

THE NORTHEAST MISSISSIPPI

# BusinessJournal

A MONTHLY PUBLICATION OF JOURNAL PUBLISHING AND THE COMMUNITY DEVELOPMENT FOUNDATION

JULY 2010



# Toyota offers hope, opportunity – but not total cure

**W**e crossed our fingers for 18 months in hopes that Toyota would finally announce plans for its Blue Springs plant, which it placed on indefinite hold in December 2008.

And last month, the Japanese automaker confirmed what had been rumored for months: Toyota Motor Manufacturing Mississippi is going to build the popular Corolla sedan.

It was a very long 18 months. While local and state leaders insisted that Toyota's return was "a matter of when, not if," things didn't look so rosy earlier this year.

That's when Toyota's quality troubles and massive recalls bubbled to the surface. Company officials were called to the carpet and questioned before Congress.

The negative news and Toyota's initial ham-fisted responses took a toll on its once-sterling reputation.

Critics said the company had expanded too quickly, sacrificing quality. Even the president of Toyota said as much.

And so it was no wonder that many Northeast Mississippians thought the outlook for TMMMS was more like "a matter of if, not when."

So a collective sigh of relief could be heard when Toyota said it was "moving forward again" on the plant.

But the announcement wasn't a big surprise to some. Whispers as far back as last summer said that Toyota was looking into building the Corolla here.

One astute reader, J.W. Smith, even predicted then that it would happen. So here's your shout-out, Mr. Smith: Well done.

Then there's Randy Kelley, executive director of Three Rivers Planning and Development District, who also said last year that he thought Toyota would build the Corolla in Northeast Mississippi.

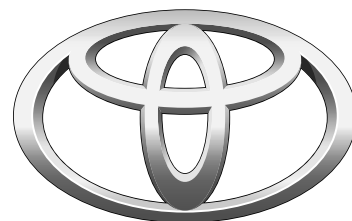
Maybe I should take these guys to Tunica or get them to play the lottery.

## Still have much to do

With the Toyota announcement come 2,000 jobs at the plant, although



Dennis  
SEID



TOYOTA

it will start operations with about half that number. It will be sometime in 2012 before that 2,000 number is hit.

It's expected that Tier 1 suppliers will add at least another 2,000 jobs. Tier 2 and Tier 3 suppliers will result in additional jobs, and other ancillary jobs will result as well.

Jobs, jobs, jobs – the more the merrier, especially in a region that has suffered double-digit unemployment rates for 17 of the past 18 months.

But Toyota will not be the savior of Northeast Mississippi. It will boost the region's economy by putting people to work. But the automaker and its sup-

pliers can't and won't absorb all the job layoffs, particularly in the furniture industry, that have occurred over the past few years.

Some stories written about Toyota's Blue Springs announcement last month painted a picture of our region as one where the furniture industry was dead and gone.

That's hardly the case. While it's true that the industry has gone through a very tough time during the Great Recession, furniture is still kicking.

An economy that is diversified is an economy that will survive the inevitable ups and down.

And just as Northeast Mississippi leaders saw that dairy and textiles and furniture were our future, they also see the automobile industry in a similar light.

So while Toyota offers hope, it's up to the people and workers of Northeast Mississippi to take advantage of the opportunity to better educate and train ourselves for what's down the road.

Contact business editor **Dennis Seid** at (662) 678-1578 or [dennis.seid@djournal.com](mailto:dennis.seid@djournal.com). Follow him at [twitter.com/dennisseid](http://twitter.com/dennisseid).

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# Belmont couple turns hobby into viable business

■ **Covenant Creek Farm sells soaps and lotions to thousands of customers across the U.S.**

By **Carlie Kollath**

BUSINESS JOURNAL

BELMONT – Chris Holland prefers that you call her the goat lady. She even has a shirt declaring her request.

It might seem odd if you didn't know that she was the co-owner of Covenant Creek Farm, a small family-owned business that makes goat milk soaps and lotions. The farm has a herd of 35 goats that produce the milk for the body products, which are sold in 20 stores in four states.

The farm started in Texas 18 years ago when Chris and her husband, Stephen, bought their first goat. Chris suffers from serious skin allergies to detergents and had heard that goat milk could help her skin.

The business began as a hobby for Chris, who was a mortgage broker at the time. She started off milking a goat



DESTIE LEE

**Chris, left, and Stephen Holland** own Covenant Creek Farm in Belmont. They use fresh goat milk to make soaps and lotions.

and using the milk in different soap and lotion recipes. As the experimenting grew, so did the herd.

"For her, it was, 'I'd like to own a goat. Oh, I'd like to get another one.' Then they had babies. By 1997, we had almost 100," along with llamas, chickens and meat rabbits, Stephen

said. "She loves the goats."

All the goats have names, such as Hotty Toddy.

As Chris Holland made body products for herself, she also shared her goat-milk creations with friends. The gift-giving then turned into requests from people who wanted to buy more soap and lotion.

In 1999, the Hollands moved to Mississippi as part of a ministry. In 2004, the Hollands moved their farm in Belmont, where visitors are greeted at the door with a sign that reads, "A sweet nanny and a grouchy old goat live here."

Now, Covenant Creek Farm has turned into a full-blown business, with the Hollands servicing thousands of clients across the country. Just last month, the Hollands filled an order for a Boston man who wanted 33 bars of soap, in addition to lotion and foot butter.

The Hollands also ship products to customers in at least three other countries, including China.

"It cracks us up because we (as a country) buy from China and here they are chomping at the bit to buy from us," Chris said.

The Hollands are self-described goat farmers and do it full time, now that Stephen has retired from Domino's Pizza management.

They have about 25 varieties of soap, with the most popular

ones having Mississippi-inspired scents, such as Delta Cotton, Kudzu Bloom, Moonlit Magnolia and Mississippi Sweet Fig.

The 5.5 ounce soap bars are especially popular as corporate gifts during the holidays, the Hollands said.

While the products are sold online, the wholesale business makes up the bulk of Covenant Creek Farm's sales. Locally, the products are sold at Scruggs Farm, Lawn & Garden and the gift shop of the North Mississippi Medical Center women's hospital. The Hollands say that the men buy the unscented hand lotion and the women prefer the fragrant soap.

The Hollands also sell their items at the Tupelo Flea Market and the Memphis Farmers Market. When they are at the markets, they encourage people to sample their items.

"We want them to know what they are getting," Stephen said.

He said he jokingly tells new

Turn to **HOLLAND** on **Page 22**

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# Norbord connected to housing, furniture

By Dennis Seid

BUSINESS JOURNAL

GUNTOWN – Drop by the lumber section of a Home Depot, Lowe's or some other home improvement store and you'll likely see – and maybe even buy – products made by Norbord.

The company, which makes oriented strand board (or OSB) panels used in the housing industry, has a plant in Guntown, one of the company's 14 facilities in the U.S., Canada and Europe.

OSB is made of wood strands arranged in layers with heat-cured adhesives, and formed into sheets, or panels, similar to plywood.

At Norbord Mississippi, OSB panels are shipped to retailers across the country. Another product, high-density OSB panels, are used by furniture manufacturers in Northeast Mississippi.

The company gets most of its raw materials from area businesses.

"We buy the logs and use biomass from saw mills in the area," said Andy Lollar, the plant's general manager. "We work with a lot of tree farms."

In fact, the plant receives 500 loads of logs a week, primarily pine timber from a 150-mile radius. Another 300 trucks with finished product leave the plant weekly.

Martin Falkner, the plant's procurement manager, said about 115 miles of board are produced daily.

"That's a lot of houses," Lollar said.

The \$100 million plant churned out its first board on its 300-acre site on July 8, 1995. Norbord produces enough OSB each year to build more than 150,000 homes and is the third-largest OSB producer in North America. The Guntown plant produces more than 2.6 billion square feet of OSB each year.

But it's most recent success has been with the furniture industry, which typically uses



THOMAS WELLS

Norbord's Guntown plant produces more than 2.6 billion square feet of oriented strand board each year. It also makes a high-density OSB that is used by furniture manufacturers in Northeast Mississippi.

plywood for building sofas and chairs.

"Our high-density OSB is made specifically for furniture frames," Lollar said. Furniture manufacturers like Ashley, Lane and Franklin are among the plant's customers.

