webb** was recognized as a new Pinnacle Club member for the third quarter of 2010.

The Pinnacle Club recognizes the top land sales professionals each quarter from a network of more than 300 Mossy Oak Properties agents and brokers across 16 states.

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# Chamber Connection

A publication of Journal Publishing and the CDF Chamber Division – November 2010



## Community Development Foundation to host regional job fair

The Community Development Foundation (CDF), in partnership with the Mississippi Development Authority and the Governor's Job Fair Network, will host a regional job fair Thursday, November 18, at the Tupelo Furniture Market, Building V. The event, which will be held from 10:00 a.m. to 9:00 p.m., will feature an array of local companies looking for serious applicants and will serve as one of the main regional job fairs for those interested in applying for positions at Toyota Motor Manufacturing, Mississippi, and many of its suppliers.

"The 2010 CDF Job Fair is the perfect occasion for potential employees to learn about employment op-

portunities in the Northeast Mississippi area," said David Rumbarger, CDF president and CEO. "All of the tools necessary to apply for a job with Toyota and its suppliers will be made available to applicants on-site, making it a virtual one-stop-shop for job seekers."

To accommodate those interested in applying for a job with Toyota Motor Manufacturing, Mississippi, laptop computers will be available for applicants to participate in the

application process. Representatives from Toyota will be present to answer questions about positions available at the Blue Springs plant. Extended hours have also been put into place to ensure maximum participation for those seeking employment in the area.

Admission to the 2010 CDF Job Fair is free for interested applicants. Potential employees may pre-register at [www.cdfjobfair.com](http://www.cdfjobfair.com) until 5:00 p.m. on Tuesday, November 16. Ap-

plicants may also register on-site the day of the event. Positions will include experienced and entry-level, as well as full and part time. Applicants should bring updated resumes to present to potential employers and take advantage of a great time to learn about new industries and careers available in Northeast Mississippi.

Employers interested in setting up a booth at the 2010 CDF Job Fair should register online at [www.cdfjobfair.com](http://www.cdfjobfair.com) or contact CDF for rates and detailed information on the event.

For more information, please contact Greg Giachelli at (662) 842-4521 or [ggiachelli@cdfms.org](mailto:ggiachelli@cdfms.org)

To register for a booth space or pre-register for the job fair, visit [www.cdfjobfair.com](http://www.cdfjobfair.com).

# Chamber focus

Dear Friends:

As your Chamber of Commerce, CDF continually strives to offer services and programs that assist our members of the business community in Tupelo and Lee County.

One program initiated last year was an affinity program called ChamberAdvantage. The program is designed to encourage CDF members to do business with other CDF members by offering special discounts on products and services over and above what they offer to the general public. Last year, 116 of our members representing 55 categories offered special discounts and this week begins a new year for our program. Please visit [www.cdfms.org/chamberadvantage](http://www.cdfms.org/chamberadvantage) and review the discounts that began November 1. By participating and taking advantage of the discounts, members will realize a quick return on their CDF membership investment. To enlist your business, or if you have any questions, please contact Emily Addison at [eaddison@cdfms.org](mailto:eaddison@cdfms.org).

The next Professional Development Seminar CDF is offering is scheduled for Wednesday, December 1. Deborah Tierce with Tierce Motivational Training will be presenting a Customer Service Strategy Seminar. She will present the seminar from 8:30 a.m.–11:30 a.m. and then again from 1:30 p.m.–4:30 p.m. Registration is \$50.00 for CDF members. Online registration is available at [www.tupelochamber.com](http://www.tupelochamber.com). Reserve your spot early, as space is limited.

CDF is planning the fourth annual Business to Business Connection trade show for February 17-18, 2011.



SMITH

The trade show will offer an opportunity for businesses and industries to showcase and demonstrate their products and provide first-hand information about their goods and services. By participating in the show, you not only market your business to other businesses but to the public as well. Application forms to reserve booths have been mailed to CDF

members. The Taste of Tupelo will be held on the evening of February 17 and will officially open the Business to Business Connection. More details will be given later on other events planned for the trade show.

Here at CDF, as we approach this season of Thanksgiving, we remain thankful to you, our members and partners, and are reminded of how blessed we are to be a part of such a vibrant and progressive community. Best wishes to you and your family for your happy, safe, and joyous Thanksgiving holiday.

