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Business Journal

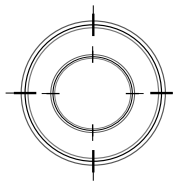
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NOVEMBER 2009



'THE BUSINESS OF HUNTING

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Outdoors retailers hang tough

Hunting season brings out the buyers

By Dennis Seid
Business Journal

A recession can be tough on retailers, particularly when it lasts as long as the one the U.S. is enduring.

This longest, deepest recession since the Great Depression began in December 2007 and has claimed many stores and restaurants.

But the sporting goods industry, while not recession-proof, has been faring just fine.

According to the National Sporting Goods Association, the industry pulled in \$53.4 billion last year. While that's 1 percent lower than the record \$53.5 billion reached in 2007, last year's sales were the second-highest in 30 years.

The NSGA projects sales this year to fall another 1 percent, to about \$52.3 billion.

The segment driving the

industry is shooting sports, which include hunting and firearms equipment. It grew 16 percent to \$4.6 billion from \$3.9 billion in 2007.

In Northeast Mississippi, retailers said they noticed sales picking up after the election in November.

"This past year has been a different kind of year on account of the presidential election," said George Partlow, owner of Hunter's Haven and Hunter's Haven II in Tupelo.

"They were thinking that there ain't going to be any more of them, so you might want one. Just because they said I couldn't have one, I wanted one. Just like, 'Don't eat that last doughnut.' I'm going to."

Another gun dealer, David Carr in Saltillo, said worries

"Hunters would do without food to hunt. When it's hunting time, there's no time to mow the yard or take a vacation. People live to hunt."

David Carr, owner of Carr's Guns and Ammo

that the government would take away guns or further restrict gun purchases drove the buying frenzy.

But the paranoia has died down, and gun and ammunition sales have settled down. Now it's the hunters who are buying, recession or not.

"Hunters would do without food to hunt," Carr said with

a laugh. "When it's hunting time, there's no time to mow the yard or take a vacation. People live to hunt."

Gary Dedeaux, who owns Gary's Pawn & Gun in West Point and Columbus, said he's enjoying his best sales ever, but acknowledges that the bump was prompted by the election.

"People were scared, but that fear has died down," he said.

Gun and ammo sales are still up, but only 5 percent to 10 percent of the increase can be attributed to people still fearing a government seizure or ban, Dedeaux said.

Hunting firearms and ammunition sales are on par with previous years, but accessories sales have dipped a little, Dedeaux said.

"For example, we haven't seen as many sales of high-end optics that go for \$500 and up," he said. "We saw that last year and this year."

But while hunting and firearms sales have beefed up the sporting goods industry in general, other elements have not done as well.

Turn to **BUYERS** on Page 5

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Carr's hobby turns into a business

By **DENNIS SEID**
BUSINESS JOURNAL

SALTILLO – After 36 years in sales, retirement didn't do much for David Carr.

So three years ago, he turned his part-time hobby into a full-time business and started Carr's Guns & Ammo.

"I did gunsmith work as a hobby, then people started coming to me for guns – pistols, rifles," he said.

Carr says his customers include hunters; people who simply love to shoot, such as target shooters and long-distance shooters; and reloaders, shooters who make their own ammunition from separately purchased equipment.

He opened a small shop behind his house, but quickly outgrew it. His new digs include a fireplace, office and a full kitchen.

"Sometimes, I don't get a chance to get away and I just

Carr's Guns & Ammo

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eat here," he said.

Carr also is an avid gun collector and proudly displays his pieces on the shop's walls. A "Tommy" gun, German pistols, Soviet-era rifles and Japanese weapons are among the items.

A small World War II collection in the corner of the store pays tribute to his father, who fought in that conflict, as well as the Korean War.

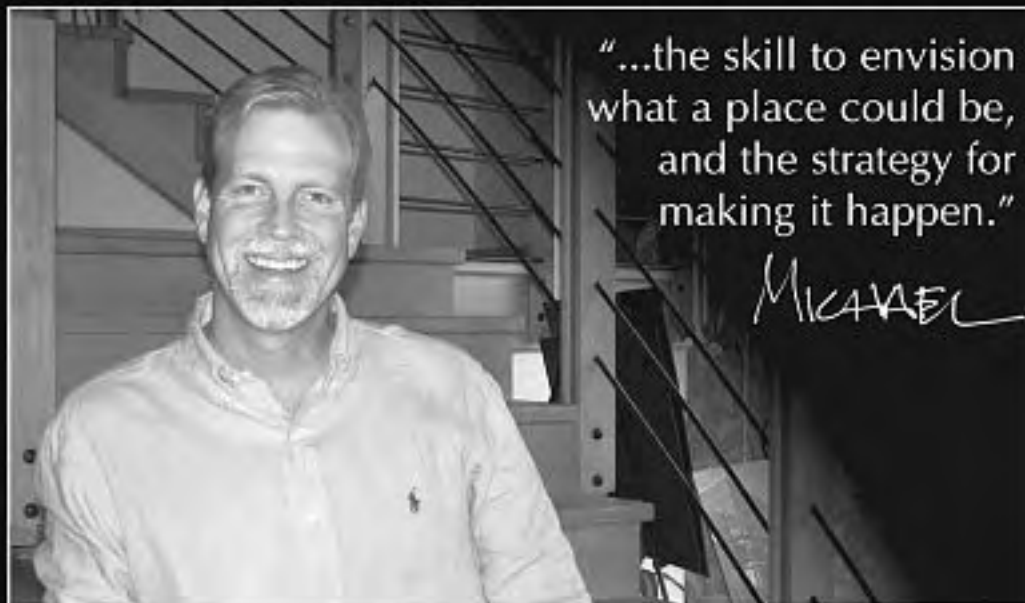
Carr laughs and says his shop is a combination museum and gun shop.

