

THE NORTHEAST MISSISSIPPI

Business Journal

A MONTHLY PUBLICATION OF JOURNAL PUBLISHING AND THE COMMUNITY DEVELOPMENT FOUNDATION

August 2008

THE BUSINESS OF FOOD



Prsrt Std
US Postage
PAID
Tupelo, MS
Permit #353



Rob Lesley, owner of Romie's, celebrated the third anniversary of his restaurant this year. He'd worked in the food business before owning one, but he said he still had his share of surprises.

DESTE LEE

Restaurant business is 'brutal'

Owners of local eateries warn that it takes more than a good cook to have a successful restaurant.

By **Carlie Kollath**
BUSINESS JOURNAL

The restaurant business isn't for wimps.

According to a three-year study from Ohio State University, 26 percent of restaurants in a surveyed area around Columbus, Ohio, failed in the first year. By the end of the third year, almost 60 percent of the 2,439 restaurants had closed.

The study matched other studies that showed about one in four restaurants close or change ownership within their first year of business.

Running a restaurant is a risky business, but new restaurants pop up every day. The key, successful restaurateurs in Northeast Mississippi say, is remembering that the restaurant is a business.

After celebrating the third anniversary of Romie's Grocery in May, owners Rob and Leeann Lesley count themselves blessed.

"It's a nightmare that we love," said Leeann, taking a minute to sit with Rob and plan food orders with one of the restaurant's suppliers.

Romie's started with lunch and Rob's catering business, which he had before the Lesleys bought the restaurant. In February 2007, the Lesleys added dinner. In May, they expanded again with an outdoor patio. And, Rob since has expanded his catering business with a 33-foot trailer to cater events for 2,500 people.

Leeann joked that when everything was getting started, she wanted the Idiot's Guide to opening a restaurant. The Lesleys said Romie's benefited from Rob's experience with virtually every position in a restaurant – dishwasher, janitor, bartender, cook, bouncer – but he didn't have any formal restaurant training.

"I went to the school of hard knocks," he said smiling. "When you are opening (a restaurant),

Find out more

- Interested in more information about the business side of owning a restaurant? The National Restaurant Association's Web site (www.restaurant.org) is a good resource.
- Check out the Mississippi Hospitality and Restaurant Association's site (www.msra.org) for additional tips.

you need to mop the floor and do it all."

It's a reality the Lesleys said is a major culprit for failure of restaurants.

"You see a lot of people go into business because they can cook at home," Rob said.

Leeann added, "The business of the restaurant is entirely different."

Location, location

Denise Backstrom, a popular caterer in Lee County, opened

Turn to **BRUTAL** on Page 22F

The Quality Shows In Every Move We Make®

- Free Estimates
- Competitive Prices
- Full-value Replacement Protection Available
- Sanitized® Treated Vans
- Local/long Distance
- Dedicated To Customer Satisfaction
- Climate Controlled Warehouse



WILLIAMS

TRANSFER & STORAGE

Since 1940



621 East President St., Tupelo, MS

842-4836

www.movingsystems.com/williams e-mail: storagew@bellsouth.net

COMMUNITY DEVELOPMENT IS OUR FOCUS IN SALTILLO.

RESIDENTIAL & COMMERCIAL
DEVELOPMENT, SALES & LEASING



TOWN CREEK PLANTATION
THE GROVE
NAN HARSTON GARDENS

GENERAL OFFICES IN THE TOWN CREEK DISTRICT

(662) 869-5150

WWW.DOGWOODDEVELOPMENTCOMPANY.COM

DEVELOPMENT COMPANY
DOGWOOD

EXPERIENCE
THE GROWTH!

Food business is big business

We spend a lot on food. And "food" includes trips to the grocery store, restaurants, roadside stands and the vending machine with that 75-cent bag of M&Ms calling your name.

According to the U.S. Bureau of Labor Statistics, which gathers information on just about everything you wanted to know (and perhaps didn't want to know), the average yearly expenditure per consumer unit – which is similar to a household – spent \$6,111 on food in 2006.

We don't know the numbers for 2007 yet.

The BLS says each consumer unit/household is comprised of 2.5 persons, 1.9 vehicles and a white picket fence. OK, just kidding about that last one.

Anyway, of that \$6,111 we spent on food, about 54 percent – or \$3,417 – was spent at home. The rest – \$2,694 – was spent away from home.

Food costs were No. 3 in household expenditures. Tops

on the list was housing, at \$16,366, followed by transportation at \$8,508.

So, we spend more than 13 percent of our budgets on food. And more than 40 percent of that, by the way, is spent in restaurants.

Breaking down our food spending further, the average American household spent about 7.7 percent of its income at home, 5.6 percent eating out and 1.1 percent on alcoholic beverages.

And the less money you made, the bigger chunk of your budget went toward food.

For the richest 20 percent, about 11.5 percent of its total spending went toward food. For



Dennis SEID

the middle 20 percent, it's 14.5 percent. The poorest 20 percent spent about 16.6 percent of their total spending on food.

According to Forbes magazine, the top fifth of earners spent about 6 percent of its budgets on groceries for the house, compared to 9 percent for the middle fifth and 12 percent for the bottom fifth.

Again, the more you make, the less you spend on food.

Big, big business

Here are more interesting numbers for you to digest (pun intended):

■ According to Plunkett Research, total food sales in the U.S. were nearly \$1.2 trillion last year.

■ The U.S. Census Bureau said supermarket and store food sales, not counting alcoholic beverages, were nearly \$507 billion last year. Walmart Supercenters accounted for about 20 percent of that.

■ The National Restaurant Association said restaurant food

sales were about \$537 billion last year.

■ Non-traditional food store sales – which include wholesale clubs, dollar store, drug and military stores – were about \$120 billion.

But wait, there's more!

All that spending is done at more than 40,000 grocery stores, 146,000 convenience stores and 945,000 restaurant and food service locations.

We also ate about 119 pounds of red meat per year, per person and nearly 105 pounds of poultry per year, per person. By the way, we averaged only about 16.3 pounds of fish and shellfish.

So what do all these facts and figures mean? It's up to you to decide.

For me, it means I feel fortunate to live in the land of plenty.

Even if it is getting more expensive every day.

Bon appetite!

Dennis Seid is editor of the Northeast Mississippi Business Journal. Contact him at (662) 678-1578 or at dennis.seid@journal.com.

On the COVER

■ **Two all beef patties, special sauce, cheese ... and lots of green. The food industry is comprised of many components that you might not have thought about before, and this month's Business Journal introduces you to some of those businesses in Northeast Mississippi. All on a sesame bun.**

Photo illustration by C. Todd Sherman

Small businesses should have affordable benefits, too.

ChamberPlus, offering affordable benefits to small businesses.

CHAMBERPLUS
SMALL BUSINESS BENEFITS

 **BlueCross BlueShield of Mississippi**

Committed to a Healthier Mississippi.

For more information, call Lindsay Buford, Executive Director of ChamberPlus, at 601-948-7598 or visit our website at www.chamberplus.org.

Blue Cross & Blue Shield of Mississippi, A Mutual Insurance Company, is an independent licensee of the Blue Cross and Blue Shield Association. © Registered Marks of the Blue Cross and Blue Shield Association, an Association of Independent Blue Cross and Blue Shield Plans.

One-stop shop still going strong

■ **Ken Jeter Equipment Co. has been in business for 37 years.**

By **Dennis Seid**
BUSINESS JOURNAL

TUPELO – If you've opened a restaurant, convenience store or supermarket, then you've probably heard of Ken Jeter Equipment Co.

Owner and president Ken Jeter and his staff have been selling and servicing equipment and supplies to those businesses for nearly four decades.

Step into the company's location on Cliff Gookin Boulevard, and just about everything needed for a store, restaurant or food service operation can be found, including cutlery, coffee pots, pitchers, pots, pans, fryers, popcorn makers, hot dog warmers, rice cookers, French fry cutters, freezers, icemakers and silverware.

"If we don't have it, we can get it," Jeter said.

And businesses in Mississippi, Alabama and Tennessee have been calling on Jeter to fill their wish lists. From large supermarkets to small mom-and-pop stores and everything in between, Jeter has dealt with all of them.

But Jeter's career, like many other entrepreneurs', began elsewhere.

"I started out in the military and went to refrigeration school and then got an engineering degree," he said.

From there, he went to work for Malone & Hyde Wholesale, then went into business for himself.

"When I got into the business, it was primarily supermarket equipment," Jeter said.

Refrigeration equipment was needed for the fruits, vegetables, dairy products, meats and frozen food, and Jeter was called on early and often.

There were few fast food restaurants in the early days of Jeter's business, and full-service convenience stores were just an idea.

But as those businesses grew, Jeter learned to adapt and grow with them. The company became more than a place to buy equipment, it also developed into a one-stop shop of sorts.

"We actually design and lay out supermarkets, c-stores and restaurants," he said. "We'll do the blue prints and handle the electrical work and plumbing, too. We'll deliver, install it and service it."

"We've got jobs all over the country ... I never thought it would last this long," he said with a laugh. "So far, we've been real blessed."

The emergence of Wal-Mart has been a challenge of sorts for Ken Jeter Equipment.



THOMAS WELLS

Ken Jeter has adapted to many industry changes in the 37 years he's been in business.

"Wal-Mart is putting an end to independent supermarkets and other small chains," Jeter said. "They have really changed the retail market."

Jeter has worked with the giant retailer in the past, but prefers working with smaller clients.

"I like the fast, little jobs," he said.

Restaurants and small stores are always opening, no matter what the economy is doing. And of course, servicing equipment keeps Jeter and his company busy, too.

"We also have a lot of homeowners

who buy from us, too," he added. "We have a lot of restaurant-quality pots and pans and other equipment, and they come see us."

As for the future, Jeter has no immediate plans to retire, only that he'd like to eventually.

"When I was down here (on Cliff Gookin) in the fall of 1978, it was mainly agricultural, and maybe a few factories," he said. "Now look at how much we've grown, and with Toyota on the way, I think the next few years will be very good."

OTHER BANKS OFFER LAND FINANCING PLANS. WE OFFER LAND FINANCING SOLUTIONS.

For over 90 years, the Land Bank of North Mississippi has been doing one thing: providing financing solutions for land in north Mississippi. Our knowledge of the territory, expertise in land values, competitive interest rates and variety of loan options work to your advantage when purchasing land.

Tell us what your needs are, and we'll tell you how to fulfill them.

Knowledge, Experience And The Best Land Financing Solutions Available, The Land Bank Of North Mississippi Is The First Choice In Land Financing.

WE MAKE LOANS FOR
AGRICULTURAL PROPERTY · HUNTING PROPERTY
LAND IMPROVEMENTS · INVESTMENT PROPERTY
HOME SITES WITH ACREAGE · FARM EQUITY

CORINTH · 662-286-0020 · 2101 Hwy. 72 East
TUPELO · 662-842-1202 · 618 Spicer Dr.
HOUSTON · 662-456-5316 · 799 South Jackson St.
STARKVILLE · 662-323-8150 · 413 Hwy 82 East
KOSCIUSKO · 662-289-5227 · 106 East Washington St.

 Part of the Farm Credit System

LAND BANK
OF NORTH MISSISSIPPI



Turning Land Into Life.

Toll Free 1-866-560-9664 · www.mslandbank.com

Experience, variety key for the upsell

■ Tastings, demonstrations and variety are key in specialty food stores, owners say.

By Carlie Kollath
BUSINESS JOURNAL

TUPELO – Ladles and tongs and basters. Oh my!