Vice President of Chamber Program Services

## New CDF MEMBERS

**Barnes Crossing Hyundai Mazda**  
Mr. Joe Marshall  
3983 N Gloster St.  
Tupelo, MS 38804  
(662) 844-1383  
*Automotive*

**EZ Wireless**  
Ms. Terri Beauvais  
2306 W Main St.,  
Ste. F  
Tupelo, MS 38801  
(662) 205-4080  
*Cellular Phones*

**Nippon Express**  
Mr. Hitoshi Abe  
398 E Main St.,  
Ste. 220  
Tupelo, MS 38804  
(901) 229-0856  
*Transportation*

**SRG, Stevens Resource Group**  
Ms. Sheryl Carter  
1860 Graham Dr.  
Tupelo, MS 38801  
(662) 791-7877  
*Employment Agencies*

**Birdshot Lodge**  
Mr. Jim Homan  
230A Bynum Ave.  
Shannon, MS  
38868  
(662) 871-8649  
*Recreation*

**The Home Chef Market**  
Ms. Lizzette Van  
Osten  
1203 N Gloster St.,  
Ste. F  
Tupelo, MS 38804  
(662) 269-2533  
*Grocery Stores*

**Noyes Family Care Center**  
Ms. Heather Moore  
P.O. Box 1390  
Corinth, MS  
38835-1390  
(662) 287-6999  
*Health Care*

**TRANE Commercial Systems & Services**  
Mr. Jerry Barham  
1775 Pyramid Pl.,  
Ste. 100  
Memphis, TN 38132  
(901) 348-2854  
*Air Conditioning/ Heating*

**Downtown Eatery**  
Mr. Terry Stults  
316 N Spring St.  
Tupelo, MS 38804  
(662) 840-4444  
*Restaurants and Catering*

**Midnite Pottery**  
Mr. Dean Webb  
2004 N Gloster St.  
Tupelo, MS 38804  
(662) 842-8058  
*Retail and Specialty Shops*

**Peculiar Ministries International, Inc.**  
Mr. Harold Turrentine  
P.O. Box 4015  
Tupelo, MS 38803  
(662) 844-3902  
*Organizations*

**Weezy's Deli and Gifts**  
Ms. Vivian Lee  
P.O. Box 2908  
Tupelo, MS 38803  
(662) 841-5115  
*Restaurants and Catering*

**Gold & Silver Extravaganza**  
Mr. Randy Robinett  
210 W Main St.  
Tupelo, MS 38804  
(662) 840-5418  
*Retail and Specialty Shops*

**Southern Home Solutions**  
Mr. Chaz Kirby  
1214 Eugene St.  
Tupelo, MS 38804  
(662) 844-5556  
*Plumbing*

## Community Development Foundation's

### Board of Directors for 2010-2011

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

### 2010-2011 Executive Committee

Billy Crews, Chairman	Sue Gardner	Guy Mitchell
David Irwin, First Vice Chairman	Shane Hooper	Aubrey Patterson
David Copenhaver, Second Vice Chairman	Octavius Ivy	Jane Spain
David Rumbarger, President/Secretary	Pat Jodon	Buddy Stubbs
Chris Rogers, Past Chairman	Glenn McCullough	Mitch Waycaster

### 2010-2011 Board of Directors

R.V. Adams	L.E. "Bo" Gibens	Fred Pitts
Mike Armour	Gunner Goad	Darrell Rankin
Richard Babb	Chauncey Godwin	Harry Rayburn
Bernard Bean	Lisa Hawkins	Jack Reed
Ronnie Bell	David Henson	Scott Reed
Chris Berryman	Reed Hillen	Rob Rice
Charles Bouldin	Frank Hodges	Eddie Richey
David Brevard	Jerry Maxcy	Cathy Robertson
Gary Carnathan	Robin McGraw	Tom Robinson
Mike Clayborne	Paul "Buzzy" Mize	Mike Scott
V.M. Cleveland	Alan Nunnelee	Randy Shaver
Scott Cochran	Mary Pace	Barry Smith
David Cole	Jim Pate	Jeff Snyder
Norma Cother	Mimi Pettit	David Steele
Tom Foy	Greg Pirkle	Mary Werner