"God has been good to me," he admits. "Now I have a full-time gunsmith who works for me because I don't have time

Turn to **CARR** on Page 6

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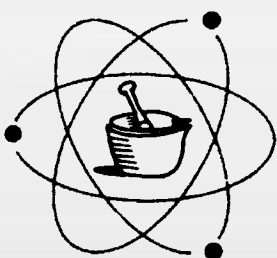
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Buyers

Continued from Page 2

According to the NSGA, athletic and sports equipment sales last year dropped 0.7 percent to about \$25.9 billion. Athletic and sports footwear declined nearly 2 percent to \$17.2 billion while athletic and sports clothing fell 2.5 percent to nearly \$10.6 billion.

At least in Northeast Mississippi, hunters are helping drive business.

"My type of guys are still going hunting," said Partlow. "We may not get a new rifle, but we have to have a box of shells ... They might not buy as much, but they are going to find a way to buy what they need."

"Hunters - we're all a bunch of nuts. We want any and every little gadget that we think will help us out-smart whatever we are chasing."

Contact Dennis Seid at (662) 678-1578 or dennis.seid@djjournal.com

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Carr

Continued from Page 3

to do it all myself anymore.”

A big part of Carr's business involves gunpowder and reloading supplies. While they can be ordered, shipping and hazmat costs can more than double their prices. Plus there's the wait.

And like many gun dealers across the country, Carr saw a spike in guns and ammunition sales shortly after the election last year.

While demand has tapered off, supplies are still tight in some areas. Carr said his situ-

ation is just fine.

“I kind of saw it coming, so I ordered a little extra ahead of time,” he said. “But power and bullets are still a little hard to get because of the (Afghanistan and Iraq) wars. The military comes first, the reloaders second and then dealers like us come third in the supply chain.”

While men make up the bulk of his customers, Carr sees more women shopping for guns.

“It's for self-defense purposes,” he said. “They can get a small gun that can fit in the palm of your hand.”

Being a small gun dealer has

its advantages over the big-box retailers, Carr said.

“They buy from the same distributors that I buy from,” Carr said. “The lines I carry are what people ask for. I'm little so I carry what sells. And normally, I can order something and get it within a day. By not carrying a lot of inventory, I can save on the overhead.”

And there's also the one-on-one service that small businesses can provide.

“I try to be as helpful as I can, and if I don't have it, I'll help you find it,” he said.

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David Carr, owner of Carr's Gun and Ammo, also is an avid gun collector.

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Hunter's Haven wants to be your buddy's house

The sporting goods store turns 22 this year.

By **Carlie Kollath**

BUSINESS JOURNAL

TUPELO – George Partlow wants people to think of shopping at his store like they're visiting a friend. He wants them to walk into Hunter's Haven and feel welcome.

For example, one customer occasionally visits the store on Cliff Gookin Boulevard, plops down on the couch and watches the fish in the pond. That customer tells the salespeople he just needs to escape from the office for a minute.

"It's like you went over to your buddy's house, we hope," Partlow said. "Come in, relax. You don't have to buy anything ... Come on by and tell us a hunting lie."

The low-pressure sales tactic seems to be working, considering Partlow this year celebrates 22 years of being in business. He also has opened Hunter's Haven II by the Mall at Barnes Crossing.

"I guess we are doing something right," Partlow said, sitting in his office that's decorated with a turkey from Texas, a pheasant from South Dakota, a bear skin from Canada and a wall of pictures from his hunting trips. "We've been here a long time and there's lots of competition out there."

He's said one of his secrets to being nice. His wife, Leah, pointed out another attribute.

"She asked me, 'Why do you talk the way you do?' 'Cuz that's the way my customers talk,'" he said, with a pronounced Southern drawl. "We pretty much assault the English language around here. We're Jeff Foxworthy types around here."

He speaks the language of the hunters and the fishermen because he's been one since he was 6.

Partlow decided to open Hunter's Haven in August 1987 after getting burnt out doing construction work with this father.

"Every idiot that likes to fish as a kid gets a stupid idea that he wants to open a sporting goods store," he said. "Of

course, when you open a store, it takes away 50 percent of your hunting time."

Bigger and better

When he first opened, his store was 400 square feet and was stocked with five muzzle-loaders, seven bows, a load of shirts from Prentiss Manufacturing and \$500 worth of Mossy Oak merchandise.

Now the store has grown to 13,800 square feet on Cliff Gookin and 4,000 near the mall. The main store stocks at least 150 bows and dedicates about half its floor space to clothing.