In the world of specialty food stores, it's all about variety.

Jody Lehman, owner of A Cook's Place in Tupelo, has about 2,000 SKUs in her store that are made for cooking or entertaining.

She has shelves of olive oils and vinegars from all over the world. There's another display with more than 10 different types of salt and pepper.

Keep exploring and you'll find a tomato peeler, ballerina cookie cutters and an egg poacher. Wander past the flat screen television tuned to the Food Network and you'll find pots and pans, cutting boards, aprons, cutlery, teapots, upscale dish soap, silicon oven mitts and sushi sets.

"We have everything just about," Lehman said as her staff counted whip cream chargers for a customer's order.

Culin-Arts in West Point is chockfull of items for cooking enthusiasts as well, said owner Valda Carmichael, adding that her merchandise also attracts "people who love pretty things."

Turn to **COOK'S** on Page 21



DESTE LEE

Jody Lehman, owner of A Cook's Place, said she has to emphasize customer interaction in her store to drive sales. She constantly has tastings and samplings. She also has representatives from the manufacturers in throughout the year to talk about their products. In addition, she had cooking classes using products and tools from her store.

TO-GO VENDOR CATERS TO BUSY LIFESTYLE

By Carlie Kollath
BUSINESS JOURNAL

OXFORD – Provisions owner Beth Vickers markets her store as a gourmet-to-go venue.

Sure, it's a specialty food store, but she said the majority of her sales come from the fridge and freezer.

Her store, which opened in the Oxford Marketplace shopping center in January 2007, sells premade entrees, side dishes, breakfasts, desserts, dips and pates that are refrigerated or frozen. Items come in three sizes, with the smallest made for two people. And, there are cooking and reheating instructions on each container.

Vickers said the gourmet-to-go idea came to her during culinary school when they were discussing food trends. It also fits in with her lifestyle.

"Me personally, it seems my schedule has gotten a lot busier," she said. "And I know in the back of my mind that fast food isn't good for me."

She said she thinks her customers are in the same situation. "They want to sit down with some semblance of a family meal, but they don't want to sit down over a pizza or a burger," she said. "People know what good food is supposed to taste like. We're becoming a little more sophisticated. People are more discriminating in their tastes."

Her most popular items are shrimp and grits, shrimp and artichoke, poppyseed chicken, creamy baked spaghetti, andouille sausage and chicken gumbo and old-fashioned macaroni and cheese.

"Oddly enough it's the healthier ones" that don't sell, she said.

Our Service Sets Us Apart[®]

We're pleased to be ranked "Highest Customer Satisfaction with Retail Banking in the Southeast Region" by J.D. Power and Associates.

The distinction is a privilege. Knowing that the award is the result of our 4,500 associates meeting and exceeding your expectations is the greatest honor of all.



Right Where You Are

bancorpsouth.com

BancorpSouth received the highest numerical score among retail banks in the Southeast (AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV) region in the proprietary J.D. Power and Associates 2008 Retail Banking Satisfaction StudySM. Study based on a total of 19,602 responses measuring 15 providers in the region and measures opinions of consumers with their primary banking provider. Proprietary study results are based on experiences and perceptions of consumers surveyed in January 2008. Your experiences may vary. Visit jdpower.com.



The Blackmon Family of Dealerships

Meeting the automotive needs of Northeast Mississippi with honesty and integrity since 1985

- **Service Department** - factory trained, qualified experts to get the job done right the first time
- **Sales** - large selection of new and pre-owned vehicles for every individual's needs
- **Body Shop** - state-of-the-art equipment and experienced staff whose aim is nothing less than perfection
- **Parts** - in-stock and special order



A DEALER YOU CAN TRUST

 **AN AMERICAN REVOLUTION™**

1410 S. GLOSTER • TUPELO • 842-3611
www.blackmonchevy.com



BLACKMON
at
BARNES CROSSING



3983 North Gloster Street • Tupelo, MS
662-844-1383

www.blackmonmazda.net

www.blackmonhyundai.com

FRANKIE BLACKMON

OF



CORINTH



GMC

1701 Highway 72 West • Corinth, MS
662-287-1944

www.blackmonofcorinth.com

MEET the MEAT people

■ **Mar-Dan has been in the wholesale delivery business since 1980.**

By **Dennis Seid**
BUSINESS JOURNAL

GUNTOWN – Nearly 30 years ago, Freddie White had a great idea to get into the meat distribution business.

His friends and colleagues didn't think too much of the idea.

"It was back in 1980 and interest rates were at 23 percent," White said. "They thought I was crazy, opening a business with no business and a 23 percent interest rate. They didn't think I'd survive. But I thought we could, and we did."

Indeed, the company, which was originally called FW Meats, was incorporated as Mar-Dan a few years later.

The name comes from a combination of Freddie and Mildred White's children – Mark, Dana, Marla and Anna.

"That's where we came up with the name," Freddie said.

On the delivery trucks bearing the company's name is the phrase "the meat people." But Mar-Dan is more than that these days.

"We started delivering only meat products – fresh lines of beef and pork and all kinds of processed meats," White said. "As time went along, we added other product lines like fish, poultry, frozen foods and some dry products like pies and cakes. We offer a wide variety."

Mar-Dan has customers as far south as Jackson, with Northeast Mississippi serving as its primary market. The company also reaches parts of southern Tennessee and western Alabama as well.

Mar-Dan buys in volume from food processors and other companies at the lowest possible price, then passing those savings along to its customers.

Big retail operations like Wal-Mart and Kroger have their own distribution systems. So, Mar-Dan's cus-

tomers are primarily independent grocers and convenient stores, along with a few restaurants and other assorted businesses.

"We're not the only company that does this, and I don't think one company has a monopoly in any one area," White said. "You can't depend 100 percent on one supplier anyway."

Steady growth

It's been a slow and steady rise for the company that started as a one-man operation back when Ronald Reagan was president.

"It started with me, then it became a two-man operation – which was my son and I," White said. "Then six months later it was a four-man operation."

Today, the company has 18 employees, who work in a facility in Guntown that has expanded five times since 1985.

But don't ask White how big the building is.

"I honestly don't know, but it's big," he said with a laugh. And about 80 percent of the facility is refrigerated, of course.

The electricity bills are high, White said, but nothing compared to the fuel bill.

"But we've managed to handle it so far," he said. "It's not easy."

Having been through a handful of recessions and economic slowdowns already, White said the company will make it through this round as well.

"We've been blessed, that's for sure," White said. "We have to give thanks to the Lord for all that's happened."

"We've been through ups and downs, the main thing is that our goal has always been to service our customers to the best of our ability and to give them what they want and how they want it. This company isn't about me – it's about all of us. No one person is more important than the other. Everything and every one is equally important."

Gadgets & GEAR

The tech tools professionals rely on and the ones they wish they could depend on.

'QUEEN OF KITCHEN GADGETS'

- **Who:** Denise Backstrom
- **Occupation:** Owner of Denise B Catering
- **Where:** South of Tupelo in Lee County

Denise Backstrom is the self-proclaimed Queen of Kitchen Gadgets. She has five drawers of gadgets in her kitchen, where she operates her business. And, she adds, that count doesn't include her measuring equipment or the other miscellaneous gadgets, such as potato ricers, stored elsewhere.

"I'm a low-tech person," she said. "My gadgets are not necessarily high tech. To me in catering, it's whatever gets the job done. Some make it look pretty, like the mushroom slicer, and others will get the job done in a hurry, like the lemon squeezer ... When you find a good one, it's really invaluable because it's really helpful."

The gadgets are important to Backstrom's business, she said, because when she is preparing a lot of food for sale, "the time and the visual consistency are important."

She's constantly on the prowl for gadgets that will make her life easier, but she has high standards.

"Because I cook a lot and cater a lot, my equipment gets beat up so I don't go for cutesy stuff. I need my stuff to have some heft to it."

And, she said she always finds something new to buy.

"Whoever is out there inventing things is pretty good. You just never know you needed it before they market it and you go, "Oh my god. I need that."

- *Carlie Kollath, Business Journal*

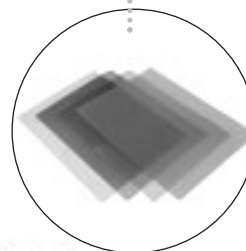


C. TODD SHERMAN

Denise Backstrom, a caterer, relies on her gadgets to help her save time and ensure consistency.

Wish list

- "A good automatic knife sharpener that's reliable."
- "A dishwasher that I could pull out the drawers and it would convert into a ware washer." A ware washer is a commercial-style dishwasher that cuts down on labor and time.
- "A double convection oven with a warming drawer"
- A salamander - "It's just a really cool thing. It'll brown a plate really fast."

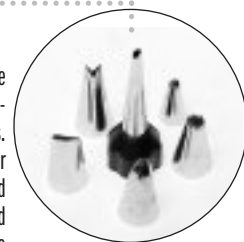


FLEXIBLE CUTTING MATS: "The mats are movable if I have help here. You can fold them up. They are really, really sanitary. You can put them in the dishwasher. I'm on my second or third batch."

Must Haves



MUSHROOM SLICER: "You can use the mushroom slicer for anything you need to cut into uniform slices. I use it for strawberries. It processes strawberries much, much quicker than by hand."



DECORATING TIPS: "These are usually used for cake decorating but I don't make cakes. I normally use a plastic bag or a pastry bag and the tips and take pesto cream cheese and fill tomatoes. And you can do deviled eggs with the tips and it looks pretty."



LEMON SQUEEZER: "This will squeeze a lot of lemon juice in a hurry. There's a separate lime squeezer, but you can put limes in the lemon squeezer."



SALAD SPINNER: "I was all greens. I don't care if it says it's prewashed. A salad spinner is one of those things that does what it says it's going to do - it washes and dries it. I hate wet greens."

MORE DOWNTIME

Spend less time standing in line at the bank, and more time doing what you want.

Remote Deposit lets you make deposits without leaving your office. It's fast, easy and available all day, every day. So you can keep your business' cash flow moving without cramping your style.

EXCEEDING EXPECTATIONS EVERYDAY
— SINCE 1890
1.800.379.5465 • www.mfbank.com

Member FDIC
©2008 M&F Bank

NeMiss Prius to supplement rising demand

■ Toyota Mississippi's Blue Springs plant will help supply the North American market.

By Dennis Seid
BUSINESS JOURNAL

In January, Toyota will roll out the next-generation Prius, the same vehicle that will be made in Mississippi in the fall of the following year.

But production of the world's most popular hybrid vehicle also will continue in Japan. The Japanese automaker announced last month a first-ever major restructuring of its manufacturing operations in North America.

As part of that restructuring, the Mississippi plant will produce the Prius rather than the Highlander, as originally planned.

"The plant in Blue Springs will build Prius for the North American market," said Toyota Motor Manufacturing

Mississippi spokeswoman Lacy Lockett. "It's Toyota's philosophy to build in the markets in which it sells."

And Toyota spokesman Mike Goss confirmed that Prius production here won't replace production in Japan. Rather, it will complement it. Last year, Toyota produced 280,000 Prius.

"There's plenty of worldwide demand for them, as you know," he said.

Since hitting the market in 1997, more than 1 million Prius have been sold.

But Toyota is struggling to meet demand for the gas-electric hybrid because suppliers are unable to supply enough of the batteries and motors.

When the Blue Springs plant does open in late 2010, it will be the first plant outside of Japan or China to produce the Prius.

While production figures haven't been finalized, some industry analysts say

TMMMS could build 120,000-150,000 Prius initially.