### 2010-2011 Ambassador's Club

Ms. Richelle Anderson.....	Lighthouse Web Dezines
Ms. Veleka Ball .....	CB&S Bank
Ms. Beverly Bedford .....	Honda of Tupelo
Ms. Cindy Black .....	Prudential 1st Real Estate
Mr. Richard Carleton.....	Mall at Barnes Crossing
Ms. Shavonne Collier .....	Renasant Bank
Ms. Molly Crews .....	Express Employment Professionals
Ms. Sheila Davis .....	PPI, Inc.
Mr. Chris deLambert.....	Century 21 Sue Gardner Realty
Ms. Danielle Del Grande.....	Comfort Suites
Ms. Shanelle Gardner .....	BancorpSouth
Mr. Randy Harris .....	M&F Bank
Mr. Toby Hedges .....	Shelter Insurance
Ms. Waurene Heflin.....	Crye-Leike Realtors
Mr. Karen Hester.....	Community Bank
Ms. Wanda Johnson .....	Sleep Inn & Suites
Ms. Suzanne Kirby .....	Advanced Screening Solutions
Ms. Dianne Loden.....	Trustmark Bank
Mr. Tim Long .....	Cellular South
Ms. Bea Luckett .....	TRI, Inc. Realtors
Mr. Ben Martin .....	RE/Max Associates Realtors
Ms. Megan McCarty .....	Gibens Creative Group
Mr. Marcus McCoy .....	Prudential 1st Real Estate
Mr. Brad McCully .....	Sportsman Lawn & Landscape
Ms. Haley McLemore .....	Alliance Collection Service
Mr. Bill McNutt .....	WLM Insurance, LLC
Mr. Scott Medlock .....	The McCarty Company
Mr. Paul Mize .....	BancorpSouth
Ms. Carolyn Moss .....	Comfort Inn
Mr. Joe Nobles .....	Tupelo Radio Broadcasting
Ms. Chandra Pannell .....	Get It There Auto Transportation
Ms. Kara Penny.....	Tupelo Convention & Visitors Bureau
Mr. Les Perry.....	North Mississippi Medical Center
Ms. Katie Pickens McMillan .....	Key Staff Source
Ms. Amy Richey.....	Amedisys Hospice
Mr. Chris Richburg .....	Lamar Advertising
Mr. Greg Thames .....	Trustmark Bank
Ms. Dana Thompson.....	Gentiva Hospice
Ms. Susan Webb.....	Room to Room

# Yellow Lovebirds brings unique shopping experience to Tupelo

Yellow Lovebirds has landed in Downtown Tupelo. This unique lady's clothing and accessories boutique is the brainchild of fashionista and hometown girl, Carrie Hancock. After spending several months running a successful online store, Hancock has brought her keen fashion sense and eye for unique, affordable pieces for all ladies back home, creating a special shopping experience right here in Downtown Tupelo.

"Downtown is such a great place in smaller towns. It's where everything happens," said Hancock. "I love that you can walk around and make shopping part of an experience."

A visit to Yellow Lovebirds truly is an experience. The shop boasts shoes, handbags, jewelry, and all types of clothing. Average prices are in the \$30 to \$40 range, with some higher end items. New shipments arrive weekly so each trip to Yellow Lovebirds is a new experience in and of itself. Hancock enjoys giving advice to her clients, in hopes that people will feel differently when they leave. She doesn't want to just sell clothes, but wants people to experience things that make them feel better and try on new pieces that they have not seen before.

"I enjoy supplying the trends and helping people see it's fun to dress up, but still make it your own sense of

style," said Hancock.

The name Yellow Lovebirds came from Hancock's love of the color yellow and her appreciation for things of an older time. In ages gone by, lovebirds could be seen in old paintings, needlepoint, and even woven into lace curtains. Hancock enjoys this sense of

nostalgia and it is evident by the décor that outfits her store.

Because the vibe of Yellow Lovebirds is very unique, Hancock spends a great deal of time researching at her trips to market. In her quest to find the best prices and cutest items for the store, she spends several days at market to ensure that she is bringing back styles that fit the varied personalities of her patrons.

"People want lots of options and want to feel like what they bought is special," said Hancock. "It is

*"People want lots of options and want to feel like what they bought is special. It is always my goal to get the best styles for the most people at the best prices."*

**Carrie Hancock**

always my goal to get the best styles for the most people at the best prices."

When strolling down Main Street there are many options for shopping, dining, and experiencing the excitement that is Downtown Tupelo. When you see the bright yellow letters that adorn the top of Yellow Lovebirds boutique, step inside for a shopping experience like no other in Tupelo.

Yellow Lovebirds is located at 206 W Main St. They are open Monday through Saturday from 10:00 a.m. to 6:00 p.m. and can be reached at (662) 842-7676.



## EYE CARE ASSOCIATES



To celebrate the opening of Eye Care Associates in Tupelo, a ribbon cutting was held. Pictured on the front row are: Emily Addison, CDF; Councilman Mike Bryan; Councilman Fred Pitts; Tom Powell, Eye Care Associates; Cissy Powell, Eye Care Associates; and Taiza Mortinez, Eye Care Associates. Pictured on the back row with members of the CDF Ambassador's Club are: Eddie Wilhite, Gum Tree Property Management; and Wilson Coleman, Gum Tree Property Management. Eye Care Associates is located at 2005 W Main St. and can be reached at (662) 205-4654.