It's a far cry from the beginning.

"In the good old days, if I decided I wanted to go hunting, I'd go down and put a sign on the store that said, 'Gone hunting. Be back 10:30.' I can't do it no more," Partlow said.

"The weirdest thing we sell is mouthspray so the deer won't smell your breath. I sell it because people want it. But, for real, if a deer gets that close to me, he's going to be dead before he smells my breath."

George Partlow, Hunter's Haven owner



"I'd like to build a big, brand new store but if I had that much money, I'd retire and hunt all the time," he added with a grin.

During hunting season,

Partlow wakes up at 3 a.m. on a typical day.

"Not on purpose, but because I'm thinking about everything I have to do," he said.

He gets to his warehouse around at 4:30 a.m. and starts walking. He also walks inside the store and checks the stock levels. If a product is low or missing, he drags it out from the back and puts it in front of the shelf for the employees to stock when they get to the store before the 9 a.m. opening.

"If it ain't out there, it ain't going to sell and people aren't going to ask about it," Partlow said. "They are going to think you don't have it and move on."

While some people might put a manager in charge of tasks like stocking, Partlow said it's imperative that he is involved.

"Nobody's going to take care of your business like you do," Partlow said.

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Chamber Connection

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

Jim Ingram Community Leadership Institute initiates Class of 2011



Pictured are members of the Class of 2011. Front Row: Shelia Nabors, Donna Lewis, Tanya Mayo, Emily Tucker, Patricia Neely-Dorsey, Melanie Deas, Julianne Goodwin, and Amy Nash. Back Row: Jimmy Avery, Mike King, Jay Robertson, Barry Smith, Chuck McDougald, Kiyoshi Tsuchiya, Mike Bryan, Cory Lancaster, Ryan Roper, Todd Sandroni, Tony Palazzo, David Friloux, Fred Hill, Terry Anderson, B.B. Hosch, Kurt Shettles, and Tim Yates.

The Jim Ingram Community Leadership Institute welcomed the Class of 2011 on September 22 at the BancorpSouth Conference Center. Ms. Amy Tuck, special assistant to the president, Mississippi State University, gave a leadership charge to the twenty-five member class. The ninth class to take part in the leadership program, the Jim Ingram Community Leadership Institute is a two-year training initiative that puts an emphasis on enhancing leadership skills.

Created by the Community Development Foundation and CREATE Foundation, the Jim Ingram Community Leadership Institute is a seven-month, two-year program that enhances community leadership development, as well as personal and professional growth. The program consists of one-year of training and one-year of com-

munity re-investment.

The Jim Ingram Community Leadership Institute program is made up of three components. The first is Community Orientation, where the participants are introduced to such topics as economic and community development, education, healthcare, and local government. The second component taught is Enhancing Leadership Skills. Such skill building exercises taught include personal development assessment, visioning and strategic planning, speaker and presentation training, and effective communication techniques. Finally the program requires one-year of community re-investment for the participants to give back what they have garnered through the program. The one-year Community Leadership re-investment is made to a non-profit organization or to a defined community need.

Class of 2011

Mr. Terry Anderson Executive Director <i>Tupelo Airport Authority</i>	Dr. Frederick Hill Assistant Superintendent <i>Tupelo Public School District</i>	Mr. Chuck McDougald Patrol Lieutenant <i>City of Tupelo</i>	Mr. Todd Sandroni Director of Cardiovascular Risk Management <i>Cardiology Associates of North Mississippi</i>
Mr. Jimmy Avery Chief of Operations <i>Tupelo Fire Department</i>	Mr. B. B. Hosch Division President <i>Renasant Bank</i>	Ms. Shelia Nabors Certified Public Educator <i>Family Resource Center</i>	Mr. Kurt Shettles Architect Team Leader <i>The McCarty Company</i>
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Mr. David Friloux Director, Rehab Services <i>North Mississippi Medical Center</i>	Ms. Donna Lewis Medicine Service Line Administrator <i>North Mississippi Medical Center</i>	Mr. Tony Palazzo Administrator <i>Urology Professional Association</i>	Ms. Emily Tucker Regional Admissions Counselor <i>University of Mississippi-Tupelo</i>
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		Mr. Ryan Roper Vice President, Premier Banking <i>BancorpSouth</i>	

Chamber focus

Dear Friends:

Congratulations to the new class participating in the Jim Ingram Community Leadership Institute, pictured on the front page. Special thanks to Amy Tuck, special assistant to the president, Mississippi State University, for providing a leadership charge to the class at the opening dinner. Last month, the 25 class members attended a two-day opening session on leadership development conducted by Phil Hardwick of Mississippi State University's John C. Stennis Institute of Government. The November session is focused on healthcare and will be the first in a series on community orientation.

CDF is pleased to add another incentive to your membership called ChamberAdvantage, a member to member affinity program that offers special discounted products and services. The program encourages CDF members to do business with other CDF members. Please visit www.cdfms.org/chamberadvantage to view the details and a listing of the area businesses taking advantage of this new membership initiative.