And that number is growing. Lollar said about 40 per-

cent of Norbord Guntown's products are going to furniture.

Because plywood comes only in 4-by-8 sheets and most furniture frames are smaller, the excess wood becomes waste. Norbord can provide 4-

Turn to **NORBORD** on Page 22

## More on oriented strand board

■ OSB is manufactured from waterproof heat-cured adhesives and rectangularly shaped wood strands that are arranged in cross-oriented layers, similar to plywood. This results in a structural engineered wood panel that shares many of the strength and performance characteristics of plywood. Produced in huge, continuous mats, OSB is a solid panel product of consistent quality with no laps, gaps or voids.

■ OSB is widely used in residential and commercial construction, and is gaining popularity in markets such as materials handling and the manufacturing of upholstered furniture. The manufacturing process makes it possible for panel makers to add innovative features such as a slip-resistant texture to panels designed for roof sheathing, and to supply oversized and metric panels.

SOURCE: APA, the Engineered Wood Association

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# A second chance for everything

## ■ My Elegant Clutter got started in Connie Snell's living room.

By Dennis Seid

BUSINESS JOURNAL

TUPELO – After 22 years working as an engineer, Connie Snell had had enough.

So on a card table in her living room, she wrapped some Popsicle sticks with some tape to form a cross, then glued some beads on it.

Toying with the idea a little more, those Popsicle sticks became nails, which were welded together to form a cross. And the colorful beads stayed.

Then, Snell formed her own company, My Elegant Clutter, to sell the beaded crosses.

“We had these crosses and we went to our first market within 48 hours,” Snell said. They quickly caught on.

Today, along with beaded crosses, Snell sells wooden

crosses, Bible covers, laundry bags and other products. They're created in her home – and by contract workers across the area – and are sold in more than 400 stores in 20 states.

To make the beaded crosses, Snell initially did the welding herself, a skill she learned from her father at age 12.

Something else she learned from her parents was to make the most of everything.

“My work ethic came from my parents,” she said. “I grew up on a farm growing everything we ate, raising cows, pigs, chickens, goats. ... I worked in the radiator shop with my dad, who retired from the Navy. I learned early on to ‘use what you have and make it work;’ you don't run out to the store and buy something new when you may have something at home that will work just fine.”

With that in mind, Snell scours farmers' fields for



THOMAS WELLS

**Connie Snell**, a single mother, started My Elegant Clutter as a way to make extra income. The Tupelo company's goods now are sold in more than 400 stores in 20 states.

barbed wire, which they usually bury. She recycles it into some of her crosses.

Snells also goes to furniture manufacturers and gets their excess and discarded fabrics to use in for the Bible covers. She visits corrugated box

companies and gets their “irregulars” to use to ship her company's goods.

Waste not, want not, as the old saying goes. Along with reduce, recycle and reuse.

“Our tag line is ‘everything deserves a second chance

with life,’” she said.

And while her “corporate office” is her living room and garage, Snell's work force consists of college students, seamstresses and people from all walks of life.

When retailers call or place an order on the company's website, Snell mobilizes the contract employees who work from their homes.

“We have three welders and we have close to 50 people who are trained to do our work,” she said. “We use 20 to 30 regularly.”

Snell said the work won't make anybody rich. Rather, it helps supplement income and helps pay bills.

“I've been a single mother for 20 years, so I know about having two or three jobs and the value of having a job at home,” she said.

She also points out that everything sold by her compa-

Turn to **CLUTTER** on Page 27

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# Business is booming in Booneville

■ **The president of South Central Polymers restarts the company and moves ahead on revamp.**

By Dennis Seid

BUSINESS JOURNAL

BOONEVILLE – In less than a year, Bud Hanna has seen his company, South Central Polymers, grow faster than expected.

Not that he's complaining. "We had nothing in this building," said Hanna, SCP's president and CEO, referring to the facility on Highway 145 North. "We had no molding machines, no customers."

And not many employees, either.

When Hanna opened SCP on Sept. 3, he had three workers. Today, he has more than employees and 15 clients, which include furniture, electrical and industrial customers. SCP also is a Tier 3 automotive supplier.

The injection molding com-

pany recently completed a 7,000-square-foot expansion, doubling its facility off Highway 145 North. And it plans to add several more employees in the next few months. A new molding machine will go on-line this month.

The company also said it plans to double its full-service tool room and add more workers in 2011.

"My plans are to eventually hire back the 50 people who worked for us before," said Hanna. "Some of them have gotten other jobs, but we're going to talk to all of the former workers first, and from there, we'll look to the outside."

South Central Polymers, in fact, was out of business for about three months before Hanna revived the company and the name in September.

A little more than a year ago, SCP closed after a somewhat complicated chain of events.

SCP was founded in 1966 and later sold to a group of Booneville businessmen.



THOMAS WELLS

**SCP President and CEO Bud Hanna** gives tours of his facility in Booneville after announcing that he is expanding the plastic molding facility.

Hanna, who had started and sold his own plastics business, bought SCP in 1999.

Five years later he sold it to Leggett & Platt, but stayed on board with SCP.

"Leggett & Platt saw us as a good fit for their injection molding business," Hanna said. "But in 2008, they decided to divest from the business and sold it to a private equity

firm from New York."

He stayed on board with the new owners, but according to Hannah, the equity firm wanted to shift operations from Booneville to another plant in Jackson, Tenn.

"I tried to buy the company back, but I was the low bidder," Hanna said. "The Booneville plant was the most profitable of the two plants – it just wasn't

where they wanted it to be."

Hanna said he was fired, and the equity firm moved the Booneville operations to Jackson, resulting in the loss of 50 jobs.

But it wasn't long before old customers called Hanna to see if he was getting back in the injection molding business.

A few months later, Hanna looked into getting his new venture financed, and managed to get South Central Polymers up and running again.

"It was all or nothing," Hanna said. "There is no plan B. You just have to commit yourself to do it."

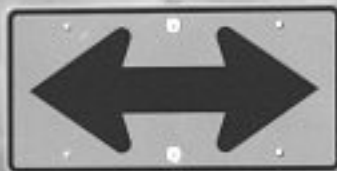
Now with clients including Caterpillar, Daybrite, Emerson, Franklin and Hickory, SCP has established a solid customer base.

"It says a lot about our product and our employees for us to open this business without a customer and then have them come to us like they

Turn to **POLYMERS** on Page 20

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# Cloud computing – it's the way we live

To walk around with one's head in the clouds is generally considered foolish, but to do one's computing in the clouds is, according to certain industry leaders, wise indeed.

Wikipedia defines cloud computing as "Internet-based computing, whereby shared resources, software and information are provided to computers and other devices on-demand, like electricity."

The pros and cons of cloud computing are more than adequately covered in the industry press, so I won't go into that here. Instead, I'll talk about my friend Nosmo King.

When an ice storm hit Northeast Mississippi in 1994, the King family found itself with a huge problem: Electrical service was interrupted for about a week. No electricity meant no heat. The Kings had very little food in the house. They survived the week thanks to the goodness of more fortunate friends.

The experience was life-changing. Nosmo realized his dependence not only on other people, but on a system. Nosmo decided he'd never be unprepared again. He began to read magazines like *Country-side* and *Mother Earth News*, and he took them to heart.

He moved to a spot in the country with a few acres and a pond, started a garden and erected fences to enclose chickens and goats. He, his wife and their children learned largely forgotten skills, such as canning food, sewing clothes, composting and pouring candles. They became carpenters, plumbers, electricians, doctors,

mechanics, beekeepers and vermiculturists. They installed a wood-burning heater and bought a chainsaw.

Few of us can live as the Kings do. The Amish are a notable exception, and they manage to pull it off only because they organize themselves into communities.



Ted  
HOLT

## TECHTALK

### Still dependent

And in spite of their efforts, Nosmo and his family are far from independent of others. They still rely on the electrical grid, because installing their own power generator was too expensive. While they do store water in jugs for emergencies, they still depend on water from the community system for daily use because, as Nosmo says, any well he might drill would be useless without electricity to operate the pump. And the Kings still buy most of their groceries, clothing and household goods at stores, because it is impossible for them to manufacture the thousands of items they commonly use.