## EDIBLE ARRANGEMENTS



A ribbon cutting was held to celebrate the grand opening of Edible Arrangements in Tupelo. Pictured with members of the CDF Ambassador's Club are: Tiffany Wilemon, Edible Arrangements; ShaRon Ruff, Edible Arrangements; Nicole Fields, Edible Arrangements; Corey Kyle, Edible Arrangements; Councilman Fred Pitts; Robin Gibson, Edible Arrangements; Cindy Yates, Edible Arrangements; Kimberly Howard, Edible Arrangements; Ed Breedlove, Edible Arrangements; Savannah Harris, Edible Arrangements; and Emily Addison, CDF. Edible Arrangements is located at 2240 Rabbit Dr., Ste. 600 in Tupelo and can be reached at (662) 840-0572.

MIST ASIAN RESTAURANT & BAR



A ribbon cutting was held to celebrate the grand opening of Mist Asian Restaurant & Bar in Tupelo. Pictured with the CDF Ambassadors at the event are: Ming Chow, Mist; Tony Guan, Mist; Qian Wang, Mist; Councilman Markel Whittington; Wen Bing, Mist; Robert Mann, Mist; Joanne Carlin, Mist; Jia Xiang Wang, Mist; and Emily Addison, CDF. Mist Asian Restaurant & Bar is located at 1203 N Gloster St., Ste. H in Tupelo and can be reached at (662) 269-2366.

CLARION INN



To celebrate the grand opening of the guitar-shaped pool at the Clarion Inn, a ribbon cutting was held. Pictured with the CDF Ambassadors are Linda Williams, Clarion Inn; Sandra Christian, Clarion Inn; Jimmy Pappas, Clarion Inn; Councilman Markel Whittington; Doris Harris, Clarion Inn; Neal McCoy, Tupelo Convention & Visitors Bureau; Matt Wyatt, Tupelo Convention & Visitors Bureau; and Zandra Hereford, CDF. Clarion Inn is located at 852 N Gloster St. in Tupelo and can be reached at (662) 844-4464

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## BARNES CROSSING HYUNDAI MAZDA



A ribbon cutting ceremony was held at Barnes Crossing Hyundai Mazda. Pictured on the front row are: Jeremy Breland, Barnes Crossing Hyundai Mazda; Chase Garrison, Barnes Crossing Hyundai Mazda; Tim Wade, Barnes Crossing Hyundai Mazda; Kelly Byars, Barnes Crossing Hyundai Mazda; Kelly Gates, Barnes Crossing Hyundai Mazda; Councilman Jonny Davis; Joe Marshall, Barnes Crossing Hyundai Mazda; Linda Marshall, Barnes Crossing Hyundai Mazda; Terry Kilpatrick, Barnes Crossing Hyundai Mazda; Monica Petty, Barnes Crossing Hyundai Mazda; Tayrn Kilpatrick, Barnes Crossing Hyundai Mazda; Jessi Marshall Kilpatrick, Barnes Crossing Hyundai Mazda; Pat Beasley, Barnes Crossing Hyundai Mazda; Alan Ezell, Barnes Crossing Hyundai Mazda; Jay Pelletier, Barnes Crossing Hyundai Mazda; and Emily Addison, CDF. Also pictured are members of the CDF Ambassador's Club. Barnes Crossing Hyundai Mazda is located at 3983 N Gloster St. in Tupelo and can be reached at (662) 844-1383.



## The Campbell Agency finds home at Renasant Center for IDEAs

The Campbell Agency, part of the National Agents Alliance, is one of the newest businesses of the Renasant Center for IDEAs, Tupelo/Lee County's Regional Business Incubator. Keith Campbell, owner of the Campbell Agency, chose the Renasant Center for IDEAs in August 2010 because of the bundle of services CDF provides and the curb appeal of the building could inspire all involved in the business to turn a small agency into a larger business.

"There are some very creative minds in Tupelo," said Campbell. "The services that CDF provides through the Renasant Center allow my agents to learn about my business in an entrepreneurial way. Plus, the services offered through the college help my agents win in life and in my business."

The Campbell Agency is an insurance marketing organization through the National Agents Alliance that focuses on protecting homeowners. Home mortgages represent the largest source of personal debt for most Americans. As a result, Campbell Agency offers mortgage protection insurance designed to pay off your mortgage should death occur or it pays the mortgage note in the case of disability. The company also offers term life insurance and annuities.

What sets the Campbell Agency apart is that they are a leadership development company. They do not just seek out agents, but they hire from within their clientele. Campbell compares his team to a company of contractors, as he seeks to build teams of

business oriented people who are eager to serve and want to work in a business based on leadership.