Last year, Toyota sold about 180,000 Prius in North America.

The company said in March it was boosting production by a third, to 450,000 by late next year.

Given that gas prices are hovering around \$4 and more, demand for fuel-efficient vehicles like hybrids is steadily growing.

Offering more hybrids

Toyota, which last year was on the verge of toppling GM as the world's largest automobile company, hopes to increase its market share by expanding its hybrid offerings.

At the North American International Auto Show in Detroit in January, Toyota President Katsuaki Watanabe said the company hoped to sell 1 million hybrids a year by the end of the decade. He also

vowed to make hybrids available to the company's entire lineup of vehicles by 2020.

"Hybrid technology is versatile and can be applied to all those powertrains," he said.

In the meantime, Toyota is busy revamping its plans in North America, where automobile sales have sagged for almost every manufacturer.

Bowing to economic pressures that have seen sales of trucks and SUVs plummet, Toyota, like its other automotive brethren, said it was revamping its production to meet shifting demand.

The move affects four of its facilities in North America.

Toyota's plant in Princeton, Ind., will next spring shift its production of the Tundra pickup to San Antonio, which was opened in 2006 to build the Tundra exclusively. Princeton also produces the Sequoia SUV and Sienna minivan.

The Highlander SUV will

be made in Princeton instead of Blue Springs.

Production of the Tundra will be suspended from Aug. 8 to early November, which also means Toyota's engine plant in Huntsville will have to suspend operations.

The change for the Blue Springs plant also could affect suppliers. Six companies have said they were going to supply TMMMS with parts for the Highlander, but it's not clear if all will be able to do so for the Prius.

At least one company, Toyota Boshoku, said it doesn't anticipate any problems since it already supplies seats for the Prius in Japan.

Mississippi Gov. Haley Barbour said he doesn't think there will be a problem.

"All of the companies that have come here but one are part of the Toyota family of companies," he said, "and we believe all of them will be in business to supply the Blue Springs plant."

Noting that high gas prices have dampened demand for larger trucks and SUVs, he said building the Prius instead of the Highlander was a "home run."

"As a crossover SUV, I didn't see the Highlander as particularly vulnerable in the market - it's a great product," Barbour said. "On the other hand, the Prius is a grand slam home run."

"We got picked for the most sought-after economic development project last year because it involved the premier automaker in the world," he continued. "Now, we're getting the premier vehicle of the premier automaker ... that can't help but be a positive influence."

The state's mission hasn't changed in its pursuit of suppliers, Barbour added, although the type of suppliers obviously is different.

"The effect is small, but real," he said. "We're going to have to have suppliers who would not have been recruited before - batteries, drive-trains, engines - all of which are made for the Prius in Japan right now."

It's what we do—
It's how we do it.

COLDWELL BANKER

TOMMY MORGAN, INC.,
REALTORS®

210 EAST MAIN ST.
TUPELO, MS 38804
662-842-3844
TOLL-FREE 888-234-6687

トヨタ様
ようこそ!

BRIEFING

LEE COUNTY

General Atomics starts power train testing

■ TUPELO - General Atomics has begun long-term reliability testing of the full-scale power train of the Electromagnetic Aircraft Launch System, or EMALS, in its new 5,000-square-foot high-cycle test facility at its Tupelo assembly plant. The purpose of this work is to more thoroughly test the EMALS system intended for installation on the next generation of U.S. Navy aircraft carriers, designated CVN-78.

Renasant posts 2Q earnings of \$7.9M

■ TUPELO - Renasant Corp. said that its second-quarter net earnings rose 12.7 percent to more than \$7.9 million, thanks to higher net interest income and noninterest income.

The bank posted basic earnings per share of 38 cents for the period, compared to 42 cents for the second quarter of 2007. The drop was partially attributed to the shares of Renasant common stock issued in connection with the Capital Bancorp acquisition, which was completed on July 1, 2007, and the related equity offering during the second quarter last year.

Total assets as of June 30, 2008, were \$3.78 billion, a 35.5 percent increase from the same period a year ago.

Total deposits were nearly \$2.47 billion, an 11

percent increase. The Capital Bancorp merged added nearly \$615 million in assets, \$516 million in loans and \$490 million in deposits that were not reflected in the second quarter 2007 financial statements.

While net interest income grew to \$27.5 million from \$21.5 million, net interest margin dropped to 3.43 percent from 3.66 percent.

Noninterest income increased 7.2 percent to \$13.8 million.

BancorpSouth nets 2Q income of \$40.1 million

■ TUPELO - BancorpSouth Inc. said that its second-quarter net earnings grew nearly 12 percent to \$40.1 million, propelled by loan growth and noninterest revenue.

The financial holding company reported basic earnings per share of 49 cents for the period, compared to \$35.9 million, or 44 cents for the second quarter of 2007.

Noninterest revenue grew 22 percent to \$73.3 million

Net interest revenue rose 3 percent to \$109.8 million.

Net interest margin for the second quarter remained unchanged from the first quarter, at 3.79 percent. For the second quarter of 2007, net interest margin was 3.69 percent.

Total assets rose 1.4 percent to \$13.4 billion. Total deposits fell 6 percent to \$9.8 billion. Loans and leases, net of unearned income, increased 5.7 percent to \$9.5 billion.

MONROE COUNTY

Walgreens closing in on new location

■ AMORY - A new, full-size Walgreens pharmacy could be coming to Amory soon.

The store would be at the intersection of Highway 278 and Earl Frye Boulevard, where a Cadence Bank branch is currently located.

At a recent meeting of the mayor and board of aldermen, Shelby Murray, a civil project engineer with Pickering Inc., appeared before the board on behalf of Walgreens. He asked the city to apply for permits with the Mississippi Department of Transportation for the store to have an entry on Highway 278.

Murray said the retailer will have a three-laned entrance and exit and the alleyway behind the site will be widened to the east and paved at Walgreens' expense. The city would maintain use of the alleyway once the store is open.

The city approved Murray's request and applications will be made for the entry permits on the state highway.

Walgreens owns and operates a small drug store on Earl Frye Boulevard that had operated as Family Meds.

Gas storage facility set for Monroe

■ AMORY - A portion of the natural gas that fuels the nation's homes and businesses soon will

be stored in a depleted underground gas reservoir in Monroe County and piped to customers.

A barbecue and groundbreaking ceremonies were held last month in Amory for Monroe Gas Storage Co. LLC, a company that was formed through the partnership of Foothills Energy Ventures LLC, a Colorado-based company begun in 2006, and High Sierra Energy LP, also of Denver.

According to Kevin Legg of Foothills Energy Ventures, the gas field being developed in Monroe County is located at the former Four Mile Creek Field, located off Phillips Schoolhouse Road northeast of the Amory city limits. The project will be about a \$170 million investment, including pipeline, facilities and pad gas.

Seven to 10 jobs will be created when the company is in full operation around April 2009 with a total payroll of about \$550,000 annually, excluding benefits.

ALCORN COUNTY

Air Evac Lifeteam gets CAMTS accreditation

■ CORINTH - Air Evac Lifeteam, which operates a base in Corinth, has received accreditation by the Commission on Accreditation of Medical Transport Services.

The accreditation represents the highest standard for medical transport services. As part of the accreditation process, Air Evac Lifeteam voluntarily undertook the largest scale inspection and accreditation process in CAMTS' history and is now the largest medical transport program under one

name to achieve this accreditation in the world. All 69 Air Evac Lifeteam bases opened prior to May of 2008 are now accredited.

PONTOTOC COUNTY

Derrington named Chamber leader

■ PONTOTOC - Pontotoc native Cecilia B. Derrington has been named executive director of the Pontotoc County Chamber of Commerce. She will begin her new post on Aug. 4.

Since 2006, Derrington has been manager of industrial and community relations at Peavey Electronics Corp. in Meridian, where she was involved with economic development, marketing, public relations, project management and consulting.

Before joining Peavey, Derrington was tourism director for Meridian/Lauderdale County. Her responsibilities there included coordination of marketing programs, advertising and promotion of tourism venues for the city and county.

Derrington grew up in Pontotoc and was an honor graduate of Pontotoc High School. She earned a bachelor's degree and a Master in Business Administration from Mississippi College.

Daily Journal, Monroe Journal, wire reports



• PARTS • SERVICES • SALES •
Come See Us Soon!



2448 McCullough Blvd. • Belden, MS 38826

Main 662-844-3262 • Fax 662-680-4902 • Toll Free 800-844-3262 • Mobile 901-212-6976 • www.tagtruckcenter.com

“THE MMA WORK COMP
CASE MANAGERS ARE
TEAMMATES, IN THE TRUE
SENSE OF THE WORD.”

TOM JONES
DIRECTOR OF HUMAN RESOURCES
American Furniture Manufacturing
Eco



**MMA
TRAINING
AIDS ARE
INVALUABLE
TOOLS.**

“MMA OFFERED US COMPETITIVE RATES AND OUTSTANDING SERVICES. WE’RE ESPECIALLY PLEASED WITH THEIR HELP IN LOSS CONTROL CONSULTATION AND SAFETY ISSUES.”

MMA is meeting the needs of American Furniture and its 1000 employees and we will do the same for your firm, no matter how large or small. MMA Work Comp Group has been built for the specific needs of our members and is responsible to those members. If you’re an MMA member, ask your agent for a free MMAWCG quote.

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

Mississippi Manufacturers Association

MMA WCG

WORK COMP GROUP

HEALTHY RETURNS FOR MISSISSIPPI
WE SUPPORT MISSISSIPPI’S INDEPENDENT INSURANCE AGENTS

720 NORTH PRESIDENT STREET • JACKSON, MISSISSIPPI 39202 • 601.948.1222
WWW.MMA-WEB.ORG



Chamber Connection

A publication of Journal Publishing and the CDF Chamber Division – August 1, 2008

Martin Honored as MEDC Lifetime Member

Mr. Harry A. Martin, Community Development Foundation President Emeritus, was recognized as an honorary lifetime member of the Mississippi Economic Development Council (MEDC) at their summer conference in Biloxi.

"It is a true honor to be recognized in such a way by my peers in the economic development community. Our entire family is very grateful for the recognition," said Martin.

Martin served as President and CEO of the Community Development Foundation from 1956 to 2001. Under Martin's 44 years of leadership, more than 100 industrial plants located or expanded in Tupelo/Lee County, and five industrial parks were developed. Site Selection Handbook and the Industrial Development Research Council of Atlanta named CDF as one of the top 10 development agencies in the nation in 1987, 1993, and 1997, during Martin's tenure. Also, the Tupelo Lee Industrial Park South was listed as on of the top 10 industrial parks in the nation for new space - the only one in the Mid-South - in 1991.

"This is a very deserving honor for the man that helped grow and mold the Community Development Foundation for over 43 years into what it is today," said David Rumbarger, CDF President/CEO and Martin's successor.

"Tupelo/Lee County is one of the top manufacturing areas in the state in large part because of Mr. Martin's work and leadership and we honor him for that."

The Mississippi Economic Development Council serves as the voice for Mississippi's economic/community development and chamber of commerce professionals and their constituencies. Through collaboration with other local, state, and national entities, MEDC establishes and advocates Mississippi's economic and community development agenda.



Pictured at the award ceremony are David Rumbarger, CDF; Supervisor Bobby Smith; Harry A. Martin; and Barbara Smith, CDF.

At left, Harry A. Martin, recipient of the Lifetime Member honor by MEDC is pictured with MEDC Executive Director Carol Hardwick and MEDC President George Freeland.