Don't forget to reserve your booth for the Business to Business Connection, planned for January 27. The trade show serves as a one-stop opportunity for businesses throughout Northeast Mississippi to showcase their programs, products, and services, all under one roof. By



SMITH

participating in the show, you're not only marketing your business to other businesses, but to the public as well. Application forms to reserve booths will be provided to our members this month.

The next Business Boxed Lunch and Learn is scheduled for Wednesday, December 2. Mark Craven, Internal Revenue Service, will conduct a "Summary Overview of 2010 Tax Law Changes" seminar from 11:45 a.m. to 1:15 p.m. in the CDF Boardroom. Registration is \$15.00 for CDF members and \$25.00 for non-members. Online registration is available at www.tupelochamber.com.

We are pleased to be a part of such a vibrant and progressive community. Best wishes for your happy, safe, and joyous Thanksgiving holiday.

Vice President of Chamber Services



COURTESY

The October TYP event was held at Park Heights Restaurant. Pictured, Blair Hughes, owner of Park Heights welcomes the large crowd of participants. TYPs enjoyed an evening on the rooftop at Park Heights and were treated to a presentation on the "Mayor's Marathon." For more information on upcoming TYP events, please visit www.typs.biz.

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Tupelo, MS 38804
Individuals

Dale Carnegie Training of the Mid-South

Mr. Daren Howard
358 New Byhalia Rd., Ste. 3
Collierville, TN 38017
(901) 861-8288
Consulting

Mr. Chris deLambert

900 Ashley Ln.
Tupelo, MS 38801
(662) 891-8942
Individuals

Elegant Events by Emily

Mrs. Emily Burns
912 W Jackson St.
Tupelo, MS 38804
(662) 790-4970
Entertainment

Elvis Presley Heights Museum

Mr. Bill Kinard
P.O. Box 376
Tupelo, MS 38802
(662) 491-1185
Arts

Event Rentals, Inc.

Mr. Jamie Denham
P.O. Box 1041
Pontotoc, MS 38863
(662) 488-9633
Rental Services

Ferguson

Enterprises, Inc.
Mr. Garry Boyd
3099 International Dr.
Tupelo, MS 38801
(662) 620-8858
Manufacturers/Distributors

Good Samaritan Health Services

Ms. Cindy Sparks
420 Magazine St.
Tupelo, MS 38804
(662) 844-3733
Organizations

Indianola Pecan House

Mr. Tim Timbs
P.O. Box 367
Indianola, MS 38751-0367
(662) 680-5267
Retail and Specialty Shops

Joby D. Collins, DMD

Dr. Joby Collins
704 Hillcrest Dr.
Tupelo, MS 38804
(662) 842-2167
Dentistry

KC Construction, Inc.

Ms. Dixie Wallace
P.O. Box 295
Fulton, MS 38843
(662) 862-9255
Contractors/Construction/Building Materials

Lindsey Cabinet Company LLC

Mr. Randy Lindsey
840 Hwy 370
Baldwyn, MS 38824
(662) 365-7321
Manufacturers/Distributors

Mississippi Ad-Mobile

Mr. Joseph Capps
314 Hwy 32 Ext.
Houston, MS 38851
(662) 568-7070
Advertising

MMC Materials, Inc.

Mr. Mike Moore
P.O. Box 2212
Tupelo, MS 38803
(662) 869-7080
Contractors/Construction/Building Materials

Nance Dental Clinic

Dr. Richard Nance
P. O. Box 2949
Tupelo, MS 38803-2949
(662) 842-6772
Dentistry

North East Orthopaedics PA

Ms. Rhonda Whitley
808 Garfield St.
Tupelo, MS 38801
(662) 377-6700
Physicians and Surgeons

North MS Endocrine Center, PLLC

Ms. Beth Castleberry
65 S Thomas St.
Tupelo, MS 38801
(662) 842-7870
Health Care

Northeast Mississippi Dermatology Center, PC

Ms. Kristi Wren
810 Garfield St.
Tupelo, MS 38801
(662) 844-2499
Health Care

Ole South Real Estate

Mr. Brad Franks
623 W Main St., Ste. 1-B
Tupelo, MS 38801
(662) 269-2081
Real Estate/Appraisers/Property Development

Photography by Trent

Mr. Trent Baker
2870 Veterans Hwy E
Pontotoc, MS 38863
(662) 489-7714
Photography and Framing

Pitts Company

Ms. Helen Pitts
P.O. Box 3098
Tupelo, MS 38803
(662) 844-2772
Real Estate/Appraisers/Property Development

Pretzel Twister

Mr. Richard Sun
3429 Woodland Dr.
Belden, MS 38826
(662) 840-2733
Restaurants and Catering

Professional Health Care Services

Mr. Todd Cary
1020 N Gloster St., #271
Tupelo, MS 38801
(662) 844-0355
Health Care

R & L Landscape & Construction, LLC

Mr. Ronnie Faye
1241 Hwy 9 S
Blue Springs, MS 38828
(662) 397-6755
Landscape Architecture

Renasant Mortgage

Ms. Dawn Robbins
P.O. Box 709
Tupelo, MS 38803
(662) 680-1040
Financial

Royal Products

Mr. Robert Matthews
P.O. Box 130
Plantersville, MS 38862
(662) 841-1632
Manufacturers/Distributors

Sheehan Counseling Center, P.A.