Despite all this hard work, the best Nosmo can hope for should another ice storm or some other inconvenience or disaster hit would be subsistence living.

Nosmo's experience is a good example of why cloud computing is growing and will continue to grow. Just as many businesses find it advantageous to pay other businesses rather than their own employees to cut grass and clean the office, most businesses find it advantageous to pay other businesses to provide computing services.

E-mail is a good example. The fact that the server that sends and receives e-mail may be on any continent except for Antarctica doesn't bother business leaders. I suspect most of them never give it a thought.

And just as it's more cost-effective and less headache to pay another business, rather than an employee, to keep an e-mail server running, so it may be more cost-effective and less headache to pay an-

other business to provide accounting software and store the accounts receivable.

Almost all of us choose to depend on billions of other people to provide the goods and services we use. Just as few of us are willing to live as the Nosmo King family lives, so will few businesses be willing to forgo the cost-effectiveness and convenience of cloud computing.

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).

### Homebuyer program funds increased by \$4M

JACKSON - The Mississippi Home Corporation has extended the reservation period for its Home Buyer Advantage grant program. The previous deadline for homebuyers to reserve funds was July 15, but the reservation period has been extended to Sept. 13. The extended reservation period will allow MHC to disburse an additional \$4 million in funds that were injected into the HBA program. Available HBA funds currently stand at \$5.5 million, enough to fund an additional 180 reservations based on the average grant amount.

Home Buyer Advantage provides grants of up to \$40,000 to qualified homebuyers who purchase foreclosed properties in any of the 48 eligible communities across Mississippi. Unlike most of MHC's other programs, the Home Buyer Advantage program does not require applicants to be first-time homebuyers. Applicants can earn no more than 120 percent of the Area Median Income.

Qualified homebuyers purchasing a foreclosed property are immediately eligible for a \$14,999 grant. The Home Buyer Advantage Program also provides an additional grant of up to \$25,000 based on the buyer's credit score. The grants are forgiven over a period of five years for the initial grant and an additional five years for the credit score-based component.

For more information about the Home Buyer Advantage program, including detailed program guidelines and a list of approved lenders, visit [www.mshomecorp.com](http://www.mshomecorp.com).

Parties who wish to learn more about the Mississippi Home Corporation should contact MHC directly at (601) 718.INFO (4636) or at [www.mshomecorp.com](http://www.mshomecorp.com).

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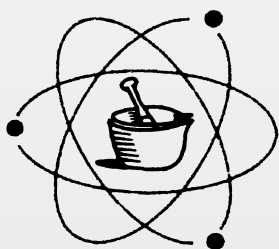
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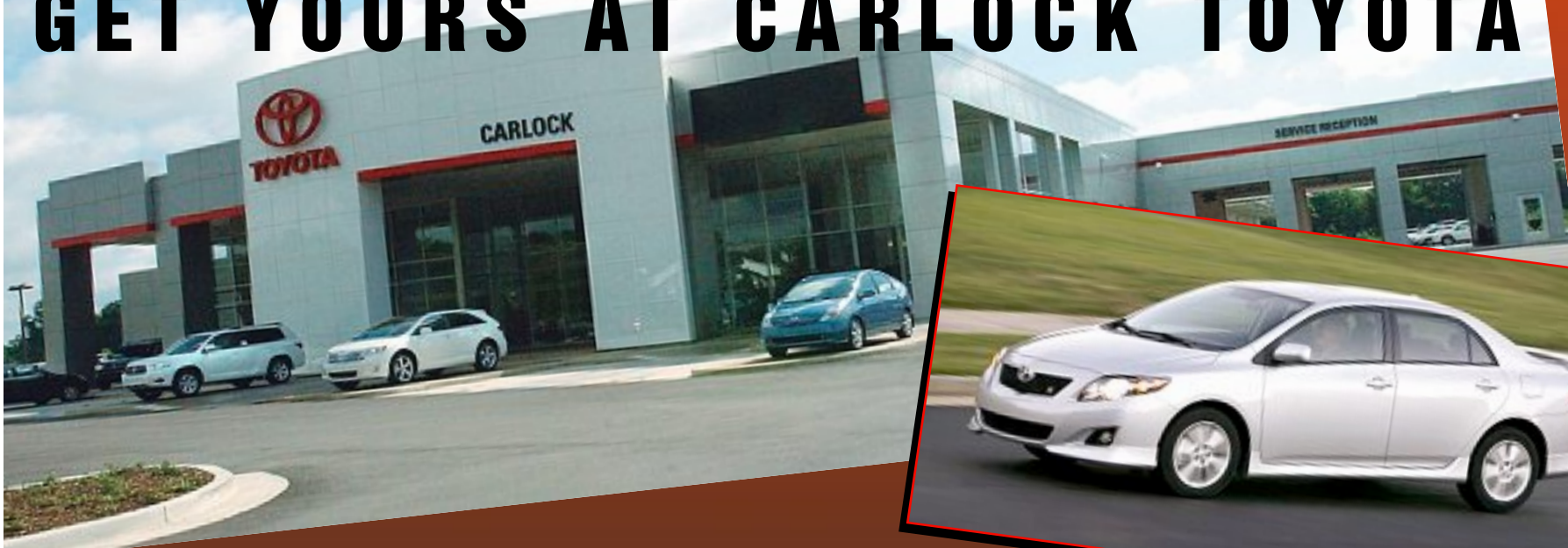


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 A family of four (man, woman, and baby) is shown smiling. The man is wearing a green shirt, the woman is wearing a blue shirt, and the baby is in a white shirt.


# Chamber Connection

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

## Toyota Announces Restart of Blue Springs Plant

Gov. Haley Barbour announced, during a celebration at the Blue Springs plant on June 17, that Toyota Motor Corporation will resume preparations to begin production at its north Mississippi plant. The company plans to produce the Toyota Corolla, the best-selling car of all time, at the Blue Springs plant.

“Toyota is moving forward to equip and begin production at its Mississippi plant. We’re delighted, but we’re not surprised,” Barbour said. “We’ve had good reason to keep our faith in them. Through a global economic crisis, Toyota kept its financial commitments to the state and local schools proving they are not just an employer but a valuable community partner. We eagerly look forward to the opening of the Blue Springs plant and are proud that the Toyota Corolla, one of the best-selling vehicles of all time, will be manufactured here in Mississippi.”

“We sincerely appreciate the patience and understanding shown by Gov. Barbour and the people of Mississippi,” said Yoshimi Inaba, president and chief operating officer of Toyota Motor North America. “With the economic downturn, we had a commitment to our team members and communities worldwide to make sure all of our existing plants were stable. With the return of stability to our existing operations in North America, it is time to fulfill Toyota’s promise in Mississippi.”

Toyota plans to begin production at the Blue Springs facility in the fall of 2011. When complete, the facility will employ approximately 2,000 individuals.

“The PUL Alliance (the Regional Economic Development in Northeast Mississippi) never lost faith in Toyota. We always said it was not a matter of if, but when,” said Wayne Stokes, president of the Pontotoc County Board of Supervisors and PUL Alliance chairman. “During this period the company continued to fulfill its commitments, and we knew when the time was right they would resume the schedule. Working on the Wellspring Project since 2001, the counties have experienced waiting, and sometimes the best rewards come after a long wait. Now with the popular Corolla production, and hiring beginning in the fall, it makes us all truly appreciate the impact these jobs will have for our local



**Gov. Haley Barbour**, as well as officials from the State of Mississippi, PUL Alliance, and Toyota, together unveil the sign at the announcement.

economy. The PUL Alliance never stopped working on the project, and we are ready to move forward with the company and the State.”

The magnitude of Toyota’s decision to build the Corolla, the best-selling car of all time, at its Blue Springs location will produce an economic impact that is unprecedented in this region. Toyota’s creation of 2,000 stable, well-paying jobs will be a catalyst for further job creation in the region. As automotive suppliers who have already located in the area restart their operations and other suppliers seek to move operations to Northeast Mississippi, the potential for an additional 5,000 jobs is imminent.

“We never lost confidence in this fine company,” said Danny Jordan, Union County Supervisor president. “The timing for the company to open this state-of-the-art facility and the flexibility of the communities involved signifies a true partnership between Toyota and the PUL Alliance.”