Chamber focus

Dear Friends:

Congratulations again to Harry Martin for his distinct honor last week of receiving an Honorary Life Membership in Mississippi Economic Development Council.

During his 44 years of service to CDF, he received numerous citations for his exceptional achievements in economic and community development. This is a most deserving honor for Mr. Martin and CDF congratulates him on this signal honor.

CDF is turning 60 this year. We were chartered in September 1948 and have several events and activities planned for our year-long "60 Years of Service" Celebration. One activity we are working on now is building a home for a special family with Habitat for Humanity. The new home will be dedicated in September as a part of our year-long events. If you are interested in donating your time and talent in building this home, please contact Jennie Bradford Curlee at 662.842.4521 or e-mail jcurlee@cdfms.org. Watch for news from CDF on the other



SMITH

events planned. CDF is proud to be a member of the Japan America Society of Mississippi. The mission of the Society is to provide a forum for the free exchange of ideas and information between the people of Japan and Mississippi businesses, government, schools and communities. Several events are being planned for our area and will be announced later in the year. In the meantime, if you would like to be a member of the Japan America Society of Mississippi, or for more information, visit www.jasmis-us.com

After a summer hiatus, the First Friday programs are back on schedule. Look forward to seeing you at First Friday on September 5.

Vice President of Chamber Services

Community Development Foundation's Board of Directors for 2008-2009

CDF is governed by a 61-member Board of Directors. The Executive Committee is composed of the CDF Officers and eleven additional members of the Board. CDF's goals and objectives are accomplished through the efforts of members appointed to committees operating under one of CDF's three divisions: Chamber Division, Economic Development Division, and Planning and Property Management Division.

2008-2009 Executive Committee

Mitch Waycaster, Chairman
Jim Fitzgerald, First Vice Chairman
Chris Rogers, Second Vice Chairman
David Rumbarger, President/Secretary
Jack Reed, Jr., Past Chairman

Tillmon Calvert
Billy Crews
Chauncey Godwin
Lisa Hawkins
Shane Hooper

David Irwin
Guy Mitchell, III
Mary Pace
Tom Robinson
Jeff Snyder

2008-2009 Board of Directors

Mike Armour
David Brevard
Mark Burselon
Gary Carnathan
Mike Clayborne
V.M. Cleveland
Scott Cochran
David Cole
David Copenhaver
Ormella Cummings
Byron Fellows
Tom Foy
Lloyd Gray
Rubye Del Harden
John Heer

David Henson
Dick Hill
Tommie Lee Ivy
Terry Judy
Zell Long
John Lovorn
Randy McCoy
Robin McGraw
Hughes Milam
Buzzy Mize
Chuck Moffatt
Mabel Murphree
Ed Neelly
Alan Nunnelee
Larry Otis

Greg Pirkle
Scott Reed
Eddie Richey
Cathy Robertson
Mike Scott
Bobby Smith
Terry Smith
Jane Spain
Kyle Steward
Lee Tucker
Patty Tucker
Mary Werner
Tim Weston
Markel Whittington

New CDF MEMBERS

ADVANCESTAFF, INC.
Ms. Karla Strickland
P.O. Box 336
Saltillo, MS 38866
(662) 869-3515
Employment Agencies

AIG-AMERICAN GENERAL
Mr. Butch Palmer
P.O. Box 1728
Tupelo, MS 38802
(662) 315-2970
Insurance

ALUMNI PROPERTIES, LLC
Ms. Heather Spaeth
100 Grove Hill Dr.
Oxford, MS 38655
(662) 801-4094
Real Estate/Appraisers/Property Development

CRITERIUM-PITTMAN ENGINEERS
Mr. Gerald Pittman
304 S Spring St., Ste. C
Tupelo, MS 38804-4853
(662) 841-5700
Engineering

LISA BROWNING PHOTOGRAPHY
Ms. Lisa Browning
1009 President Ave.
Tupelo, MS 38801
(662) 680-9199
Photography and Framing

OLD VENICE PIZZA COMPANY
Mr. Josh Smith
3117 McCullough Blvd.
Belden, MS 38826
(662) 840-6872
Restaurants and Catering

RED BUD SUPPLY, INC.
Mr. David Chumbley
P.O. Box 533
Belmont, MS 38827
(662) 454-3057
Manufacturers/Distributors

SIMON ROOFING AND SHEET METAL CORP.
Mr. Robert Fusco
70 Karago Ave.
Youngstown, OH 44512
(901) 301-4008
Contractors/Construction/Building Materials

13 14
Dates to remember

AMBASSADORS QUARTERLY MEETING

Thursday, August 7
4:00 p.m.
CDF Boardroom

FIRST STEPS WORKSHOP

Tuesday, August 12
6:30 p.m.
Renasant Center for IDEAs

"INVENTOR'S GUIDE: HOW TO PROTECT YOUR IDEA"

From IDEA to Invention to Patent
Thursday, August 14
12:00 noon
CDF Boardroom
(Deadline to register is Wednesday, August 13 at 12:00 noon. Call 1(800) 725-7532)

FIRST STEPS WORKSHOP

Tuesday, August 26
1:00 p.m.
Renasant Center for IDEAs

FIRST FRIDAY

Friday, September 5
7:00 a.m.
Mall at Barnes Crossing Food Court

SNAP FITNESS OF TUPELO



A ribbon cutting was held to celebrate the grand opening of Snap Fitness in Tupelo. Pictured on the front row are: Paul Mize, BancorpSouth; Jane Myers, Wiggles & Wags Pet Sitting; Emily Addison, CDF; Bea Luckett, J. Guyton Group Realty; Beverly Bedford, City of Saltillo; Thomas Cain, Snap Fitness-Tupelo; Councilman Mike Bryan; Kelly Anderson, Snap Fitness; Margie Anderson, Snap Fitness; Tina Anderson, Snap Fitness; Waurene Heflin, Crye-Leike Realtors. Pictured on the back row are: Tina Powell, BancorpSouth; Marsha Williams, Williams Transfer & Storage; Sue Golmon, Coldwell Banker Tommy Morgan, Inc.; Lauren Barber, Northeast Mississippi Daily Journal; Michelle Crowe, Regions Bank; Carey Snyder, WTVA/WLOV/WKDH; Jean Mooneyhan, Mississippi Radio Group; Amanda Phillips, Key Staff Source; Les Perry, North Mississippi Medical Center; Ann Brazil, Snelling Staffing; Jim Leeper, Southern Diversified Industries; Jan Pannell, Sprint Print; Toby Hedges, Shelter Insurance; Benjamin Hill, Renasant Bank; Michael Addison, Go Box; and Brandon Holloway, M&F Bank. Snap Fitness-Tupelo is located at 549 Coley Road in Tupelo and can be reached at 662.844.7627.

DECO DIRECT



A ribbon cutting was held at Deco Direct in Tupelo. Pictured on the front row are: Benjamin Hill, Renasant Bank; Richard Carleton, Mall at Barnes Crossing; Emily Addison, CDF; Waurene Heflin, Crye-Leike Realtors; Beverly Bedford, City of Saltillo; Councilman Mike Bryan; Councilman Dick Hill; Anne Cannon, Deco Direct; Marscia Mahoney, Deco Direct; Ellen Kennedy, CDF; and Connie Snell, My Elegant Clutter. Pictured on the back row are: Tina Powell, BancorpSouth; Michael Addison, Go Box; Paul Mize, BancorpSouth; Jim Leeper, Southern Diversified Industries; Mike Maynard, Weatherall's, Inc.; Toby Hedges, Shelter Insurance; Carey Snyder, WTVA/WLOV/WKDH; Carolyn Moss, Comfort Inn; Jan Pannell, Sprint Print; Les Perry, North Mississippi Medical Center; Ann Brazil, Snelling Staffing; Amanda Phillips, Key Staff Source; and Bert Sparks, WTVA/WLOV/WKDH. Deco Direct is located at 2725-B Old Belden Circle in Tupelo and can be reached at 662.407.0707.

Japan America Society Event Held

Over 150 interested area citizens attended the first local meeting of the Japan America Society of Mississippi (JAS-MIS), to learn more about membership in the Society and to network with both regional and Japanese business men and women. The meeting featured guest speaker, Samuel Shepherd, president of the National Association of Japan America Societies, based in Washington, D.C. The Society, whose mission is to promote greater understanding and cooperation between the people of Japan and Mississippi, is seeking members in North Mississippi.

Applications for membership are welcome from both individuals and businesses in North Mississippi with an interest in the Society. For more information on membership or future JASMIS events, interested parties may contact the Community Development Foundation at 662.842.4521 or visit the Japan-America Society of Mississippi website, www.jasmis-us.com, for additional information.



Both Japanese and area business people networked during a reception held prior to the JASMIS program. Also pictured is Mr. Samuel Shepherd, president of the National Association of Japan America Societies in Washington, D.C.

MAGNOLIA MANOR



A ribbon cutting was held at Magnolia Manor at Tupelo to announce their newest department, In-House Therapy. Pictured on the front row are: Waurene Heflin, Crye-Leike Realtors; Karen Russell, Magnolia Manor; Tracey Holliman, Magnolia Manor; Donna Humphries, Magnolia Manor; Councilman Mike Bryan; Kevin Boutin, Magnolia Manor; Karen Boutin, Magnolia Manor; Debra Haynes, Magnolia Manor; Merle Guyton, Comfort Keepers. Pictured on the back row are: Jamie Gunnells, Elder Script; Brian Quinn; Barbara Smith, Tupelo Airport Authority; Toby Hedges, Shelter Insurance; Julianne Goodwin, Express Employment Professionals; and Mike Maynard, Weatherall's, Inc. Magnolia Manor at Tupelo is located at 1514 CR 41 in Tupelo and can be reached at 662.842.6776.

GLOSTER CREEK SALON & SPA



A ribbon cutting was held at Gloster Creek Salon & Spa in Tupelo. Pictured at the event are: Emily Addison, CDF; Benjamin Hill, Rensasant Bank; Councilman Smith Heavner; Paul Mize, BancorpSouth; Sue Golmon, Coldwell Banker Tommy Morgan, Inc.; Jim Leeper, Southern Diversified Industries; Beverly Bedford, City of Saltillo; Carey Snyder, WTVA/WLOV/WKDH; Councilman Mike Bryan; Les Perry, North Mississippi Medical Center; Councilman Dick Hill; Tina Powell, BancorpSouth; Kim Wilson, Gloster Creek Salon & Spa; Rusty Curbow, Rite-Kem; Carolyn Moss, Comfort Inn; Joni White, Gloster Creek Salon & Spa; Amanda Phillips, Key Staff Source; Machele Vanlandingham, Gloster Creek Salon & Spa; Jane Myers, Wiggles & Wags Pet Sitting; Tracy Lauderdale, Gloster Creek Salon & Spa; Julianne Goodwin, Express Employment Professionals; Marsha Williams, Williams Transfer & Storage; and Lauren Rhodes, March of Dimes. Gloster Creek Salon & Spa is located in the Gloster Creek Village, Suite H1A and can be reached at 662.620.7576.