Dr. Clyde Sheehan
104 B S Madison St.
Tupelo, MS 38801
(662) 844-4364
Counseling

Southern Security, LLC

Ms. Janet Hamilton
P.O. Box 41
Tupelo, MS 38802
(662) 841-8812
Security Services

Statistical & Quality Assurance Consulting of North Mississippi

Mr. Gerald Mitchell
30031 Mattox Dr.
Nettleton, MS 38858
(662) 229-6571
Consulting

Todd's Big Star, Inc.

Mr. Bob Knight
1400 W Main St.
Tupelo, MS 38801
(662) 842-2673
Grocery Stores

Trace Feed and Farm Supply

Mr. Andy Luckett
4855 Cliff Gookin Blvd.
Tupelo, MS 38801
(662) 844-1017
Farming

Tupelo Aluminum Products

Mr. Tim Howell
P.O. Box 624
Tupelo, MS 38802
(662) 842-2251
Contractors/Construction/Building Materials

Waldrup Center for Therapeutic Massage, Inc.

Ms. Gloria Waldrup
3018 Cliff Gookin Blvd.
Tupelo, MS 38801
(662) 407-0578
Health Care

Window World

Mr. Jay Collins
223 Franklin St.
Tupelo, MS 38801
(662) 842-5201
Contractors/Construction/Building Materials

Wooten Transports, Inc.

Mr. Mike Latham
P.O. Box 725
Memphis, TN 38101
(901) 948-9031
Transportation

Beautification brings business to Lee County

The Mississippi Forestry Commission, in cooperation with the USDA Forest Service, has awarded an Urban & Community Forestry Assistance Challenge Grant to the Community Development Foundation and the Lee County Council of Governments to develop a master plan for on-going community forestry initiatives for the development of beautification and forestry enhancement projects in the nine municipalities of Lee County. This project, deemed "Beautification Brings Business," has resulted in the award of Transportation Enhancement Tree Planting Grants to the municipalities of Tupelo, Saltillo, Sherman, Nettleton, Plantersville, and Verona to fund the planting of over 1,500 trees.

"We are very excited to receive this grant that will allow us to plant trees along many different interchanges in Lee County," said Tommie Lee Ivy, president of the Lee County Board of Supervisors. "Through this regional beauti-

fication effort we will not only create a sense of continuity, connecting communities in our area, but will also create an inviting atmosphere, encouraging business to locate in Lee County."

The Urban & Community Forestry Assistance Challenge Grant will provide for the design of the tree planting project. The "Beautification Brings Business" program will begin with a demonstration project at the US Highway 45 and US Highway 78/Interstate 22 interchange in Tupelo. This project will serve as a design concept for the other municipal governments in Lee County. This phase will include the planting of 658 trees including Autumn Blaze Red Maples, Loblolly Pines, Natchez Crape Myrtles, and Tuscarora Crape Myrtles.

The Transportation Enhancement Tree Planting Grant is a program for planting trees, funded by the MS Department of Transportation and administered by the MS Forestry Commission.



Pictured with their grant checks are Mayor Ben Logan, Sherman; Mayor Jack Reed, Jr., Tupelo; Mayor R.V. Adams, Nettleton; Mayor Bill Williams, Saltillo; and Mayor Bobby Williams, Verona. Not pictured is Mayor Gloria Holland, Plantersville.

Combined, the grants total nearly \$70,000. Monies from the Transportation Enhancement Tree Planting Grant will fund projects at the city park on MS Highway 6 in Nettleton with 64 trees, the interchange of MS Highway 6 and Central Street in Plantersville with 59 trees, the interchange of US Highway 78/Interstate 22 and MS Highway 9 in Sherman with 282 trees, the interchange of US Highway 45 and MS Highway 145 in Saltillo with 393 trees, and the interchange of US Highway 45 and Main Street in

Verona with 120 trees.

"The Transportation Enhancement Tree Planting Grant is a wonderful partnership between the MS Department of Transportation and the MS Forestry Commission," said Rick Olson, urban and community forestry coordinator, Mississippi Forestry Commission. "It provides a way for communities to revitalize our highways and our neighborhoods with trees. Trees provide gifts for us and our communities year after year. When trees are planted, people take notice."

Another goal of the "Beautification Brings Business" program is to provide proper training for those public works employees and community volunteers who will take care of the trees planted as part of the project. A Northeast MS Community Forestry Workshop was held Friday, October 30, from 9:00 a.m. to 4:00 p.m. at the Lee County Library, covering proper tree planting and pruning techniques. While this is just one part of the overall project, continuing education is key to sustain the life of the trees planted and to support an enduring forestry program in Lee County.

"Our overall goal in undertaking this project is to develop an ongoing community forestry program that will lead to the development of community forests in the nine municipalities in Lee County," said Shane Hooper, planning and property management division chairman for the Community Development Foundation.