Since its formation in September 2001, the PUL Alliance partnership marketed the Wellspring Project Site that Toyota now calls home. In the interim, PUL Alliance officials have utilized the time to continue fostering the partnership and ensure that when Toy-

ota was ready to manufacture automobiles, that all of their commitments would be met and that the workforce would be ready to meet the needs of Toyota and its suppliers.

“On behalf of the people of Northeast Mississippi, we thank you for your continued investment in our community. Completion of the project creates a bright future for our region, along with the existing manufacturers in the area. This announcement creates the potential to excel job creation in the region and will speed economic recovery,” said Darrell Rankin, president of the Lee County Board of Supervisors.

As part of the 2007 announcement that Toyota would build an automotive manufacturing facility at the Wellspring Project site, the company also revealed that it would donate \$50 million, \$5 million a year for 10 years, to education in the PUL counties. After two years of study by an appointed Toyota Education Endowment Fund Committee, plans have been announced to build the Center for Professional Futures, an educational facility that will expose students in the eight school districts in Pontotoc, Union, and Lee Counties to professional careers through high performance teaching and a modern learn-

ing environment.

“Toyota staunchly kept their commitments to the PUL Alliance counties, especially through the Toyota Education Endowment Fund,” said David Rumbarger, president and CEO of the Community Development Foundation, the marketing agency for the PUL Alliance, and Lee County appointee to the Education Endowment Committee. “Through the education endowment, Toyota is already affecting hundreds of school children in the Northeast Mississippi community and will continue to do so through the new high school - Center for Professional Futures.”

“We welcome the opportunity to continue our partnership with the company and its suppliers, and we are grateful for the support of the agencies that were involved as Toyota is moving forward again,” said Randy Kelley, executive director of Three Rivers Planning and Development District, the administrative agency for the PUL Alliance. “The Alliance never stopped managing and providing leadership to complete the necessary utilities during this interim time. Saying that we are elated is an understatement. We’re fired up and ready to help them make cars in Blue Springs!”

# Chamber focus

Dear Friends:

The new CDF Ambassadors for 2010-2011 are ready for service. The orientation was held last month, and their photo and employer listing are included in this issue. The members of the Ambassador's Club are charged with making personal calls to you, our CDF members, to determine if you are taking best advantage of all that CDF has to offer, as well as to see how CDF can improve our benefits and services to better meet your needs. They also attend ribbon cuttings, ground breakings and serve as official hosts at our meetings. They are committed and play a key role in member retention. Congratulations to them all!

There is still time to make nominations for the new class of the Jim Ingram Community Leadership Institute (CLI). CLI is a leadership program for Tupelo/Lee County and is jointly sponsored by CREATE and CDF. Nominees should possess leadership qualities, as demonstrated by past and current activities, possess a degree of motivation toward service in the community and be representative of distinct elements of the community, i.e., geographic area, religious groups, small business, industry, etc. If you would like to nominate someone,



SMITH

please call the CDF office at (662) 842-4521 or complete the form online at [www.tupelochamber.com](http://www.tupelochamber.com).

As you can see, CDF has been busy with ribbon cuttings throughout the month of June. We will help your business celebrate a grand opening or major milestone. This is just another benefit of

your CDF membership, so please contact the CDF office if you are ready to celebrate with a ribbon cutting.

We invite our new members to the New Member Orientation July 13 at 4:00 p.m. in the CDF boardroom. It is your opportunity to find out the benefits of your membership.

Hunter Aycock has joined our CDF team as Assistant Project Manager. He is a talented young man, and we are glad to have him on board.

Vice President of Chamber Services

## 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

## New CDF MEMBERS

### Bishop's Auto Center LLC

Ms. Sonya Bishop  
1705 Cliff Gookin Blvd.  
Tupelo, MS 38801  
(662) 842-1046  
Automotive

### Bishop's Flowers & Gifts, Inc.

Ms. Staci Beville  
1439 E Main St.  
Tupelo, MS 38804  
(662) 844-3410  
Florists

### Edible Arrangements

Ms. Cindy Yates  
P.O. Box 2264  
Tupelo, MS 38803  
(662) 213-5488  
Retail and Specialty Shops

### Gibora Restoration Group LLC

Mr. Travis Edwards  
1402 Forrest St.  
Tupelo, MS 38801  
(662) 871-4809  
Contractors/Construction/  
Building Materials

### The Hannahouse Adult Daycare Service

Ms. Demetria Hooper  
217 Franklin St.  
Tupelo, MS 38804  
(662) 687-1580  
Retirement and  
Assisted Living

### Liberal Nut Company

Ms. Carolyn Haadsma  
P.O. Box 3605  
Tupelo, MS 38803  
(662) 732-0002  
Promotional Items

### Lucky Joe's Bar & Grill LLC

Mr. Joe Gasaway  
124 W Main St.  
Tupelo, MS 38804  
(662) 610-9521  
Restaurants and Catering

### Marty Pettit Photography

Mr. Marty Pettit  
1608 W Main St.  
Tupelo, MS 38801  
(662) 213-1471  
Photography and Framing

### Northwestern Mutual Financial Network-Wesley Jones

Mr. Wesley Jones  
431 W Main St., Ste. 410  
Tupelo, MS 38804  
(662) 844-8422  
Financial

### Overstocked Name Brands, LLC

Mr. George Duff  
P.O. Box 1053  
Pontotoc, MS 38863  
(662) 841-8177  
Retail and Specialty Shops

### SOUTHBANK

Mr. Terry Baker  
106 Courthouse Sq.  
Oxford, MS 38655  
(662) 234-5888  
Banking

### Tupelo Public School District

Dr. Frederick Hill  
P.O. Box 557  
Tupelo, MS 38802  
(662) 687-2400  
Education

13 14  
Dates to remember

### New Member Orientation

Tuesday, July 13, 2010  
4:00 p.m.  
CDF Boardroom

### Business Roundtable

Wednesday, July 28, 2010  
4:00 p.m.  
CDF Boardroom

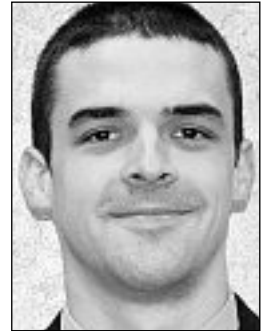
### CDF Ambassador's Club First Quarterly Meeting

Thursday, August 12, 2010  
4:00 p.m.  
CDF Boardroom

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

# Aycock named assistant project manager

The Community Development Foundation is pleased to announce that Hunter Aycock has been named Assistant Project Manager for the organization.



AYCOCK

As Assistant Project Manager, Aycock will provide research on prospective clients, assist in the preparation of project packets and presentations, and maintain the quality and accuracy of site selection data. He will provide regular analysis and visits to sites, buildings, and other CDF owned properties, as well as assist in the preparation of grant and funding disbursement. In this role he will provide valuable research on relevant issues affecting Tupelo and Lee County.

"I look forward to joining the CDF team as we work together to help make Tupelo/Lee County a better place to live and work, by working with local and global business partners to accomplish that goal," said Aycock. "Having lived in Tupelo all my life, I consider myself blessed to have grown up in such a great city and among so many kind people."

Prior to joining the CDF staff, Aycock received a Bachelor's of Science in Business Administration from Mississippi State University. He gained valuable work experience during his college years at BancorpSouth and as an intern with CDF.

## CLASSIC CUTS



**A ribbon cutting was held at Michelle's Classic Cuts.** Pictured with the CDF Ambassadors are: Justin McKay; Jessica Crayton; Teffanie Green; Barbara Holloway, Michelle's Classic Cuts; Christopher Finley; Ann Finley, Michelle's Classic Cuts; Councilman Jonny Davis; Michelle Hereford, Michelle's Classic Cuts; Tony Hereford, Michelle's Classic Cuts; Tracy Morris, Michelle's Classic Cuts; Zandra Hereford, CDF; and Emily Addison, CDF. Pictured on the second row are: James Ann Hereford; Randasia Crayton; Lillie Stephenson; Sean Finley; and James Morris. Michelle's Classic Cuts is located at 956 Barnes Crossing Road in Tupelo and can be reached at (662) 491-0554.