Training and mentoring are a large part of preparing agents to work for the Campbell Agency. The company focuses on four major points in preparing agents to be responsible citizens. First, agents are encouraged to listen a lot. Second, they are taught to work smart. Third, the association helps them grow by attending conferences, reading books, and receiving training. Finally, the company helps agents change by educating them on the products so that they believe in the products that they both own and sell. This enables them to keep money circulating in the community. According to Campbell, he is looking for agents who want to stay in Tupelo but also have opportunities to travel and sell.

A former football player for the Ole Miss Rebels, Campbell was familiar with Tupelo and believes even now that he has made the right decision opening his business in this city in the Renasant Center for IDEAs.

"I found entering Mississippi very warm. This is a very open community. I never felt like a stranger," said Campbell. "It is a joy serving Tupelo because of that."

The Campbell Agency is located inside the Renasant Center for IDEAs at 398 E Main St. and can be reached at (662) 269-2216. For more information, please visit [www.naacampbell.com](http://www.naacampbell.com) or [www.naacampbellagency.com](http://www.naacampbellagency.com).

### "The Five of Five Customer Service Success Strategy"

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Wednesday, December 1, 2010

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Please call (662) 842-4521 to reserve your space

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



## Governor Barbour presents medal of service to Martin

Governor Haley Barbour honored seven Mississippians including Harry Martin, former CEO of the Community Development Foundation (CDF), with the Mississippi Medal of Service for their significant contributions to improve their communities and state, September 28 at the Woolfolk state office building near the Capitol in Jackson.

With Martin, the Mississippi Medal of Service was given to former Lieutenant Governor Brad Dye, former Ambassador John Palmer, former Mississippi Department of Archives and History Director Elbert Hilliard, former Meridian Mayor Al Rosenbaum, community activist Reverend John Perkins of Jackson, and Gulf Coast businessman Victor Mavar.

"These individuals have dedicated their lives to making Mississippi a better place to work and live for future generations," Governor Barbour said. "Through their charitable contributions, their daily business and efforts to serve the public, these honorees exemplify what it means to be a Mississippian. They are greatly admired in their communities, and Marsha and I are glad we can

honor their work."

Selected as the chief executive officer of the Community Development Foundation in Tupelo/Lee County in 1956, Harry Martin received numerous citations for his exceptional achievements in economic development and community organization.

He has assisted in placing or expanding more than 100 plants and developing five industrial parks. His work played a key role in having the CDF being named three times as one of the top 10 development agencies in the nation by Site Selection handbook and the Industrial Development Research Council of Atlanta.

Martin focused on "hands-on" projects, utilizing the diverse talents and skills within the region, creating community ownership of projects and programs. Model programs coordinated by Martin attracted national and international attention. International graduate students in Vanderbilt University's Economic Development program traveled to Tupelo/Lee County annually for more than 33 years to study the innovated Rural Community Development Program.

## SPORTSMAN LAWN & LANDSCAPE



A ribbon cutting ceremony was held to celebrate Sportsman Lawn & Landscape's 10th Anniversary in its current location. Pictured on the front row of the event are: Emily Addison, CDF; Thomas Baker, Sportsman Lawn & Landscape; Chris Palmertree, Sportsman Lawn & Landscape; Earl Krutz, Sportsman Lawn & Landscape; Ray Barnett, Sportsman Lawn & Landscape; Councilman Mike Bryan; Councilman Jonny Davis; Brad McCully, Sportsman Lawn & Landscape; Jessi McCully, Sportsman Lawn & Landscape; Marty McCully, Sportsman Lawn & Landscape; Hal Smith, Sportsman Lawn & Landscape; and Tim Tucker, Sportsman Lawn & Landscape. Also pictured are members of the CDF Ambassador's Club and employees of Sportsman Lawn & Landscape. Sportsman Lawn & Landscape is located at 322 N Eason Blvd. in Tupelo and can be reached at (662) 844-6539.

## YELLOW LOVEBIRDS



To celebrate the grand opening of Yellow Lovebirds in Downtown Tupelo, a ribbon cutting was held. Pictured on the front row of the event are: Debbie Brangenberg, Downtown Tupelo Main Street Association; Catherine McMahon with Ella McMahon; Larry Hancock; Helen Hancock; Caleb McMahon; Elaine Hancock; Carrie Hancock, Yellow Lovebirds; Councilman Nettie Davis; Councilman Mike Bryan; Allie West, Downtown Tupelo Main Street Association; Craig Hel-muth, Downtown Tupelo Main Street Association; and Emily Addison, CDF. Pictured on the back row with members of the CDF Ambassador's Club are: Shelly Daniel, Swirlz; and Jeremy McMahon. Yellow Lovebirds is located at 206 W Main St. and can be reached at (662) 842-7676.