Japanese Sword Masters to perform in North MS

The North MS chapter of the Japan-America Society of Mississippi (JASMS) will host five Sword Masters from Fukuoka, Japan, in three separate performances of martial arts, Japanese dance, and performances of Japanese folk songs in Oxford and Fulton. The first performance will be at 6:30 p.m. on Wednesday, November 11 at the University of Mississippi's Meek Hall. The second performance will be held Thursday, November 12 at 6:30 p.m. in the ICC Fine Arts Auditorium in Fulton. Tickets are \$5.00 for the general public and Japan-America Society members.

The Japanese Sword Masters will offer an exhibition of the ancient arts of Iaido, Jujutsu, Jujitsu, and Kendo. Master Nawata will also perform a Samurai Kuroda Bushi Buyo (dance). Each event will also feature choral performances of traditional Japanese folk songs by local college choral groups. The Oxford and Fulton shows will feature the Blue Mountain College Chorale under the direction of Dr. Jerri Lamar Kantack, choral music director at Blue Mountain College, combined with the Itawamba Community College Chamber Singers, led by choir director, Karen Davis.

"The Japan-America Society is

honored to be hosting these men that have dedicated so much of their lives to practicing these once outlawed arts and becoming, in a way, living history," said Thom Eason of the JASMS board of directors. "These five gentlemen are all business leaders in Fukuoka, but that doesn't stop them from practicing these arts several hours a day, every day of the week, and they have been doing so since their teens. There are not that many people in Japan, or the world even, that still accurately represent all of these martial arts, and I hope that as many people as possible will get a chance to see what could be a once in a lifetime event."

Tickets are general admission only, with no reserved seating. Tickets for the Oxford show on November 11 can be purchased at the University of Mississippi Box Office, and on-line, at by clicking on the event calendar. The University of Mississippi Box Office telephone number is 662.915.7411. Tickets for the ICC/Fulton show, on November 12, can be purchased at the ICC bookstores on the Fulton and Tupelo campuses. The Fulton Campus bookstore telephone number is 662.620.5065, and the Tupelo Campus Bookstore is 662.862.8205.



Contributing Sponsors for these shows include: BancorpSouth, Chattanooga Dojo USA, Community Development Foundation, Hilton Garden Inn of Tupelo, Journal Publishing Company, Inc., Little Tokyo Restaurant, Madison County Economic Development Authority, North Mississippi Medical Center, Oxford-Lafayette County Economic Development Foundation, Renasant Bank, Sakura Bana

Restaurant, T.V.A Economic Development, WTVB/WLOV/WKDH, The University of Mississippi, Blue Mountain College, and Itawamba Community College. The North Mississippi Industrial Development Association, the Union County Development Association People's Bank of Ripley, and the Tippah County Development Foundation are also helping to sponsor this event.



A ribbon cutting was held to celebrate the grand opening of Mommy & Me Consignment. Pictured on the front row are: Carolyn Moss, Comfort Inn; Waurene Heflin, Crye-Leike Realtors; Janie Brown, Mommy & Me Consignment; Lisa Brown, Mommy & Me Consignment; Emily Addison, CDF; Councilman Jonny Davis; Drew Smith; Nicole Gatewood; Laura Smith, Mommy & Me Consignment; Ella Smith; David Smith; Eli Smith; Beverly Bedford, Honda of Tupelo; and Cheryl Land, Land Sonnier, P.A. Pictured on the back row are: Paul Mize, BancorpSouth; Bea Luckett, J. Guyton Group Realty; Ben Martin, Re/Max Realty; Tina Powell, BancorpSouth; Cindy Black, Prudential 1st Real Estate; Carey Snyder, Snyder & Company; Richard Carleton, Mall at Barnes Crossing; Cindy Bryant, LSI Human Resource Solutions; Jane Myers, Wiggles & Wags Pet Sitting; Blair Hill, Master Hospitality; Toby Hedges, Shelter Insurance; Mike Maynard, Weatherall's, Inc.; and Veleka Ball, CB&S Bank. Mommy & Me Consignment is located at 1003 E Main St. and can be reached at 662.841.7747.



A delegation from the Community Development Foundation recently visited the offices of North Mississippi's Congressional delegates in Washington, D.C. Pictured at the Office of Representative Travis Childers are Chris Rogers, CDF chairman; Mayor Jack Reed, Jr.; Representative Childers; Supervisor Tommie Lee Ivy; and David Rumbarger, CDF president and CEO.



A ribbon cutting was held for Mississippi Ad-Mobile. Pictured on the front row are: Beverly Bedford, Honda of Tupelo; Emily Addison, CDF; Allie West, Downtown Tupelo Main Street Association; John Belk, MS Ad-Mobile; Councilman Fred Pitts; Paul Tauchar, MS Ad-Mobile; Joseph Capps, MS Ad-Mobile; Tyler Davis, MS Ad-Mobile; Terry Guthrie, MS Ad-Mobile. Pictured on the back row are: Cindy Black, Prudential 1st Real Estate; Barbara Smith, Tupelo Airport Authority; Craig Helmuth, Downtown Tupelo Main Street Association; Toby Hedges, Shelter Insurance; Moe Bristow, Culligan Water Depot; Tony Ford, MS Ad-Mobile; Johnna Moore, WTVA/WLOV/WKDH; Cindy Hale, Tupelo Automobile Museum; Ben Martin, RE/Max Real Estate; Bob Smith, Rebel Package Store; Abbie Moreno, ABasket Kase; Veleka Ball, CB&S Bank; and Cindy Bryant, LSI Human Resource Solutions. Mississippi Ad-Mobile can be reached at 662.568.7070.