# Shelter

**WE PROVIDE SHELTER FOR OUR CUSTOMERS.**

When you think about the word "shelter," it means a lot more than just a roof over your head. It's a home, a safe place, a sign of protection from the unexpected. In the case of your bank, it has even more meaning for you.

As the construction of the new Community Bank location in Tupelo continues to progress, now that the roof is on, we wanted to remind you that in uncertain financial times, it's good to know your bank is strong and provides shelter when you need it most.

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**2010-2011 CDF Ambassador's Club Members**

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 DelGrande	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 Lockett	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
Ms. Shanda Millican	Inside Out
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 CVB
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

**2010-2011 CDF Ambassador's Club**

Forty new faces, representing 37 different CDF-member businesses will serve as members of the 2010-2011 Community Development Foundation Ambassador's Club. Members of the CDF Ambassador's Club gain a broad understanding of the programs of CDF throughout the year, in order to serve as mentors to current CDF members and share the benefits of membership to prospective members. Participation in the Club is also an opportunity for the Ambassadors to promote their own companies. Each Ambassador is profiled on the CDF website at [www.cdfms.org](http://www.cdfms.org), including information on the respective businesses that they represent.

As goodwill emissaries of CDF, members of this prestigious group will attend ribbon cuttings, groundbreaking, and any other events in support of CDF and its many programs. The goal of the CDF Ambassador's Club is to promote the interests of business and the Community Development Foundation, by initiating contact with members and non-members at CDF events, business site visits, and other community events. This year's club represents such business sectors as healthcare, banking, real estate, non-profits, hotel & hospitality management, industry, restaurants, telecommunications, and many, many more.

"This year's group of Ambassadors



**Pictured with the 2010-2011 CDF Ambassador's Club** is Sue Gardner, CDF Chamber Division leader.

sadors has already impressed us with their drive and will to support the programs of CDF and be sure that every member understands the benefits they are receiving as CDF members," said Barbara Smith, vice president of chamber services for CDF. "We look forward to working with the Ambassadors throughout the year to further foster relationships and meet the needs of every CDF member."

Ambassadors receive points for

each CDF event that they attend or volunteer to work. An Ambassador of the Quarter is awarded each quarter, with an Ambassador of the Year recognized at the CDF Annual Meeting each spring.

For more information about the CDF Ambassadors Club or to place your name on a waiting list for the 2011-2012 Ambassador's Club, please contact Jennie Bradford Curlee at (662) 842-4521 or [jcurlee@cdfms.org](mailto:jcurlee@cdfms.org).

## THE JIM INGRAM COMMUNITY LEADERSHIP INSTITUTE

is presently accepting nominations for the new class.

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

Please contact the CDF office at (662) 842-4521 for further information.

The nomination form is available at [www.cdfms.org](http://www.cdfms.org).

## McDONALD'S



**A groundbreaking was held for the new 1950's throwback location of McDonald's** on the corner of President Street and South Gloster Street in Tupelo. Pictured on the front row are: Neal McCoy, Tupelo Convention & Visitors Bureau; Chief Tony Carleton, Tupelo Police Department; Mayor Jack Reed, Jr.; Rob Hudson, McDonald's; Larkin Hudson; Caroline Hudson, Tracy Hudson; Mary Grace Hudson; Hannah Hudson; Councilman Jim Newell; Councilman Mike Bryan; Rosann Hudson; and David Rumbarger, CDF. Also pictured are members of the CDF Ambassador's Club.

# NEMS businesses participate in '10 New Venture Challenge

Four businesses from the Renasant Center for IDEAs' Kauffman New Venture program participated in the 2010 Mississippi New Venture Challenge, hosted by the Mississippi Technology Alliance. The Cable Pipeline, Liberal Nut Company, Hyperion Technology Group, and SinhaTech represented Northeast Mississippi at the June 3 challenge that included 35 companies from across the state.

"The four entrepreneurs from North Mississippi that competed all went through the Kauffman New Venture program we offered here at the Renasant Center for IDEAs with MSU's Technology Resource Institute," said Wayne Averett, vice president of entrepreneurship and small business development for CDF. "This intensive new business development program gave them the edge they needed to be winners, and we plan to offer the program again beginning in January 2011."

The winners of the Mississippi New Venture Challenge won nearly \$60,000 in cash and in-kind services to further develop their businesses. Participants competed in three divisions: Commercial, for existing companies with new ventures; Pre-Revenue, for start-up companies who do not yet have revenues; and Student,

for teams comprised of students.

Two Kauffman New Venture program participating companies were winners in the Commercial Division. SinhaTech, an Oxford, MS, based business, received first place. SinhaTech makes a product called Dolphin-Skin, a quick patented aero streamlining device for trucks capable of improving fuel economy as much as 30 percent. Hyperion Technology Group, an engineering services company that provides technology support to government and industry and is based in the Renasant Center for IDEAs, won second place. Both companies received cash prizes for their work and will receive in-kind services tailored to helping their ventures grow.

"We are very pleased to see the New Venture Challenge grow each year both in the number and quality of participants," said Tony Jeff, president and CEO of the Mississippi Technology Alliance. "This event showcases some of Mississippi's most creative and talented entrepreneurs. It is encouraging to see so many innovative start-up companies taking shape in our state."

For more information on the Kauffman New Venture program, please contact Wayne Averett at the Renasant Center for IDEAs at (662) 823-4335 or waverett@cdfs.ms.org.



**Pictured from the top of the stairs** are: Tony Jeff, Mississippi Technology Alliance; Dr. Frank Wiebe, Mississippi Small Business Development Center; Geoff Carter, Hyperion Technology Group; Wayne Averett, CDF; Len Grace, The Cable Pipeline; Natalie Boudreaux, Mississippi Technology Alliance; and Sumon Sinha, SinhaTech. Not pictured is David Haadsma, Liberal Nut Company



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# NAPA Auto Parts offers knowledgeable service and know how

Charlie Kinney knows auto parts. His career in the auto parts industry began at the early age of 16 when his father purchased a NAPA Auto Parts store in Southeast Iowa. At 19, Kinney moved to Nashville, TN to work for NAPA's corporate store division, and from there ran operations in San Diego, CA; Chicago, IL; Toronto, Ontario, Canada; and Phoenix, AZ. With a life-goal of owning his own NAPA store, the birth of his first child brought Kinney and his family to Northeast Mississippi. In February 2009, he purchased NAPA stores in Tupelo, Baldwyn, Booneville, and Corinth, under the corporate name Mid-South Auto Supply. With a staunch work ethic and commitment to each and every customer that comes into his stores, Kinney embodies the "NAPA Know How."

"NAPA Know How" is the mantra used by the company to let customers know that NAPA is the most knowledgeable in the industry on all things auto parts. Eighty percent of NAPA's customer base is made up of professional automotive repair facilities and installation businesses, so the company has tailored its approach to not just meet the needs of individuals who need new wiper blades or a car battery, but they offer an array of services to impart their vast knowledge to professional auto businesses as well. NAPA offers complete training for professional technicians, including point of sale and total shop management software. Automotive repair businesses can join an affiliation through NAPA making



Pat Patton helps customers at the Tupelo NAPA Auto Parts location.

them certified "NAPA Auto Care Centers." Through these centers, customers are offered a 12 month/12,000 mile peace of mind warranty and if their automobile breaks down, they can visit any one of 12,000 certified "NAPA Auto Care Centers" throughout the country to get it fixed. NAPA's Northeast Mississippi stores also support industrial needs. From sweeping compounds and forklift batteries to lights and toiletries, NAPA can even meet the needs of farmers and large truck drivers.

Perhaps NAPA's greatest strength is that 5,000 of its 6,000 nationwide NAPA Auto Parts stores are locally owned and operated, meaning that each dollar

spent at NAPA stays in the local community.

"You can go anywhere in town and buy auto parts," said Kinney. "Only NAPA is locally owned and operated. If you spend money with local small businesses, the money stays in Tupelo to support future job growth."