HOT TUBS, POOLS & MORE



To celebrate the grand opening of Hot Tubs, Pools, & More in Tupelo, a ribbon cutting ceremony was held. Pictured on the front row are: Ann Brazil, Snelling Staffing; Beverly Bedford, City of Saltillo; Waurene Hefflin, Crye-Leike Realty; Councilman Mike Bryan; Marty Keith, Hot Tubs Pools & More; Cody Keith, Hot Tubs Pools & More; Carolyn Moss, Comfort Inn; Emily Addison, CDF; and Brandon Holloway, M&F Bank. Pictured on the back row are: Jim Leeper, Southern Diversified Industries; Benjamin Hill, Rensasant Bank; Richard Carleton, Mall at Barnes Crossing; Mike Maynard, Weatherall's, Inc.; Lauren Barber, Northeast Mississippi Daily Journal; Jane Myers, Wiggles & Wags Pet Sitting; Les Perry, North Mississippi Medical Center; Connie Snell, My Elegant Clutter; Toby Hedges, Shelter Insurance; Michael Addison, Go Box; Paul Mize, BancorpSouth; and Michelle Crowe, Regions Bank. Hot Tubs Pools & More is located at 1715 McCullough Blvd. in Tupelo and can be reached at 662.840.5004.

KYOTO



A ribbon cutting was held to celebrate the opening of Kyoto Japanese Steakhouse and Sushi Bar in Tupelo. Pictured with the employees of Kyoto and the CDF Ambassadors are Hai Lam, Kyoto; Hung Pham, Kyoto; Sonesouvah Xayadeth, Kyoto; Councilman Smith Heavner; Councilman Mike Bryan; and Eric Pham. Kyoto Japanese Steakhouse and Sushi Bar is located at 1044 Commonwealth Blvd. in Tupelo and can be reached at 662.620.8157.

CDF Welcomes Pannell

The Community Development Foundation is pleased to announce that Orlando Pannell has been named Director of Community Development for CDF. Pannell comes to CDF with 17 years experience with the Tupelo Fire Department, serving as Fire Marshall for the past four years.

As Director of Community Development, Pannell will work directly with the municipalities in Lee County.

"In this position, it is my desire to be instrumental in helping the underserved communities, and promote business development opportunities for minority owned companies throughout our area," said Pannell.

Pannell, along with his wife Chandra, founded The Message Center church in West Point, MS in October 2004, where he serves as pastor and enjoys leading praise and worship during church services. He currently serves as the National President of the Youth Usher Board for the Churches of the Living God. Pannell and his wife have three children, Orlando, II; Anniyah; and Jessica.



PANNELL

BUSINESS ROUNDTABLE



The Business Roundtable met July 23 at the CDF office. Informative reports were given by such businesses as Gibens Creative Group, Lisa Browning Photography, Multi-Taskers Concierge and Errand Service, and Office Max. Pictured, members of the Business Roundtable enjoy pizza from Old Venice Pizza Company. Also pictured, Tom Booth speaks to the group about the Tupelo Community Theatre.

ACTIVE DATACOMM



A grand opening was held at Active DataComm on July 17. A ribbon cutting was held in conjunction with the event. Pictured on the front row are: Michael Addison, Go Box; Ben Gibbons, Active DataComm; Waurene Hefflin, Crye-Leike Realtors; Joshua Ballard, Active DataComm; John Callahan, Active DataComm; Councilman Smith Heavner; Councilman Mike Bryan; Johnny Fears, Active DataComm; Lucretia Fears; Kristi Palmer, Active DataComm; Chuck Moffatt, Select Connect; Laura Moffatt, Bea Lockett, J. Guyton Group Realty; Beverly Bedford, City of Saltillo; and Emily Addison, CDF. Pictured on the back row are: Paul Mize, BancorpSouth; Benjamin Hill, Renasant Bank; Jennifer Young, Tupelo Airport Authority; Les Perry, North Mississippi Medical Center; Connie Snell, My Elegant Clutter; Tina Powell, BancorpSouth; Barbara Smith, Tupelo Airport Authority; Julianne Goodwin, Express Employment Professionals; Toby Hedges, Shelter Insurance; Jane Myers, Wiggles & Wags Pet Sitting; Lauren Barber, Northeast Mississippi Daily Journal; Mike Maynard, Weatherall's, Inc.; and Richard Carleton, Mall at Barnes Crossing. Active DataComm is located at 1960 McCullough Blvd., Ste. A in Tupelo and can be reached at 662.620.7996.



Newcomers Club Event Held

Families locating to Tupelo/Lee County to work for the myriad industries and businesses in the area have a new outlet to meet other newcomers to the community. The Community Development Foundation has created a Community Newcomers Club to help facilitate a smooth transition for employees and their families moving to the Tupelo/Lee County area to live and work. Events are planned throughout the year to welcome Lee County's newest citizens to the area.

"Our goal through the Community Newcomers Club is to help ease the transition for new families moving to Tupelo and Lee County," said Mary Werner,

Hospitality Committee chairman. "By hosting special events for newcomers in our area we want to welcome them by showing them some of the 'Tupelo Spirit' that makes our community such a wonderful place to live and do business."

The first Community Newcomers Club event was held on July 4 at the annual "All America City Family Picnic in the Park." Participants were able to mingle with other families who have relocated to the area and were given information on things to do in Tupelo/Lee County. Future events are being planned.

For more information on the Community Newcomers Club, please contact Angela Glissen at 662.842.4521.

SNAP FITNESS SALTILLO



To celebrate the grand opening of Snap Fitness-Salttillo, a ribbon cutting was held. Pictured on the front row are: Mark Anderson, Snap Fitness; Thomas Cain, Snap Fitness-Tupelo; Mark Harrison, Snap Fitness-Salttillo; Tina Anderson, Snap Fitness; Billy Anderson, Snap Fitness; Margie Anderson, Snap Fitness; Mayor Bill Williams; Alderman Bill Cherry; Vice Mayor Beverly Bedford; Amanda Phillips, Key Staff Source; Emily Addison, CDF. Pictured on the back row are: Sue Golmon, Coldwell Banker, Tommy Morgan, Inc.; Richard Carleton, Mall at Barnes Crossing; Jane Myers, Wiggles & Wags Pet Sitting; Les Perry, North Mississippi Medical Center; Barbara Smith, Tupelo Airport Authority; and Carolyn Moss, Comfort Inn. Snap Fitness-Salttillo is located at 111-A Willowbrook Drive in Saltillo, and can be reached at 662.869.3181.

CDF Begins 60th Anniversary Habitat Project

The Community Development Foundation is celebrating 60 years of service as Tupelo/Lee County's economic development organization and chamber of commerce. As part of the year-long celebration, CDF could think of no better way to exemplify "community building" than constructing a home. As such, CDF has partnered with Habitat for Humanity to construct a new house for a deserving family in the area.

The first workday on the house was held July 19 with volunteers

from Habitat for Humanity, Magnolia Manor, Renasant Bank, Aramark Uniform Services, and Southern Patient Care participating. Workdays are scheduled on Fridays and Saturdays throughout July and August, in two four-hour shifts, from 8:00 a.m. to 12:00 noon and 1:00 p.m. to 5:00 p.m.

For more information on the Habitat House or to volunteer for a workday, please contact Jennie Bradford Curlee at 662.842.4521



AUTO SPA



A ribbon cutting was held at Auto Spa, Inc. Pictured on the front row are: Orlando Pannell, CDF; Jim Leeper, Southern Diversified Industries; Amanda Phillips, Key Staff Source; Waurene Heflin, Cyre-Leike Realtors; Beverly Bedford, City of Sattillo; Nathan Chisolm, Auto Spa, Inc.; Anna Chisolm, Auto Spa, Inc.; Councilman Mike Bryan; Summer Bryan; Councilman Smith Heavner; Robert Sevilla, Auto Spa, Inc.; Bea Luckett, J. Guyton Group Realty; Bert Sparks, WTVA/WLOV/WKDH; and Waverley Duncan, Auto Spa, Inc. Pictured on the back row are: Bill McNutt, WLM Insurance, LLC; Brandon Holloway, M & F Bank; Tina Powell, BancorpSouth; Mike Maynard, Weatherall's, Inc.; Connie Snell, My Elegant Clutter; Rusty Curbow, Rite-Kem, Inc.; Jane Myers, Wiggles & Wags Pet Sitting; Michelle Crowe, Regions Bank; Toby Hedges, Shelter Insurance; Jamie Osbim, M & F Bank; and Carolyn Moss, Comfort Inn. Auto Spa, Inc. is located at 220 N Gloster St. in Tupelo, and can be reached at 662.402.4357.

TUPELO YOUNG PROFESSIONALS



The July Tupelo Young Professionals event was held at Joe Joe's Espresso, located inside the Renasant Center for IDEAs, in downtown Tupelo's Fairpark District. Pictured, participants played "TYP Bingo" and enjoyed sampling the scrumptious fare at Joe Joe's TYP's, Jenny Sappington, Jeff Overstreet, and John Curlee, all of Renasant Bank, enjoyed the night's activities.

First Friday
Friday, September 5, 2008

CDF 60 Years of Service Celebration Kick-off

The Mall at Barnes Crossing
Food Court

7:00 a.m.

Continental Breakfast
Will Be Served.

For more information, call:
662.842.4521

CDF 60th Anniversary DID YOU KNOW?

■ In 1969, the municipalities of Lee County joined together to create a regional planning commission called the Council of Governments (COG). The purpose of this organization is to broaden the communication and cooperation between governmental entities and to provide technical planning and public policy services to Lee County and its municipalities. In 1975, CDF and COG sponsored and financed studies costing \$200,000 for a Coliseum and Ag-Center complex for the citizens of Lee County. The initial COG officers were Mayor James Robbins, Chairman; Supervisor Calvin Turner, Vice-Chairman; Harry A. Martin, Secretary/Treasurer; and Frank Riley, Council Attorney. The current COG officers are Supervisor Tommie Lee Ivy, Chairman; Mayor Jimmy Anderson, Vice-Chairman; and David Rumbarger, Secretary/Treasurer.



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

Thursday, August 21, 2008
4:30 p.m. to 6:30 p.m.

**Tupelo Community Theater
Lyric Theater
200 North Broadway**

Come register to win a pair of season tickets!

**TUPELO
YOUNG
PROFESSIONALS**
www.typs.biz

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

Please RSVP to typ@cdfms.org

SAVE THE DATE

Second Annual CDF Membership Golf Tournament

Thursday, October 23, 2008
Tupelo Country Club

Information on tournament play and
sponsorship opportunities will be available soon
For more information, please contact
Jennie Bradford Curlee at 662.842.4521



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

Email address

Additional Contact

Name

Title

E-mail

Areas of Interest (please circle your selections)

Ambassadors

Business Roundtable

Leadership Program

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

B U I L D I N G O U R T E N T H Y E A R



When the parent company of GIBENS CREATIVE GROUP (Redmagnet, Inc.) began in 1999, we knew that both creativity and its professional implementation would play important roles in the success of the company. Now we are building our tenth year - and we are stronger than ever, providing more professional services than ever before. If you have a vision, or simply need help finding one for your business, look us up. Research our company, visit our website, or simply talk to our most strategic partners: our clients. We are confident that what you find will lead you to consider us for any creative need or "big idea" that you need to help you build your ten years, whether it is your first ten or not.



662.844.9007

- identity & branding
- graphic design
- print production
- custom website development
- e-commerce solutions
- video production
- media planning & placement

www.gibenscreativegroup.com

INTEGRATED DESIGN CONCEPTS

Store Your Stuff in The Attic Climate-Controlled Self-Storage.

- ◆ Safeguard your valuables against insects and pests.
- ◆ Keep your antiques from harm of extreme temperatures.

Perfect for businesses looking to store files in a safe place.

Perfect for families needing extra space to keep family heirlooms.

Reserve your space today. Call The Attic at 840-5300.