A groundbreaking was held for the new location of Prudential 1st Real Estate on Tom Watson Boulevard, between Scruggs Farm Lawn & Garden and Land Bank of North Mississippi. Pictured with shovels, participating in the ceremony are: Councilman Mike Bryan; Councilman Markel Whittington; Mayor Jack Reed, Jr.; Mitchell Scruggs, Prudential 1st Real Estate; Glenda Patterson, Prudential 1st Real Estate; Tracy Berry, Prudential 1st Real Estate; David Rumbarger, CDF; Phil Poe, BancorpSouth; Jim Kloac, Prudential 1st Real Estate; and Mike Smith, Prudential 1st Real Estate. Also pictured are realtors with Prudential 1st Real Estate and members of the CDF Ambassador's Club. Prudential 1st Real Estate can be reached at 662.620.2208.



A ribbon cutting was held to celebrate the opening of Elvis Presley Heights Museum in Tupelo. Pictured on the front row of the event are: Emily Addison, CDF; Waurene Heflin, Crye-Leike Realtors; Beverly Bedford, Honda of Tupelo; Cathy Monaghan; Bill Monaghan; Joyce Logan, Elvis Presley Heights Museum; Charlene Presley, Elvis Presley Heights Museum; Linda Kinard, Elvis Presley Heights Museum; Bill Kinard, Elvis Presley Heights Museum; Mayor Jack Reed, Jr.; Susan David, City of Memphis, Office of the Mayor; Councilman Jonny Davis; Toby Hedges, Shelter Insurance; Ben Hill, Renasant Bank; Jada Presley; Thomas West; and Andrew West. Pictured on the back row are: Kathy Bailey, Crye-Leike Realtors; Cindy Black, Prudential 1st Real Estate; Tina Powell, BancorpSouth; Carey Snyder, Snyder and Company; Tim Long, Cellular South; Cindy Bryant, LSI Human Resource Solutions; Mayor Ben Logan; Wilma White; Jane Myers, Wiggles & Wags Pet Sitting; Patsy Anderson; Jerry Presley; Moe Bristow, Culligan Water Depot; Bea Luckett, J. Guyton Group Realty; Richard Carleton, Mall at Barnes Crossing; Kyle Finley, Home Décor Innovations; Nancy Curtis; Paul Mize, BancorpSouth; Terry Curtis; Brian Hicks, Farm Bureau Insurance; Louis Conley, Renasant Bank. Elvis Presley Heights Museum is located at 100 Briar Ridge Road in Tupelo and can be reached at 662.491.1185.

ChamberAdvantage Offers Member-to-Member Discounts

As Tupelo/Lee County's Chamber of Commerce, the Community Development Foundation (CDF) continually strives to offer programs and services that assist members of the business community. As such, CDF is initiating an affinity program, called ChamberAdvantage, to encourage CDF members to do business with other CDF members. Through this program CDF members are encouraged to offer special discounts, products, or services to other CDF members who participate in the program.

"In this ever changing economic climate, it is imperative that we offer programs and services to our Chamber members that will help their businesses thrive," said Barbara Smith, vice president of Chamber Services. "Our goal with ChamberAdvantage is to encourage CDF members to do business with other CDF members, giving them an opportunity to realize unparalleled savings on many prod-

"ChamberAdvantage is yet another benefit of membership with CDF. CDF is committed to helping small businesses in Tupelo and Lee County and this affinity program is just another way we are striving to keep dollars in local business."

- Dr. David Irwin, second vice chairman and membership chairman of the CDF Board of Directors.

ucts and services found right here in Tupelo/Lee County."

Participating CDF member businesses will receive a sticker to place in their storefront, depicting that they are a participating partner in ChamberAdvantage. All CDF members will then receive ChamberAdvantage key tags that will be shown to participating merchants to verify that they are indeed CDF members and are entitled to receive the special discounts. To learn what discounts are available, CDF members should visit www.cdfms.org/chamberadvantage. All businesses that participate in ChamberAd-

vantage will be displayed on the CDF website, along with their contact information, special discount, and a link to the company's website. Discounts will be available from November 2, 2009 to October 31, 2010.

"ChamberAdvantage is yet another benefit of membership with CDF," said Dr. David Irwin, second vice chairman and membership chairman of the CDF Board of Directors. "CDF is committed to helping small businesses in Tupelo and Lee County and this affinity program is just another way we are striving to keep dollars in local business."

Amedisys Hospice: Focused on Quality Care

According to a study released by the National Hospice and Palliative Care Organization, the use of hospice care by Americans has increased from 25,000 in 1982, to over 1.4 million in 2007. As National Hospice Month, hospice caregivers throughout the country use November to educate the public on the myriad benefits of hospice care. Amedisys Hospice of Tupelo, formerly All Care Hospice in Tupelo, understands the importance of communicating the benefits of hospice and seeks to do so by focusing on quality care.