The great amount of support that local NAPA stores offer to their customers is a direct result of the support that each store owner receives from NAPA's corporate office. NAPA is not your typical franchise, in that each store location operates under a "handshake agreement" that NAPA owners will only buy and distribute NAPA parts

and will participate in NAPA's corporate programs. There is no franchise fee and the corporate office offers support in the form of factory representatives and dedicated specialists to ensure that each NAPA employee garners a complete understanding of the products and services they offer to customers.

"We receive an endless amount of support from corporate as business owners," said Kinney. "One the first weekend in May, when our Corinth store flooded, 25 people from corporate came to help. We never closed the store and never missed a beat. By that Wednesday, you could not tell that we ever had a problem because of the support we received from NAPA corporate."

Armed with knowledge about their products and services and great support from their corporate office, Kinney still believes that his people are NAPA's biggest strength. Through employees like Tony White, who has been in the business for 30 years and knows his auto parts, it is Kinney's hope that each customer who graces his door will leave happier than when they walked in.

"I love this business because you can help people," said Kinney. "No one is happy when they walk in our door because something is wrong. When you leave, we want you to feel like you were treated fairly and feel good about your purchase. If you treat people the right way they will buy from you."

NAPA Auto Parts' Tupelo store is located at 898 Harmony Lane and can be reached at (662) 842-0036.

## NEW MEMBER ORIENTATION INVITATION

The Community Development Foundation cordially invites you to a New Member Orientation Tuesday, July 13 from 4 - 5 p.m.

CDF Boardroom  
300 W Main St. | Tupelo, MS

Please RSVP to Emily Addison  
at 662.842.4521  
or eaddison@cdfms.org

## TUPELO YOUNG PROFESSIONALS



The June TYP event, left, was sponsored by the Mall at Barnes Crossing and featured refreshments by The Varsity Grille and door prizes courtesy of Little's Jewelers. TYPs also participated in a service project to benefit the "Cellphones for Soldiers" program. June also included the inaugural TYP Book Club, right. Participants read and discussed Jeffrey Gitomer's *The Little Black Book of Connections*.



HANNAHOUSE ADULT DAYCARE



To celebrate the grand opening of The Hannahouse Adult Daycare in Tupelo, a ribbon cutting was held. Pictured on the front row are: Steve Dawson, Hannahouse; Katy McCully, Hannahouse; Kawana Valet, Hannahouse; Teresa Price, Hannahouse; Deborah Holeman, Hannahouse; Demetria Hooper, Hannahouse; Hannah Walker; Councilman Nettie Davis; Tonya Sims, Hannahouse; Elizabeth Patterson, Hannahouse; Marsha Walls, Hannahouse; Rita Ewing, Hannahouse; Rachelle Mason, Hannahouse; Kristin Williams, Hannahouse; and Emily Addison, CDF. Also pictured are members of the CDF Ambassador's Club. The Hannahouse Adult Daycare is located at 217 Franklin Street and can be reached at (662) 687-1580.

OVERSTOCKED NAME BRANDS



A ribbon cutting was held to celebrate the opening of Overstocked Name Brands in Tupelo. Pictured on the front row of the event are: Emily Addison, CDF; Casey Wilder, Overstocked Name Brands; Kathy Duff, Overstocked Name Brands; Amanda Duff, Overstocked Name Brands; George Duff, Overstocked Name Brands; Councilman Jonny Davis; Emily Senter, Overstocked Name Brands; Kaitlyn Stonicker, Overstocked Name Brands; Cody Roberts, Overstocked Name Brands; and Dalton Bittner, Overstocked Name Brands. Also pictured are members of the CDF Ambassador's Club. Overstocked Name Brands is located at 3238 Tom Watson Blvd. and can be reached at (662) 841-8177.

BISHOP'S FLOWERS AND GIFTS



A ribbon cutting was held at Bishop's Flowers & Gifts in Tupelo. Pictured on the front row of the event are: Barbara Smith, CDF; Larry Raper, Bishop's Flowers & Gifts; Susan Martin with Meg Martin, Bishop's Flowers & Gifts; Nikki Benson, Cindy's Corner Cafe; Cindy Harmon, Cindy's Corner Cafe; Danielle Smith, Bishop's Flowers & Gifts; Suzanne Looney, Bishop's Flowers & Gifts; Martha Holloway, Bishop's Flowers & Gifts; Ryan Reynolds, Bishop's Flowers & Gifts; Councilman Mike Bryan; Staci Bevill, Bishop's Flowers & Gifts; Bart Bevill with Blake Bevill; Mayor Jack Reed, Jr.; Councilman Jonny Davis; Bill Shumpert; Brenda Shumpert; Darrell Martin; Brantley Martin; Bes Sumrall; Amy Sumrall, Bishop's Flowers & Gifts; Ruby Horton, Bishop's Flowers & Gifts; Patsy Nichols, Bishop's Flowers & Gifts; Will Riley; Tanner Bevill; Macy Strawn; Aslyn Anthony; Haddon Anthony; Clay Anthony; Lanell Anthony; Darla Webb, Journal, Inc.; and Emily Addison, CDF. Also pictured are members of the CDF Ambassador's Club. Bishop's Flowers & Gifts is located at 1439 East Main Street and can be reached at (662) 844-3410.

ST. JUDE DREAM HOME



To celebrate the giving away of the St. Jude Dream Home, a ribbon cutting ceremony was held. Pictured with members of the CDF Ambassador's Club are: Angela Glissen, CDF; Jessami Jackson, St. Jude; Mayor Jack Reed, Jr.; Debbie Brangenberg, Downtown Tupelo Main Street Association; and Emily Addison, CDF. St. Jude is currently located inside the Renasant Center for IDEAs in Tupelo and the Dream Home is located at 155 Midway Drive in downtown Tupelo's Fairpark District. St. Jude can be reached at (901) 373-5051.

Join us for the July meeting  
of the Tupelo Young Professionals



893 Kings Crossing Drive  
Thursday, July 15 | 5 - 7 p.m.



Please RSVP to  
typ@cdfms.org



## Community Development Foundation Application for Membership

Please tell us about your organization

Organization Name

Mailing Address

City, State, Zip Code

Physical Address (if different)

City, State, Zip Code

Website

Number of Employees

Category (list located on the back of this application)

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

Main Contact (will receive all chamber correspondence)

Contact Name

Title

Phone

Toll-free phone

Fax

E-mail address

Additional Contact

Name

Title

E-mail

Areas of Interest (please circle your selections)

Ambassadors

Business Roundtable

Sponsorship Opportunities

Tupelo Young Professionals

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

Yes  No

Signature and title of authorized person with your company

- My CDF membership check is enclosed \$ \_\_\_\_\_
- Please send me an invoice
- Please bill payment to:  VISA  MasterCard  American Express
  - Card Number \_\_\_\_\_
  - Expiration Date \_\_\_\_\_
  - Signature \_\_\_\_\_

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## Polymers

Continued from Page 6

have," Hanna said. "It's truly special."

When Hanna sold SCP two years ago, the company was generating about \$6 million in revenue. He'd like to get back to that point soon, but says business is trending nicely.

"Annualized sales are about \$1.4 million, and with our expansion, we're looking at about \$2 million," he said.

When he opened the business last fall, Hanna was looking at sales around \$500,000 to \$600,000.

"We're ahead of where I thought we would be," he said. "But it's not me – it's because of our employees. If it wasn't for them and our customers, we wouldn't be here. They're my partners in all of this ... I just happen to be the pack leader."

Gerald Williams, the recently retired executive director of the Prentiss County Development Association, said SCP's expansion might not be big news to some, but it is to Booneville and the county.

### Made in NEMS

■ **Company:** South Central Polymers

■ **What it makes:** Injection molded products for furniture, electrical and industrial customers.

■ **Location:** 535 Highway 145 North, Booneville

■ **Phone:** (662) 728-9506

■ **Online:** scppolymers.com

"We all like the huge announcements with the huge jobs, but it's the local people who expand and grow that drive the economy," he said. "To us, this is a big deal, and Bud is committed to growing his business here. When a company can double in size and add that many employees in less than a year, that's a very big deal."

For many, opening a business with no customers might seem to require a big leap of faith.

"But it wasn't blind faith," Hanna said. "We had a plan and a vision. It's to go the customer and show them what we can do and ask if we can do it together. If they say yes, that's great. If it's not, then we move on to the next customer."