1098 Cliff Gookin Blvd. (near Gloster St.) in Tupelo
selfstorage-theattic.com

PONTOTOC COUNTY

Sherman RV Center named top dealer

SHERMAN - Sherman RV Center has been named one of Tiffin Motorhomes' Top Dealers for 2008.

Tiffin led all motorhome brands in vehicle reliability/quality, competitive price/value, vehicle design and the five other criteria of dealer satisfaction in the Recreational Vehicle Dealers Association's 2007 industry-wide survey.

Tiffin was one of only five motorhome manufacturers to receive the RVDA's Quality Circle Award for 2007. Tiffin has been honored with the Quality Circle nine of the 12 years it has been presented by the RVDA.

Tiffin produces gas- and diesel-powered Class A motorhomes in five model lines: Allegro, Allegro Bay, Phaeton, Allegro Bus and Zephyr. They are sold through 74 dealers in the U.S. and Canada.

CALHOUN COUNTY

Surveys completed on industrial site

■ PITTSBORO - The county is edging closer to having an industrial site ready for development.

Calhoun Economic Development Association director Terry Fales recently told county supervisors that environmental and geotechnical reviews of the proposed site, along Highway 8 between Derma and Vardaman near the silo, have been completed.

BRIEFING

"Three Rivers has advised us that we should also have a cultural assessment, and I have one quote for that from Mississippi Archaeology," Fales said.

Fales also had good news from the northern part of the county, where the bank that holds title to the former Memphis Hardwood Flooring property agreed to sell the milling equipment and partially clear the land.

The Memphis Hardwood, formerly Bruce Co., site has been targeted as a possible industrial site because of the relative flatness and presence of utilities.

TIPPAH COUNTY

Industrial Timber plans to grow to 100 workers

■ RIPLEY - Furniture supplier Industrial Timber has expanded its Mississippi operations during a time when many other businesses in the industry are curtailing their domestic growth.

The Hiddenite, N.C.,-based company last month celebrated the grand opening of its 126,000-square-foot facility in Ripley that cuts wood used in upholstered furniture frames. This is the company's fifth plant in operation.

The building, located in the North Ripley Industrial Park, previously was WoodCraft's frame shop. Industrial Timber was able to keep 40 percent of WoodCraft's machinery, thus minimizing startup time, IT President Craig Larsen said.

Work started July 7 and the first shipment went out July 11.

In addition, the majority of the 30 employees now working at the plant were former WoodCraft employees who had been operating the equipment, said Tracy Dye, the facility's equipment manager.

Dye, along with four other employees, transferred from Industrial Timber's Shannon plant when it was closed and the operations were moved into the Ripley building.

Industrial Timber bills itself as the largest, low-cost supplier of wood frames in the upholstered furniture industry. The company has some 340 workers in plants in Mississippi, North Carolina and Tennessee.

LEE COUNTY

Farmers & Merchants to open new branch Dec. 1

■ MOOREVILLE - Farmers & Merchants Bank broke ground on its newest branch in Mooreville last month.

Baldwyn-based FMB is opening its sixth office. The 2,000-square-foot facility is located at state Highways 371 and 178.

Johnny Hale, a Mooreville native, has been named branch manager.

The office will offer full-service banking, along with extended drive-through hours and Saturday drive-through banking.

With an expected opening on Dec. 1, the FMB branch in Mooreville will initially have five employees.

Pontotoc Progress, Daily Journal reports



PPI

Printing &
Promotional
Items

Growing to better serve you!

**We are pleased to announce
Richardson Printing has joined our family!**

Combining PPI's 12 years of innovative digital and large format printing, promotional products and creative graphic design with Richardson's 50 plus years of traditional printing, will allow us to better serve you.

5280 Cliff Gookin Blvd. - Tupelo • 680-4332 • 1-888-680-4332 • sales@ppims.net

Cook's

Continued from Page 5

Carmichael's merchandise includes serving dishes, kitchen islands, gourmet candies and artwork.

The popularity of items is seasonal. For example, Lehman said pineapple corers and slicers sold like hotcakes in July.

In general, cooking tools (graters, whisks, spatulas, etc.) make up the most of her sales, she said. Her roasted coffee bean business would come in next. Her third most popular category for sales would be food, which includes oils, vinegars, crackers, spices and rubs.

"Our predominant customers come and are looking for something they saw on Food Network or they are doing something in the kitchen and they know we can do something to make it easier," she said.

Male foodies, too

The majority of Lehman's customers are women 30 years old and up, but she said her

male clientele is growing.

"We do get men who come in for the manly grilling products," she said with a smile. "The men who come in here are huge foodies."

Carmichael said she gets a good mix of male and female customers across all age ranges. In fact, she said a 10-year-old boy dragged his grandmother to the store recently and said he wanted all his birthday presents from Culin-Arts.

Lehman said customers come to her store when they are looking for a specialty item, which implies a "different quality than what you find in the grocery store."

And the specialty items typically come with a more expensive price tag. With the economy faltering, Lehman said the pitch for the "more expensive tool is difficult."

But she is quick to pick up a ladle and explain how the handle is angled in a way that makes it easy to get the contents out.

"You pay for the engineering," she said.

Even still, Lehman said she believes it's important that her store has a "range of products

that's good to fit everyone's price point."

Carmichael also added that she was going for the upscale clientele. Some customers will mention that they can get something cheaper at a big box store, and Carmichael said she will tell them that "you get what you pay for."

Lehman also incorporates customer interaction to drive sales, doing a lot of tastings and demonstrations.

"If someone really wanted to know how something tasted, I'd open it off the shelf and let them try it," she said. "Same with the coffee. We'll make you a cup."

She also hosts cooking classes – some she teaches and others hosted by professional chefs – that show participants how to use items in the store.

And she does birthday parties and private events at the store, using the kitchen she added to the 3,000-square-foot selling floor.

"It's still trial and error and seeing how the business works," she said of the four-year-old business. "It's still a challenge, but I wouldn't change anything."

PLAN HOUSE

PRINTING & GRAPHICS

- Blueprinting
- Large Format Printing
- Large Format Scanning
- Shipping/UPS/FedEx/DHL
- Graphic Design
- Digital Imaging
- Posters and Banners
- Art Reproduction
- Marketing Brochures
- Trade Show Graphics



www.planhouseprinting.com
 Email: tupelo@planhouseprinting.com
 607 West Main Street
 Tupelo, Mississippi 662-407-0193

© Daily Journal - 08

Choice

The right, power, or opportunity to choose.



Trusted Choice®

The best way to get a variety of insurance choices with a customized plan to meet your specific needs.

Now there's an easier way to find the right insurance. It's called Trusted Choice®. Because a Trusted Choice® independent insurance agent offers you a choice of insurance companies, you can define what protection is best for you.



To find a Trusted Choice® agent near you, go to
www.TrustedChoice.com

A COOK'S PLACE July/August Cooking Classes

August 4, 2008 • Monday
Healthy Cooking • Cost \$30
Times: 6:30-8:00 pm • Joshua Simpson

August 12, 2008 • Tuesday
Stocking the Pantry & Other Helpful Hints • Cost \$30
Times: 6:30-8:30 pm • Samantha Blakey

August 15, 2008 • Friday
Learning at Lunch • Cost \$18
Jody Lehman & Denise Backstrom

August 16, 2008 • Saturday
Summer Grilling • Cost \$45 • Steve Stolk

August 19, 2008 • Tuesday
Frozen Treats • Cost \$30 • Denise Backstrom

August 26, 2008 • Tuesday
Simply Salads • Cost \$30 • Joshua Simpson

August 29, 2008 • Friday
Learning at Lunch • Cost \$18 • Jody Lehman

For more information visit www.acooksplace.com
or call us at 662-844-2400

Hours: Monday - Saturday 10:00 am - 5:00 pm
134 S. Industrial Blvd. • Tupelo, MS

Brutal

Continued from Page 2F

High Cotton Cafe on Veterans Boulevard in 2005. It lasted six months. Looking back, she said she learned a lot from the experience.

"Location is huge," she said. "People are so fickle about where they will go out to eat.

"Another thing people don't realize is that you have to turn tables. I was able to pay my bills and pay my people, but I didn't bring anything home for six months."

Her advice to people looking to open an eatery?

"It might look like a good idea, but it's tough. The restaurant business is brutal."

Frank Vainisi, owner of five-year-old Vainisi's in downtown New Albany, said he thinks newbies to the restaurant industry are most "surprised by the amount of hours you work for the little bit of money."

"There are going to be days where you are going to look in the mirror and say, 'What are you doing?' I was open two months and I had that moment and I'd been in the restaurant business for 15 years."

OWNING A RESTAURANT, THE COLD, HARD TRUTH

■ If you cook, odds are you've entertained the idea of opening your own restaurant. Here are some tips from restaurant owners - ones who made it and didn't - before you take the plunge:

• "There's no glory in it. You have to love it. If you don't love it, you're going to be absolutely miserable doing it." **Frank Vainisi, owner of Vainisi's in New Albany**

• "Be fully committed to it. It can be rewarding but it can be incredibly challenging. I love people and messing with food and that's why I'm in it." **Al Wallace IV, owner of I.V.'s in Tupelo**

• "A business plan is so important. It goes so far beyond having a good cook." **Denise Backstrom, a Lee County caterer and former owner of High Cotton Cafe in Tupelo that closed after six months**

• "The secret is we work hard and try to provide the customer with quality food and consistent service." **Vainisi**

• "You do have to do the work. You do have to be here. It's not going to run itself." **Rob Lesley, co-owner of Romie's Grocery in Tupelo**

• "Your employees get burnt down just as much as you do." **Rob Lesley**

• "In the restaurant business, finding good help is really tough. When you find people that really work out for you, treat them well, whether it's money or flexibility. And then when you realize you have a dud, get rid of them as soon as possible." **Backstrom**

• "It's the business of the people. It's relationships just like every other business. Relationships with servers who show up and servers who don't come to work." **Leeann Lesley, co-owner of Romie's Grocery in Tupelo**

• "I grew up in the restaurants of Chicago. It's sink or swim. If you can't get in there and cut it, there's someone out there willing to take your place." **Vainisi**

• "Make sure out front looks good. We hardly go out front but it's the first thing our customers see." **Leeann Lesley**

• "Always smile, even when you don't want to you still have to." **Wallace**

His advice when people ask about opening a restaurant?

"Don't," he said. "You find that a lot of people make good lasagna and people tell them to open a restaurant and sell lasagna. But it's a business ... besides I want them to come here."

Rob Lesley at Romie's had worked in the restaurant industry before opening Romie's, so he

said he had a decent idea of what he was getting into. But, there still were a lot of surprises when the restaurant opened.

"You've got to pay taxes," he said, laughing.

He added that even though he had a business plan, he didn't know he had to pay for a Dumpster and how much trash the restaurant would generate or any estimate of the phone bills.

"We've reality checked about 47 times in this business," Lesley said. "When you think you are getting ahead, something comes up."

Al Wallace IV, the owner of six-year-old IV's in Tupelo, said after going to culinary school, working as a chef at Harrah's and now as a restaurant owner, he's found a recipe for success.

"Quality food and quality service at a quality price," he said. "It's a generic formula but it works."

He said a lot of people ask him about getting into the restaurant business because it looks like fun. He promptly sets them straight.

"It's extremely long hours," he said. "You have to love what you do. It's very tough with a family."

Indeed, Leeann credits part of Romie's success to "great, great babysitters" for her three children.

Tony Ford, Romie's bartender and a former restaurant owner, said after more than 20 years in the food industry, he sees the owner's time commitment to a restaurant as crucial.