## Join us for the November meeting of the Tupelo Young Professionals

Thursday, November 18, 2010 • 5 to 7 p.m.

MLM • 108 South Spring St., Tupelo

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

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# Have you reserved your booth space for the 2011 Business to Business Connection trade show?

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**Thursday, Feb. 17, 2011**

8 a.m. - 4 p.m.

Exhibitors Move In

5 - 7 p.m.

Taste of Tupelo  
(Invitation Only)

All exhibits must be open  
during the Taste of Tupelo

**Friday, Feb. 18, 2011**

9 a.m. - 4 p.m.

Exhibits Open

4 - 5 p.m.

Booth Break-Down



BancorpSouth Arena  
375 East Main Street  
Tupelo, Mississippi

## LA MESON D'OR



A ribbon cutting ceremony was held at La Meson D'Or. Pictured on the front row are: Mariana Herrera, La Meson D'Or; Pedro Sanchez, La Meson D'Or; Carolina Fierro, La Meson D'Or; Enrique Amador, La Meson D'Or; Mayor Jack Reed, Jr.; Councilman Fred Pitts; Rufino Balan, La Meson D'Or; Rosario Fierro, La Meson D'Or; Debbie Brangenberg, Downtown Tupelo Main Street Association; and Emily Addison, CDF. Pictured on the back row are Craig Helmuth, Downtown Tupelo Main Street Association; and members of the CDF Ambassador's Club. La Meson D'Or is located at 204 Troy St. in Downtown Tupelo and can be reached at (662) 840-5680.

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WHEELER & FRANKS LAW FIRM, P.C.



A ribbon cutting was held to celebrate the grand opening of Wheeler & Franks Law Firm, P.C. in Downtown Tupelo. Pictured on the front row are: Councilman Mike Bryan; Bill Wheeler, Wheeler & Franks Law Firm, P.C.; Jase Franks; Nick Franks; Jamie Franks, Wheeler & Franks Law Firm, P.C.; Councilman Fred Pitts; Speaker Billy McCoy; Debbie Brangenberg, Downtown Tupelo Main Street Association; Representative Steve Holland; and Emily Addison, CDF. Pictured on the back row with the CDF Ambassadors are: Eddie Simmons; Bill Lowery; Roger Franks; and Eric Hampton. Wheeler & Franks Law Firm, P.C. is located at 114 S Broadway St. in Tupelo and can be reached at (662) 842-0380.

GENTIVA HOSPICE



A ribbon cutting was held to celebrate the opening of Gentiva Hospice in Tupelo. Pictured are: Anita Adams, Gentiva Hospice; Tracey Hollimon, Gentiva Hospice; Amanda Raines, Gentiva Hospice; Gayle Thomas, Gentiva Hospice; Councilman Mike Bryan; Benae Stephen, Gentiva Hospice; Councilman Fred Pitts; Dr. Clint Washington, Gentiva Hospice; Tammy Shelton, Gentiva Hospice; Ryan French, Gentiva Hospice; Dana Thompson, Gentiva Hospice; Angie Howard, Gentiva Hospice; Melissa Cox, Gentiva Hospice; Penny Sanders, Gentiva Hospice; Mary Ferguson, Gentiva Hospice; Shanda Dancy, Gentiva Hospice; Debra Brown, Gentiva Hospice; and Barbara Smith, CDF. Also pictured are members of the CDF Ambassador's Club. Gentiva Hospice is located at 1140 W Main St. and can be reached at (662) 891-1387.

Mark your calendar for First Friday

Friday, Dec. 3 at 7 a.m.

Speaker: U.S. Congressman, District 1 (invited)

Sponsored by Cellular South



The Mall at Barnes Crossing Food Court  
Continental breakfast will be served.

For more information, call: 662.842.4521

SWEET PEPPERS DELI



A ribbon cutting was held to celebrate the 10th anniversary of Sweet Peppers Deli in Tupelo. Pictured on the front row of the event are: Emily Addison, CDF; Tony Corrie, Sweet Peppers Deli; Bernard Bean, Eat With Us Group; Nancy Blaylock, Sweet Peppers Deli; Councilman Nettie Davis; Councilman Mike Bryan; Samantha Boxx, Sweet Peppers Deli; Kelle McIntosh, Sweet Peppers Deli; and Arma de la Cruz, Eat With Us Group. Pictured on the back row are members of the CDF Ambassador's Club. Sweet Peppers Deli is located at 921 W Main St. in Tupelo and can be reached at (662) 840-4475.