### LAFAYETTE COUNTY

#### UM student wins business plan event sponsored by MTA

■ **OXFORD** – A University of Mississippi student won first place in the recent Mississippi Technology Alliance business plan competition. The 2010 Mississippi New Venture Challenge fielded students from five universities, with UM students sweeping the competition.

Third-year law student Samuel Savage of Mobile, Ala., who holds an MBA from Ole Miss, won first place with his joint business venture H2OConserv.

"H2OConserv is an environmentally friendly automotive detailing company that offers a line of soy-based polymer products, which have superior performance, reduce water usage and are safe for the environment," Savage said.

Other Venture Challenge winners from UM were Katie Sims of Athens, Ala., second place; and Khaled Elmaghoub of Giza, Egypt, and Danny Davis of Abbeville, third.

A graduate of the University of Alabama, Savage enrolled at Ole Miss in the MBA and juris doctorate programs simultaneously. He completed the MBA this spring and is slated to finish the juris doctorate in December.

## BRIEFING

### LEE COUNTY

#### BancorpSouth helps fund projects in 11 towns

■ **TUPELO** – BancorpSouth Bank, has funded 19 projects in 11 Mississippi towns since January in conjunction with the Federal Home Loan Bank of Dallas by awarding \$89,025 in Special Needs Assistance Program grants. SNAP is a rehabilitative program that provides grant funds to assist income-qualified, special needs homeowners with necessary home repairs and modifications.

Tupelo, the headquarters of BancorpSouth, received nine grants. One grant was awarded in e Grenada, Summitt, Purvis, Macon, Hattiesburg, Mound Bayou, Bogue Chitto, Laurel, Columbia and McComb. Also, two grants, totaling \$4,610, were awarded in Louisiana – one in Shreveport and another in neighboring Bossier City.

While participating in these SNAP grants, BancorpSouth partnered with non-profit organizations already serving the special needs public. In the case of the nine SNAP grants provided in Tupelo, the bank teamed with Neighborhood Development Corp., a nonprofit organization whose mission is to provide safe and affordable housing to Tu-

pelo residents. In all other SNAP grants awarded to Mississippi residents, BancorpSouth partnered with the University of Southern Mississippi Institute for Disability Studies in Hattiesburg.

### MISSOURI

#### Fish Window Cleaning eyes locations, including Tupelo

■ **ST. LOUIS** – Fish Window Cleaning, based in St. Louis, has expanded its operations into three new states this year and has targeted Mississippi for expansion during the next 12 months. The company wants to add four or five new franchises and is looking at Jackson, Biloxi, Tupelo and Hattiesburg as possible locations. These additions could bring as many as 40 new jobs to the state.

Fish Window Cleaning already has 220 locations in 41 states, and is the largest window cleaning company in the U.S. Franchisees come from a variety of backgrounds including professional sports, executive management, banking and the military. Start-up costs for a FISH franchise run between \$80,000 and \$110,000 and include equipment, eight days of classroom training and three days of field training with onsite assistance with launching the business.

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## NEWSMAKERS

■ **Bryan Hawkins** of Hawkeye Industries in Tupelo recently was named secretary-treasurer of the Mississippi Manufacturers Association.

Hawkins is founder and president of Hawkeye Industries. In business since 1995, Hawkeye Industries is a "high-tech" OEM contract manufacturer of precision-fabricated sheet metal components and assemblies for a wide variety of manufacturers.

A native of Tupelo he earned his bachelor's and master's degrees in business administration from the University of Mississippi.

Hawkeye Industries was selected during biannual reviews by the Mississippi Business Journal as one of Mississippi's Top 40 fastest growing privately held businesses in 1999, 2001 and 2005. In 2003, Hawkins was selected by the U.S. Small Business Administration to represent the state of Mississippi as out Small-Business Person of the Year in Washington, D.C.

■ **James Threadgill Jr.**, of Tupelo has been elected to a three-year term on the Mississippi Bankers Association board of directors.

Threadgill will represent his area of the state on the board, which governs the 121-year-old association. MBA's membership includes 100 commercial banks and savings institutions, representing 99 percent of the bank deposits in Mississippi.

Threadgill is vice chairman at BancorpSouth in Tupelo. He has been with the bank for 23 years. Before joining BancorpSouth, he worked for the Mississippi Department of Economic Development. Before that, he worked for the U.S. Senate Judiciary Committee.

Threadgill is a 1977 graduate of the University of Mississippi with a bachelor's degree in business administration, and he also is a graduate of the ABA National Commercial Lending School at the University of Oklahoma.

■ **Carolyn Noncz** was recently named employee of the quarter for North Mississippi State Hospital. Noncz, a registered nurse, has been an employ-



NONCZ

ee of the NMSH Corinth Crisis Intervention Center for five years.

She received her nursing degree in 2005 from Northeast Mississippi Community College.

■ **Anthony Seaman**, director of brand creative services at the University of Mississippi, has been named the 2010 president-elect for the In-Plant Printing and Mailing Association, a professional organization for in-house corporate publishing, printing and distribution operations.

He will become president next summer.

Seaman, who joined the UM staff in 1996, is a certified graphic communications manager. Before coming to Ole Miss, he worked as a production control manager for J.W. Moore Inc., in Memphis.

■ **Renasant Bank** announced these recent promotions:

• **Lisa Spruill** has been named assistant operations officer in the bank's deposit operations.

She has been with Renasant since 1987 and is a deposit operations system and support administrator.

Spruill attended Itawamba Community College, graduating with an associate's degree in computer programming. She has been an Associate Business Continuity Professional since 2004.

• **Jimmy Killough** also has been named an assistant operations officer for Renasant's deposit operations.

He has been with deposit operation since 1991. In his new role, he will be responsible

for the maintenance and annual upgrades to Renasant's deposit operations products.

• **Crystal Tucker** was named a trust

officer for the trust department, where she has worked since 1995.

She attended the University of Mississippi, graduating with a bachelor's degree in business administration. She also has attended the Cannon Financial Trust School of Securities Operations at Notre Dame.

■ **Andrea Scott** has been elected as the June employee of the month for Franklin Collection Service in Tupelo

Scott is a member of the programming team and has worked at Franklin for a year.

■ **Ricky Lesley** joined Farmers & Merchants Bank as mortgage lending officer for the Mooreville branch.

He is a graduate of Mantachie High School and attended Itawamba Community College, Blue Mountain College and the University of Mississippi.

He has been a mortgage lender in the Tupelo area for six years and has 25 years of sales, insurance and mortgage lending experience.

■ Several registered nurses from North Mississippi Medical Center are serving as state officers with the Eliza Pillars Registered Nurses of Mississippi.

• **Barbara Field**, interim charge nurse with NMMC's Cardiac Observation Unit, has been elected as state chaplain.

• **Shana Cummings**, clinical nurse educator for NMMC's 3 North, 5 West and Hemodialysis Pod, is state financial secretary.

• **Bernice Moore**, physician analyst with NMMC's Management Information Systems, continues her term as public relations chairperson for the state organization.

• **Mallie "Jean" Finley**, triage nurse for Nurse Link, is social committee chairperson.

• **Lynda Cox**, labor and delivery head nurse at the NMMC Women's Hospital, and Clara Hurd, staff nurse at the Center for Digestive Health, co-chair the convention program.

Eliza Pillars Registered Nurses of Mississippi is named for Eliza Farish Pillars, the first black registered nurse to be employed by the Mississippi State Board of Health on Feb. 1, 1926.

■ **Kerri Wampler** has joined the sales and marketing team at Safe-



WAMPLER

guard Business Systems in Tupelo, which specializes in business checks and forms, corporate apparel, health care products and promotional products.

Wampler, a Columbus native, has a Bachelor of Arts from Mississippi State University.

She previously was at WTVA and the Northeast Mississippi Daily Journal.

■ **Serena Willis** has been promoted to assistant vice president in BancorpSouth's CRE Risk Management Group in Tupelo.

She has been with the bank for nine years and has more than 15 years experience in banking and finance.

■ **Jeff Jagers**, senior vice president, operations administration for BancorpSouth Inc., has been elected to serve as the treasurer/secretary for the Electronic Check Clearing House Organization. In addition to his two-year term, he also will serve on the executive committee of the board.