"That's why restaurant failure is what it is - you have to devote your whole life to it," Ford said.

Unique Leadership Training Opportunity

Closing The Performance Gaps/Building Employee Accountability

PROFESSIONALS FROM DAY-BRITE, NMMC, COOPER TIRE AND HUNTER DOUGLAS WILL PRESENT **PROVEN LEADERSHIP STRATEGIES**

1. Planning and Setting Goals and Objectives
 - Creating a blueprint to reach your goals
 - How to prioritize and set realistic goals
2. Coaching - Closing the Gaps In Performance
 - Utilizing the coaching process to increase results and employee commitment
3. Evaluations - Measuring Against the Plan
 - Using the correct criteria to measure performance
 - The benefits of evaluating performance
 - The advantages of doing an honest evaluation
4. Corrective Action/Results/Behavior/Documentation
 - How to avoid adversarial employee/employer relationships while achieving appropriate behavioral change

SUMMIT CONVENTION CENTER
TUPELO, MS

THURSDAY, AUGUST 28, 2008 • 8:00 AM TO 3:00 PM

COST:	CRA MEMBERS	NON-MEMBERS
FIRST PERSON	\$189	\$239
PERSON 2 THRU 10	\$99 EACH	\$149 EACH
PERSON 11 AND UP	\$59 EACH (breakfast and lunch included)	\$99 EACH

Call now to register for this power packed Leadership Development Program presented by CRA

662-842-8236

Contact **Carlie Kollath** at 678-1598
or carlie.kollath@journal.com.

Business Directory

Air/Heating

HUTCH & SON (662) 231-0175
P.O. BOX 95 • AMORY, MS 38821

BUILD • REMODEL • ELECTRICAL • HVAC

**STORM OR FIRE DAMAGE
REMODELING & ADDITIONS
ROOFING & VINYL SIDING
INSURANCE CLAIMS WELCOME**

Carrier

Turn to the Experts™
RIDDLE HEATING & A/C, INC.
OVER 30 YEARS OF EXPERIENCE • COMMERCIAL & RESIDENTIAL
Snyder St. • PO Box 987 • New Albany, MS 38652
Ph: 662-534-9611 • Fax: 662-534-2190
After Hours: 662-316-3100 • riddleair1@bellsouth.net
William Grisham • Danny Cobb • WC Grisham • Jamie Riddle
Jim Riddle, Sr.

Apartments

Tupelo Trace Apartments

Featuring 1, 2, & 3 Bedroom Apartment Homes
Check Out Tupelo's Best Kept Secret
Located Directly Behind Tupelo High School
662-841-7806

Oak Creek Apartments
"Make Life a Little Easier"

508 Lumpkin Avenue
Tupelo, Mississippi 38801
Telephone: (662) 844-2370
Fax: (662) 844-2345
E-mail: oakcreeka@birch.net

GWENDOLYN HUDSON
Site Manager

Attorneys

**THE LAW OFFICE OF
NICHOLAS R. BAIN, PLLC**

AREAS OF PRACTICE:

- CRIMINAL DEFENSE
- DIVORCES
- DUI
- PERSONAL INJURY

516 Fillmore Street • Corinth, MS 38834
Phone: 662-287-1620 • Fax 662-287-1684
*Listing of the areas of practice does not indicate any certification or expertise therein.

JASON LEE SHELTON

ATTORNEY-AT-LAW
Shelton & Associates P.A.
218 N. SPRING ST.
P O. Box 1362
Tupelo, MS 38802-1362

PHONE (662) 842-5051 FAX (662) 841-1941
RES. (662) 842-5321 Email: jshelton@dixie-NET.COM
Toll FREE 1-888-537-5051 • LICENSED IN MISSISSIPPI & ALABAMA

JON D. SHELTON, J.D.

Social Security / Disability

We handle ALL hearings, appeals, reconsiderations, and denial of benefits.

**FREE Consultation &
NO FEE unless YOU WIN**

Shelton & Associates P.A.
842-5051 or 1-888-537-5051

Auctions

NOTICE TO CATTLEMEN!

Pontotoc Stockyard • Highway 76 West, Pontotoc



Owner-Ron Herndon
Auctioneer-Sammy Barlow

CATTLE SALE
Every Saturday 1:00

Goats, Hogs & Horses
at 11:00 am For all your cattle needs
Call 489-4385 or 213-7080

Professional Auction Marketing
With Over 20 Years of Experience With On-Site Auctions,
Stevens Auction Has Set The Standards for Others to Follow

STEVENS AUCTION COMPANY
662-369-1200
www.stevensauction.com
John Dwight Stevens, Auctioneer
Member of MS and National Auctioneers Associations
MS A. L. #349

NORTH MISSISSIPPI LEADING AUCTION COMPANY
We handle any kind of auction or appraisal
P.O. Box 58 • Aberdeen, MS

Automotive

Body Repair • Auto Glass • Insurance Claims

Ratliff Body and Glass

365-8245

"You pay the premiums, you choose the shop."

www.ratliffbodyandglass.com



Automotive Services

David Dillard Auto Service

David K. Dillard : Owner

ONE STOP SERVICE CENTER

Specializing in Transmissions * All Computerized Vehicle Systems * Air Conditioning * Brakes * Tune Ups * Suspension

ALL YOUR AUTOMOTIVE NEEDS

179 N COLLEGE ST
PONTOTOC, MS 38863
662-489-6664

SAME LOCATION FOR OVER 23YEARS
Bring in this ad receive \$5 off any service (exp 06/30/08)

HANKINS SERVICE CENTER

Major and Minor Repairs

- Domestic and Imports
- Over 25 Years Experience
- Air Conditioning Repairs
- Brakes
- Tune-ups



Quality Service

Bennie Hankins - Owner

629 E. President St., Tupelo.....842-8733

RICK'S CHASSIS WORKS

Foreign - Domestic



- Insurance Claims Welcome
- Free Estimates
- Body & Paint Repair

1875 Nelle St. Tupelo, MS

"We Specialize
in Frame Work"

844-0260

BRAKE & SERVICE REPAIR

- Brakes
- Front End Alignment
- Air Conditioning



COOPER

AUTO - TRUCK SERVICENTER

4006 West Main Tupelo, MS 844-1852

Attorneys

Alignments, Brakes, Air Conditioning,
Oil Changes, Transmission Service



FRIENDLY CITY TIRE

Where You're Always #1

534-7671

www.friendlycitytire.com

Business Directory

Banks



Trustmark

Banking and Financial Solutions
People you trust. Advice that works.



- Free Pre-Qualifying
- Approvals Within 24 Hours
- Fast & Efficient Closings

Robin Barnett
Mortgage Loan Officer

144 South Thomas Street • Spanish Village, Suite 106
Tupelo, MS 38801 • 662-841-8743 • Fax 662-841-8747
rbarnett@trustmark.com

TRUSTMARK

Electronic

The Digital Age
BEGINS HERE

Lots of Sizes Available
PLASMA • DLP • LCD

We Service What We Sell in Our
In-House Service Department

GRASS T.V.
Outstanding in our Field

917 S. Gloster / Tupelo • 844-5297 (South of hospital)
Mon.-Fri. 8-5

BIG
SCREENS
Starting At
\$400

Gifts and Accessories

Treasure's Lotion Candles
Large variety of scents to chose from!

We have Southern
Belle T-Shirts

Custom Made
Gift Baskets
for everyone!

CuteTz's T-Shirts

- Pottery • Wind Chimes • Jewelry • John Deere • Balloons (Helium Available)
- Purses & Wallets • Home Decor • Hunting & Fishing Decor • Plush • Western Items
- Easels • Key Chains • Frames • Flip-Flops • Plate Hangers • Baby Gifts • Collegic Items
- Sani-Air Scents & Machines • Lots More to Choose From!

Treasure's 310 Park Plaza • New Albany
(662) 534-7101

Hair

After



Hair Loss!
See What We Can Do

Before 662-842-1222



**Creative
Hair**
Tupelo, MS

1443 East Main St. • Tupelo • 842-1222

Bank Of Okolona



P.O. Box 306
Okolona, Mississippi 38860
(662) 447-5403

Fence

IVY FENCE CO.

RESIDENTIAL-COMMERCIAL-INDUSTRIAL
Family Owned & Operated - Est. 1953
Installation/Repairs - All Types of Fencing
FREE ESTIMATES
Ornamental Iron

Vinyl Fencing All Types Chain Link Fencing
Industrial 4811 Cliff Gookin • Tupelo, MS All Types Wood Fencing

842-3431

Building Materials

Barry Grisham • Tom Moffitt

Grisham Lumber & Supply, Inc.

203 West Mill Street
Blue Mountain, MS 38610
For All Your Building Needs
Toll Free (Statewide) 1-888-685-9444

Foundation

STRUCTURAL REPAIRS
FOUNDATION PROBLEMS?
RAM JACK 731-723-5764
OF TENNESSEE FOUNDATION SOLUTIONS 1-888-264-3121



License General Contractor
www.ramjacktennessee.com

- Patented Steel Piering
- House Leveling
- Water Proofing
- Basement Walls
- Lifetime Warranties
- Structural Repairs Of All Types
- Residential, Commercial & Industrial

Home and Garden Supplies

SIMMONS TAYLOR

Hardware & Appliances

324 Third St / Sherman, MS

- Hardware
- Tools
- Fertilizer
- Seed
- Plants
- Gifts
- Keys Made
- Repair Parts
- Plumbing Supplies
- Gardening Supplies
- Pet & Animal Food
- Carpentry Supplies

We will buy your used
stoves, refrigerators,
washers, dryers, etc.

690-9966

Call us for your appliance repair

Cable Services



Get your office moving with Comcast High Speed Internet!
Call your local representative today for your free installation!

Sharon McCombs
Business Account Executive
PH: 662-680-8156
Mobile: 662-231-4223

Funeral Directors



Established 1891

Funeral Homes & Crematory

535 Jefferson Street • Tupelo (662) 842-4872
280 Mobile Street • Saltillo (662) 869-2130

www.peguesfuneralhome.com

Home Improvement

PAYNE MAINTENANCE
WE CARE AND IT SHOWS!

CARPET CLEANING

NORTHEAST MISSISSIPPI

H. C. PAYNE
(662) 871-9600

TEL. (662) 844-5921
FAX (662) 844-0580

Contractors

FLCRANE & SONS, INC. Specialty Contractors

508 South Spring Street
P. O. Box 428
Fulton, MS 38843

Phone: 662-862-2172
Fax: 662-862-9489
Email: ccrane@flcrane.com
Website: www.flcrane.com

Gifts

Okolona Drug Co.

Complete Prescription Service
We Accept All Medicare Part D Plans

- Gifts & Fenton Glass
- Tyler Candles
- Aromaticque
- Arthur Court
- Adora Dolls & Lee Middleton Dolls
- Lenox & Gorham China
- Ole Miss & Mississippi State Collegiate Items

210 West Main Street
Okolona, MS (662) 447-5471

Landscaping

Landscape Services

Total Lawn Care
Design, Build and Maintenance

Pete Poland • Harry Collins

"We're the guys and gals in the pink truck"

(662) 842-8740

Business Directory

Market



1204 NORTH GLOSTER • TUPELO, MS

Next to La Vino
662-841-0633

Medical (cont.)



Special Care for Women of Every Age

New Albany OBGYN Clinic, P.L.L.C.