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- Film Festival**  
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- Downtown Tupelo Farmers' Market**  
Mid-May through October
- Tupelo Elvis Festival**  
1st Weekend in June
- Summer Picnic**  
July
- Down on Main Concert Series**  
2nd Thursday in July, Aug. & Sept.
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# Your next – or current – job may be at home

Several thoughts came to mind as I crept along U.S. Highway 1 during morning rush hour toward Boston's Logan International Airport.

I wondered how people could live like that, moving down a 10-mile stretch of highway and never exceeding 20 miles per hour, day after day. I wondered if people were content. Or were they looking to escape? But the main thought on my mind concerned something I had read only days before in IBM Systems magazine.

Most people commute to work, but it wasn't always that way. It used to be that a large percentage of the Americans worked where they lived. For example, in towns and cities, a merchant might have a store on the first floor of a building and living quarters upstairs or in back. In rural areas, many people lived and worked on farms.

The Industrial Revolution

changed all that. People left their houses and apartments daily to work in factories. Fewer and fewer people were self-employed, and overall, people were better off materially than they had been.

Now a technological revolution is reversing the process, allowing more and more people to work from their homes.

I'm not talking about scams, such as stuffing envelopes. I'm talking about legitimate work that people perform in offices. The only requirements for doing many jobs at home are a computer and a high-speed Internet connection. Once a person is connected to the corporate network, he is able to do the same functions he would normally do in an office.

Statistics vary for working



**Ted  
HOLT**

## TECHTALK

remotely at home, or telecommuting, as it is often called. The Telework Research Network claims that 40 percent of Americans could do their jobs from home. A report cited on [brighthouse.com](http://brighthouse.com) estimates that 58 million Americans can work from home. While I believe that these numbers are too high, I do not doubt that telecommuting is

growing.

According to the National Small Business Association, 9 percent of small businesses allowed their employees to work from home in 1997, but today that figure is 44 percent.

### Employers, employees love it

The advantages to the employer are enormous. The employer does not have to pay for office space for home-based workers. Operating ex-

penses are lower. Businesses report less absenteeism, less turnover, and a 15-25 percent increase in productivity. Large companies like IBM, AT&T, Dow Chemical, Best Buy, JetBlue and American Express make heavy use of off-site workers.

JetBlue hires work-at-home reservation agents. Place a call to JetBlue and you may be talking to someone who is wearing pajamas and sitting in their bedroom.

Employees also love it. A few advantages: They are in more comfortable surroundings, they don't have to fight traffic and they can get by with a less extensive wardrobe.

The Oct. 19 issue of *Computerworld* says that two-thirds of the workers they surveyed would take a 10 percent cut in pay to be allowed to telecommute and use personal wireless devices to do their jobs.

And that brings me back to

the September 2010 issue of *IBM Systems Magazine*, Power Systems edition. I read the following: "A study of more than 24,000 office worldwide IBM employees found allowing employees to work at home resulted in additional productivity without interfering with home life."

IBM discovered that office-based workers began to feel conflict between home and work after an average of 38 hours of work. Workers with flexible hours, including hours worked from home, could work an average of 57 hours without feeling conflicted. Of all the advantages, this is No. 1 in my book.

Here's hoping the traffic is lighter the next time I travel U.S. Highway 1.

**Ted Holt** is president of BINaRE, a Tupelo-based organization of professionals interested in the application of technology to the workplace. BINaRE welcomes new members. For more information, visit [www.binare.org](http://www.binare.org).

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## Holidays

*Continued from Page 2*

Retailers are expected to keep a tight control on inventory, much like last year, and will try to expand sales opportunities through new ways of shopping such as on mobile phones.

Holiday hiring might be a good indicator for what retailers expect, and in North-east Mississippi, many merchants expect to hire as many, if not more, seasonal workers than last year.

Unfortunately, the pool of applicants also is larger than usual, with unemployment in the region averaging 12.3 percent this year.

Spending will depend largely on consumer confidence. The Conference Board said last week that the September Consumer Confidence Index rose to 50.2, higher than the 49.2 that was projected but still the lowest since February.

However, an Associated

Press poll also released last week showed that shoppers will boost their overall spending 2.5 percent in 2011, slightly better than what economists project for this year.

Retailers, of course, would rather see them spend a little more now and roll it over into next year.

And some businesses are making their move now to get those dollars.

For example, shoppers can expect plenty of Black Friday special deals.

But last week, Sears got the jump, having a two-day "Black Friday Now" sale. Toys R Us put all of its 80-page Christmas toy book on sale on Sunday.