Jagers, an Okolona native, is a graduate of the University of Mississippi with a degree in business administration.

■ **Dr. Jim Brown** of Starkville has been selected to participate in the American Academy of Ophthalmology's 2011 Leadership Development Program.

Brown is one of only 19 Eye MDs chosen for the program, which is designed to recognize and support ophthalmologists with the potential to become leaders

in their profession.

He was nominated by the Mississippi Eye, Ear, Nose and Throat Association.



BROWN

Brown's practice is the Eye & Laser Center of Starkville. He is board certified by the American Board of Ophthalmology and is a Fellow of the American College of Surgeons.

■ **Michael Tate** has joined Nail McKinney's Corinth Office. Tate, a certified public accountant, will become the manager of the Corinth office in 2011.

He is a graduate of the University of Mississippi, receiving his Master of Accountancy in 2000. He joined Nail McKinney in 2001.

■ **Cooper Tire & Rubber** recently observed June service anniversary awards at its Tupelo facility:

• **25 years:** Donald Adams, Stanley Manning, Vernice Rogers, John Lumsden and Andy Barnes

• **20 years:** Larry Lucas, Chuck Clark, Donny Robinson, Pat Peach and Rob Wells, 20 years;

• **15 years:** Torri Nance, Bobby Jones, Charles Hall, David Clifton, Mike Byars, William Lang and Betty Davis

• **10 years:** Michael McGee, James Stewart, Loucie Mallory and James Criddle

• **5 years:** Shaw Stewart, Chuck Phifer, Jeffery Northington, Steven McMillen and Johnny Ware

• **1 year:** Brent Powell, Lance Belcher, Daniel Carroll and Zachary Avant, one year.

■ BancorpSouth Insurance Services president **Markham McKnight** has been re-elected as treasurer of the Louisiana Insurance Guaranty Association board.

McKnight has 28 years of experience in the industry. In addition to his role as president of BancorpSouth Insurance Services, McKnight also leads Wright and Percy Insurance, a division of BancorpSouth Insurance Services.

■ **Ed Neelly** has joined BancorpSouth as appraisal officer/loan administration, at the bank's Tupelo location. Neelly has more than 20 years appraisal and inspection experience to the bank.

A native of Grenada, he has a bachelor's degree in political science from the University of Mississippi and has extensive certification in real estate, appraisal and inspection.



NEELLY

## Norbord

Continued from Page 4

by-6 sheets, helping reduce waste, and costs, for manufacturers.

"You also won't find voids in OSB like you might find in plywood," Lollar said. "So we're able to help increase the yield for companies."

### Safety recognized

And while Norbord is helping other companies increase their yield, the company also is helping itself.

Last month, it was recognized by the Occupational Health and Safety Administration for becoming a Voluntary Protection Program Star site. The program recognizes a company for "exemplary workplace safety and health systems" and involves site visits and interviews by agency officials.

Norbord Guntown is one of only two in Lee County with the VPP Star designation – the other is Hunter-Douglas – and one of 52 statewide.

### Made in NEMS

- **Company:** Norbord Mississippi
- **What it makes:** Oriented strand board (OSB) and high-density board for the housing and furniture industries
- **Location:** Guntown
- **Phone:** (662) 348-2800
- **Website:** norbord.com

The plant also has achieved more than 1 million man hours without a lost-time accident, which means the facility has gone four years without a major accident causing an employee to miss work.

In addition to the OSHA Star designation, the Guntown plant has earned the company's Safety Star status, which combines OSHA's VPP Star requirements and Norbord's own safety expectations.

That safety record means higher productivity from the 126 workers at the plant, which operates 24/7.

"We're showing that production does not come at the expense of safety," said Norbord CEO Barrie Shinton.

## Holland

Continued from Page 3

customers at the farm's booth that he can't let them buy anything without trying it. He has them put on the lotion and walk around the market.

Chris said, "They walk around the market for an hour and then come back. People love it. People will come buy a bag for themselves and a bag to give away."

### Running the farm

While the selling part of the business keeps them busy, the manufacturing part also takes a considerable amount of time, but it is where Chris' heart is.

"The Internet, the books – it's just not my thing," Chris said. "Let me just go milk a goat."

The goats have to be milked twice a day. The babies also must be bottle-fed. The Hollands' two children, Nick and Jonah, help with the goat farm operations.

Once Chris has the milk, she

### Made in NEMS

- **Company:** Covenant Creek Farm
- **What it makes:** Soaps, lotions and creams using fresh goat milk from the farm's herd
- **Location:** Belmont
- **Phone:** (662) 454-0584
- **Online:** CovenantCreekGoatMilkSoap.com

can incorporate it into her soap and lotions.

Chris hand-pours each loaf of soap and cuts it with a contraption that uses piano wire. Because the soaps are made by hand, they are considered artisan soaps. She stays busy making soaps, considering the company sells an average of 1,000 bars a month.

Chris also selects all the fragrances. If a customer requests a magnolia-scented soap, she might go through 15 different manufacturers' fragrances before finding a magnolia-scented oil that will work.

Along with soaps and lotions, the Hollands sell raw goat milk. Due to government regulations, they are allowed

to sell it on their farm so their goat milk customers drive to them.

One such customer is Kent Napper from Caledonia. He frequently makes the 80-mile drive to buy three gallons of milk. Napper said the drive is worth it because his sinuses and allergies have cleared up since he began drinking the milk.

"I'm a satisfied customer," he said, holding up the milk. "I will be back."

The Hollands make cheese for their own consumption, but they aren't able to sell it unless they upgrade to a different type of dairy. The upgrade is cost-prohibitive for them.

"It's sad that the government hasn't come up with a way to promote small family farms," Stephen said.

The Hollands said they would love to make 15 to 20 pounds of cheese each week to sell at farmers markets, but it's not allowed with their current setup.

So they rely on the soap to carry the business, which it is doing right now.

Chris said it also gives her a creative outlet.

"Every day I get up and think of new herbs," she said.

While some of her soaps use fragrances, others use real plant materials, such as ground lavender flowers or juniper berries.

She said she also is rejuvenated when she hears from customers in person or on the company's website guest-book that her products have made a difference to people suffering from skin allergies.

"That's why I do this because it makes me feel good to know I've made a difference," Chris said.

Adds Stephen, "Sure, we're here to make some money and that's why we're a business, but we're here to help people."

The Hollands joke about going back to their old city lifestyle that they had in Dallas, but Stephen said he doesn't think it will happen.

"I don't think they'd let her keep the goats in the yard," he said, chuckling.

Chris added with a grin, "Sadly, rose bushes are a delicacy."

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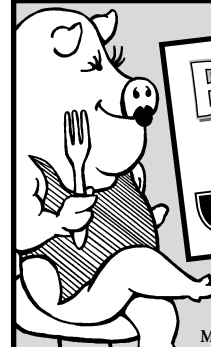
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# Clutter

*Continued from Page 5*

ny is made here. The nails and beads are bought locally, and together with the other materials bought, brought or discovered, Snell proudly says her goods are “proudly made in the U.S.A.”

“We are living proof that you can make a quality product, in the U.S., at a reasonable cost to the consumer,” she said.

No two products from My Elegant Clutter are alike because workers have their own material from which they choose. Each worker puts his or her own touch into it.

And that’s why Snell has resisted advice that she could cut costs by standardizing the production process or buying a press to make the crosses faster. She’d rather do it her way, keep the products unique and keep money in local people’s hands.

“If I buy a press, that could save time and I could produce more, but that would cut out a lot of jobs,” she said. “In the



THOMAS WELLS

My Elegant Clutter’s signature item is a cross wrapped in wire and beads. No two products are alike because workers have their own materials from which they choose.

long run, it’s not worth it.”

Snell also has turned down orders from larger retailers that want more input in the product they put in their stores. Snell said she answers to her employees, not to some big store looking for a good deal.

“I own the business,” she said, “but they run it.”

### Made in NEMS

- **Company:** My Elegant Clutter
- **What it makes:** Hand-made crosses, Bible covers, laundry bags, other products. Prices range from \$10 to \$50 and sold at retail stores.
- **Phone:** (662) 871-7474
- **Online:** [myelegantclutter.com](http://myelegantclutter.com)

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