- Family Planning
- Complete Pregnancy & Prenatal Care
- Adolescent Care & Counseling
- Menstrual Disorders
- Infertility Evaluation
- Minimally Invasive Gynecological Surgeries
- Outpatient Surgery for Urinary Incontinence
- NOW OFFERING 4-D ULTRA SOUND



Rebecca Butler, F.N.P.
Greg Mitchell, M.D.
*Board Certified
Obstetrics & Gynecology*

For your appointment call (662) 534-0029
117 Fairfield Drive • New Albany, MS 38652

Plumbing



RH PLUMBING, INC.

Commercial Plumbing, Gas & Industrial Piping

RICHARD HANLON
(662) 447-3213

P.O. BOX 417
Okolona, MS 38860

Thank you for choosing RH Plumbing. We appreciate your business

Medical

Family + Urgent Care Clinic, PA

Comprehensive Medical Care
For Your Family or Business
Appointments & Walk-Ins Welcome

Mon.-Fri. 8 - 6:30
Sat. 9-6
Sun. 1 - 6

1154 Cross Creek Dr.
(Next to Home Depot)

Lee Wallace, CFNP
David W. Bell, MD

840-8010

The Meadows

Serving senior citizens and their families

Daniel Health Care services include 24-hour skilled nursing care by licensed and certified staff, restorative nursing programs, 24-hour lab and pharmaceutical services, IV therapy by IV certified nursing staff 24 hours, on site x rays, on-staff medical director, care planning conferences with family, psychologists on staff with behavioral management program, Alzheimer's Unit, subacute unit, social services, wound care, activity programs daily, nutritional plans and counseling, EKG's, respiratory therapy.

ALSO AVAILABLE: Outpatient services, on-site and off-site; occupational therapy; physical therapy; speech-language therapy and audiological services.

The Meadows

Highway 25 South • Fulton, MS • 662-862-2165

Sonny T's Plumbing

All your plumbing needs
24-Hour Service



Licensed, Bonded
and Insured

TROY LUNCEFORD
Master Plumber/Owner
(662) 871-5693

When you're tired of the rest, try the best.

10% OFF SENIOR CITIZENS DISCOUNT

HERNDON CHIROPRACTIC CLINIC



Dr. Ron Herndon

Feel Good Again!

New Patients Welcome

842-8413

2087 Cliff Gookin Blvd.
Tupelo, MS

HICKORY FLAT



FAMILY CLINIC
DENISE GOSSETT, CFNP

250 OAK STREET
662.333.6387

The clinic that has served the
community of Hickory Flat for 30 years
has reopened under the care of
Denise Gossett, CFNP in collaboration
with Creekmore Clinic of New Albany.

NOW OPEN
Under New Management
Collaborating with
CREEKMORE CLINIC

Pressure Cleaning

DOC'S PRESSURE CLEANING & LAWN CARE SERVICE



(VINYL SIDING • BRICKS • CONCRETE etc.)

**Weed Control (Roundup),
(Fence Row, Ditches, etc.)**

FREE Quote on Houses

David O. Coggin

Nettleton, MS
401-9052 • 257-1445

Moving



BEKINS
Morgan Moving & Storage, Inc.

Call for a Free Estimate

Bronzie Morgan
Relocation Specialist

662-842-1120

*"The Morgan Family has been moving
families like yours for over 50 years"*

Promotional Products



SAFEGUARD

R. FRED PITTS
president

P.O. Drawer 168
Tupelo, MS 38802

Business Stationery and Envelopes
Laser Checks and Forms
Filing Systems
Promotional Products

toll-free 800-227-0683
phone 662-844-0709
fax 662-840-0711

rfred@safeguard.net
www.gosafeguard.com

OUTPATIENT REHAB CENTER OF FULTON, INC

204 Wheeler Drive, Fulton, MS 38843



phone 662-862-3070
www.orcfulton.com

Accepting Medicare, Most Private Insurance
Health Link, Workman's Comp

Digestive Health Specialists, P.A.

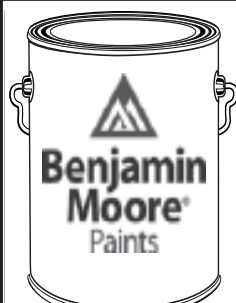


Stephen T. Amann, M.D.
John B. Averette, M.D.
Barney J. Guyton, M.D.
Roger L. Huey, M.D.
Samuel C. Pace, M.D.
John O. Phillips, M.D.
Ernest Q. Williams, M.D.
Carah W. Edgeworth, CFNP

W. Carl Kellum Jr., M.D.
1952-2006

589 Garfield Street, Suite 201 • Tupelo, MS 38801
(662) 680-5565 • 1-877-942-7876

Paint



Classic Finishes

- Paint • Flooring
- Wallcovering • Blinds

*Computer Color Matching
We Sell The Best*

(662) 842-0366 • FAX (662) 842-0811
1181-A West Shopping • Tupelo, MS

Real Estate



Jimmy Langley Appraisal Service

1218 West Main St.
P.O. Box 1101
Tupelo, MS 38801

Jimmy Langley

**State Certified Residential
Real Estate Appraiser
*RA-191**

Business (662) 844-4624
Home: (662) 844-5258
Fax: (662) 844-4625
Cell: (662) 255-6154

Land and Residential

Business Directory

Restaurant

Bar-B-Q by Jim

We Roast, You Boast

DINING • CARRYOUT • CATERING

Call-In Orders 840-8800

We Cater to Parties, Factories, Home & Office
Jim & Barbara Beane, Owners

203 Commerce Street, Across from Tupelo Coliseum
HOURS: Mon., Tues., Wed. 11am - 6pm • Thurs., Fri., Sat. 11am - Until

Come Join us & enjoy all the new exciting things happening at Cypress Grill!

"Never the same buffet twice" Sunday food bar extravaganza 11-2 • Featuring homemade desserts, mega salad bar, entrees, vegetables, chocolate dipped strawberries, and deviled eggs!

Also check our our new menu, prices and lunch specials! Under New Management.

With over 40 years experience!
Guy Jenkins - General Manager
Martha Jenkins - Chef

650 Park Plaza Dr • New Albany, MS 38652

662-534-4448

Lunch

Tuesday - Friday 11-2

Sunday 11-2

Dinner

Thurs. - Fri. - Sat. - 5-9

For catering call
662-213-3151

Cypress Grill

Restaurant

heavenly ham Catering from 10 to 1,000
Cool, Fresh &
Delicious.



499 Gloster Creek Village - Tupelo, MS 38801
(662) 844-4888 - Fax: (662) 844-3006 - www.heavenlyham.com

Roofing

SPROUSE ROOFING

Residential & Commercial

Shingle Roof • Metal Roof • Rubber Roof

662-321-3112 or

662-869-3689

- FREE ESTIMATE -



Storage

**GRAND OPENING
EXTENDED THRU
AUGUST!**

Get 1 or 2 Months **FREE**
with prepaid rent!!

Brand New Storage Facility!
Clean and Secure!
24-Hour Gated Access • Brightly Lit
Total Security Fence!

**MAIN STREET
MINI-STORAGE**

Owned and Operated by Gus Hildenbrand

627-A West Main Street • Tupelo • (662) 346-9966

Directly Behind Main Street Family Dentistry



Upholstery

TUPELO UPHOLSTERY

Vinyl Tops • Carpets • Seats • Headliner
Convertible Tops • Leather Interiors



**2520 S. President
Tupelo, MS
662-844-6690**

Tim Kesler, Owner • Free Estimates • Automotive

Vacuum

ELECTROLUX
"Since 1924"

AERUS

- Vacuum Cleaners
- Shampoos
- Air Purifiers

FREE Pickup & Delivery

518 S. Gloster • Tupelo • 842-2214

Wine & Liquor

La VINO
WINE AND SPIRITS

1204 North Gloster Street
Tupelo, MS 38804

FX: 662.842-4376 PH: 662.842.4298

Sound Systems

VAP

2611 W. MAIN ST.
TUPELO, MS
842-3753

SOUND & VIDEO
Systems for Business, Church, Home
Sales • Installation • Rental

Wrecker Service

TUPELO WRECKER SERVICE
"Serving Lee Co. Since 1973"

- 24 HOUR DAMAGE-FREE TOWING
- HEAVY DUTY TOWING
- ROLLBACK WRECKER

840-9301

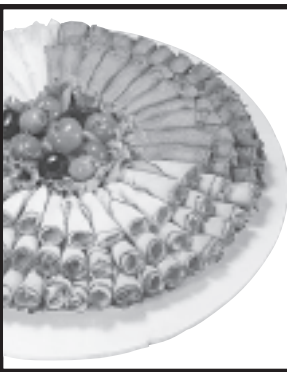
MasterCard VISA Discover

1806 E. MAIN STREET • TUPELO

**Party Trays
for all Occasions!**



1101 W. Main • Tupelo
842-3774



Salon Services

HEAD OVER HEELS SALON

• Cut • Hair • Curl • Color • Medicated • Curl • Cut • Manicure • Nails • Perm • Color • Nails

Where Beauty is a Work of Art

FULL SERVICE SALON & DAY SPA

662 840-0900
219 Franklin Street • Tupelo (behind BancorpSouth Arena)

Hair Care, Manicures, Pedicures, Facials,
Skin Care, Micro-Dermabrasion, Massage,
Color Analysis & Correction

The Creative Touch

DAY SPA & SALON

662-844-3734 • 844-6204

2613-A TRACELAND DR. • TUPELO, MS 38801

Kids Eat FREE
Thursdays at
McALISTER'S DELI

• Max 2 FREE Kids with Adult Entree
• 12 years and under
• Drink not included

• Kid's Menu Only
• 5 to 9 pm

Tupelo and Corinth Location Kids Eat Free on Monday
217 Highway 30 West • New Albany • 534-2700 • Fax 534-0477



**Pizza
Spaghetti**

**Salad Bar
Sandwiches**

Sun. 12-11 pm • Mon - Wed 11 am-10 pm • Fri-Sat 11 am-11 pm

709 Highway 145 South
Baldwyn, MS

365-7059

Truly unlimited Truly nationwide



TRUE UNLIMITED NATIONWIDE PLAN

True Unlimited

- Calls
- Text
- E-mail
- Web

Anyone, anytime, anywhere in the country.
All for one flat rate.

For your
PDA:
\$99.99
per month

For your
PHONE:
\$79.99
per month

1-877-CSOUTH2 (276-8842)
assistforbusiness@cellularsouth.com

 **cellularsouth**[®]
Wireless Business Solutions[™]



Tupelo Auto Sales



CLIENTS DEPEND ON YOU. YOU DEPEND ON US.



MUST GO!

YOUR TRUCK NEEDS END HERE AT TUPELO AUTO SALES

2007 DODGE RAM

CHASSIS, QUAD CAB, 5.7 L V8 GAS
AUTOMATIC, AIR & CRUISE

stk# 718250

*Plus tax and title.

MSRP.....\$28,415

SELL PRICE.....\$22,300

LESS - \$900⁰⁰ UPFIT ALLOWANCES.... **\$21,400***

Member:



Business Link is:

Nation Wide 1st Bay Priority Service
Parts and Service Discounts
Loaner/Transportation

Exclusive for Business Owners

Ask us about free bedliners, hitches, and toolboxes

CASH REBATES ON RAM UPFITS



BUSINESSLINK

Your Business Vehicle Partner.
Jim Brown at (662) 231-2392
Located at the Corner of South
Gloster & South Green



ALL-NEW SPRINTER VAN

SOUTH GLOSTER STREET • TUPELO • 662-840-7300

www.tupeloautosales.com