And according to the New York Times, JC Penney will run a one-day sale on Nov. 17, adding to the "Biggest Sale of Them All" on Nov. 6, a "Huge Sale" on Nov. 20 and a "Day Before Thanksgiving" sale on Nov. 24.

Contact **Dennis Seid** at (662) 678-1578 or [dennis.seid@djjournal.com](mailto:dennis.seid@djjournal.com).

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**Hourly holiday hiring trends**

	2010	2009	2008	2007
Hourly hiring managers who will hire seasonal workers	50%	47%	43%	51%
Hourly hiring managers who will make no hires, relying on current staff	23%	24%	29%	N/A
Other hiring managers who will make no hires, either because they don't have any budget or because they expect business to be slow	26%	29%	29%	N/A
Average hourly pay for seasonal employees	\$10.60	\$10.40	\$10.00	N/A

SOURCE: SnagAJob.com

**Hiring**

*Continued from Page 4*

encing the opposite situation. She's been getting about 15 to 20 applications a week for 20 to 30 seasonal jobs.

"We always have plenty apply," she said.

Job openings are primarily for selling associates – employees who are cross-trained to work the register and the sales floor – and gift wrappers.

Reed's also is focused on hiring seasonal gift-wrappers. Clyde Biddle, the company's chief financial officer, said Reed's will hire about five or six at its downtown Tupelo store and another five or six gift-wrappers at

its Mall at Barnes Crossing location.

"We've had a good number of applicants so far," he said.

Many of the seasonal gift-wrappers have done it for Reed's previously.

"A lot of students will come back year-to-year," he said.

He likes to rehire these workers because they've already been trained in Reed's gift-wrapping process, which includes individually made bows for each package.

The store doesn't hire seasonal help for sales and registers. Instead, Reed's has its regular employees extend their hours and work overtime.

"They can all work the registers and they know the merchandise," he said. "It's extra

money for employees."

Oxford Floral also relies on its current employees to handle the Christmas rush.

"It takes about six months' time to learn what we do and we go really fast at holiday time," said Norma Parkes, manager at the Oxford florist and retailer. "It would be awful for us to bring someone in here and expect them to keep up."

Instead, Parkes said, the store hires several college students in the spring and teaches them through the summer so they will be ready for the holidays.

Business editor **Dennis Seid** contributed to this story. Contact **Carlie Kollath** at (662) 678-1598 or carlie.kollath@djournal.com.

**Pop-up**

*Continued from Page 5*

porary leases, so there hasn't been a need to discuss the city's code.

But she can list many examples of temporary businesses that would be a good fit for downtown. A prime example would be a current retailer from another part of town that wanted to open a temporary business, such as a Christmas greenery store or a Halloween costume store.

"What we're hearing from the national and state level is that small businesses and entrepreneurs, with the economy, there are a lot of people looking to reinvent themselves," Brangenberg said.

Other pop-up ideas for downtown Tupelo include art markets, hot dog vendors, peanut vendors and hot cocoa vendors.

"Anything that lends to the ambiance of downtown," she said. "I have no idea whether it will happen."

Downtown Corinth also is

looking into the idea of temporary store concept, based on a retail incubator in downtown Tusculumbia, Ala.

The cooperative in Tusculumbia houses six businesses. The Times Daily said the cooperative allows local retailers to split operating costs and working hours. In September, the owners of one of the businesses told the newspaper they had grown enough to move out on their own to a vacate storefront.

Yet, the concept doesn't set a timeline for the business and doesn't require them to move out, according to the story.

Kelly Rinehart, director of Corinth's Main Street program, said her group has investigated the idea to see if it could work in downtown Corinth, but said it is still an "ambiguous idea."

"There are no concrete plans," she said. "It may or may not happen. It all depends on the right location."

Business Editor **Dennis Seid** contributed to this story. Contact **Carlie Kollath** at (662) 678-1598 or carlie.kollath@djournal.com.

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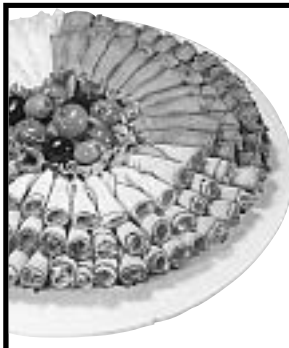
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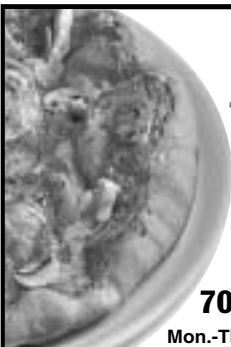
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