Hospice is a distinct form of care that is designed to pro-

vide comfort and support for those patients who face a terminal or life-limiting illness. Such illnesses as heart disease, pulmonary disease, dementia, Alzheimer's, HIV/AIDS, or cancer are considered hospice-eligible infirmities. Amedisys Hospice utilizes a specialized team of hospice professionals who work with the patient, family members, and the patient's physician to develop a plan of care that best fits the individual needs of the patient. Their support team is made up of the hospice physician; nurses; social workers; home health aides; physical, speech, and occupational

therapists; volunteers; bereavement counselors; and spiritual counselors. What makes Amedisys Hospice unique is the quality of care that each patient receives.

"The quality of care given to our patients, their caregivers, and families, is what sets Amedisys apart," said Jim Bivens, account executive with Amedisys Hospice Services. "It is about the patient, but when it comes to hospice, it's about more than just the patient. It's about the family too."

Services offered by Amedisys Hospice Services include educational visits where their Director of Nursing will visit with

a family considering hospice, and educate them on what the entire process encompasses. The company also offers 13 months of bereavement services by their chaplain.

Founded in 1982, Amedisys, Inc. provides home health and hospice services and operates more than 500 locations in 38 states and Puerto Rico. Headquartered in Baton Rouge, LA, the company acquired All Care Hospice on August 1, 2009. They service 17 counties throughout Northeast Mississippi.

"We are a large company with many resources, but we still have the local flavor," said Bivens. "Our staff of 12 is made

up of all local residents."

Hospice is a compassionate form of caring that promotes a patient's dignity and offers a greater quality of life for the patient and their loved ones during the process. Amedisys Hospice understands the delicate nature of this phase of life and offers quality care to meet each individual patient's needs.

Amedisys Hospice of Tupelo is located at 144 South Thomas Street, Suite 105 in Tupelo and can be reached at 662.620.1050. For more information on Amedisys, Inc., please visit www.amedisys.com.

FASTTRAC® NEW VENTURE™

Helps Entrepreneurs Defy the Odds

Despite the passion and good ideas of their founders, most new businesses fail within the first few years. Often that's because, despite their zeal, entrepreneurs lack the knowledge, tools, and financing required for successful starting and running a business.

Early next year, entrepreneurs in North Mississippi will be able to participate in a program that will dramatically increase their chances for success: the Kauffman Foundation's FastTrac® NewVenture™ program. This program will begin in January 2010 at the Renasant Center for IDEAs, the Tupelo/Lee County Regional Business Incubator. The program has been carefully developed to help University-based researchers who want to commercialize their products, those working on ventures that need outside investment capital, and those who have started businesses that need help reaching profitability.

The FastTrac® NewVenture™ program has a proven formula for suc-

cess that connects new entrepreneurs to successful business owners who will serve as business coaches.

"Not many entrepreneurs have started and run companies previously, so they are hungry for the kind of training and mentoring that FastTrac® NewVenture™ offers," said Renasant Center for IDEAs director Wayne Averett.

Sessions are led by trained facilitators and business coaches who make entrepreneurship come alive by sharing real-world expertise, practical tips, and success stories. Participants will use what they learn to develop their own business ventures throughout the program, which consists of 11 weekly sessions.

FastTrac® is a program of the Kansas City-based Ewing Marion Kauffman Foundation, the largest organization in the nation solely focused on entrepreneurial success at all levels. For more information on becoming involved in the FastTrac® program, entrepreneurs may call 662.823.4335 or e-mail waverett@cdfms.org.



A Business After Hours was held at Mitchell Distributing on October 27. Over 200 CDF members networked during the event and were treated to entertainment, refreshments, and door prizes, courtesy of Mitchell Distributing. Pictured above, Adam Mitchell, Mitchell Distributing, and David Rumbarger, CDF President & CEO, welcome the guests. For information on how your business can host a business after hours, please visit www.cdfms.org.



Please join us for the next meeting of the

TUPELO YOUNG PROFESSIONALS

Thursday, November 19, 2009
5:00 p.m. - 7:00 p.m.

NEWK'S
Express Café

3974 N. Gloster St.
Tupelo, MS 38804

A service project to benefit the Boy Scouts of America's Scouting for Food program will be held in conjunction with this meeting. Please bring canned food for entrance into the meeting. 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

Newk's Express Café Offers Fresh, Casual Dining in Tupelo

Voltaire once said that "nothing would be more tiresome than eating and drinking if God had not made them a pleasure as well as a necessity." At Newk's Express Café in Tupelo, the necessity of eating is quite a pleasure in their unique atmosphere, like no other.

Newk's Express Café is a fast, casual, express restaurant that features fresh salads, soups, sandwiches, and handmade pizzas. The menu also features homemade desserts, beer, and wine. All ingredients are fresh and prepared daily in the restaurant.

"Everything is homemade in store. In fact, we make the salad dressing from scratch every morning," said Mitch Hannon, owner of Newk's Express Café. "We chop our own lettuce, cook our own chicken and steak, and even use Italian olive oil. We strive to offer

great food and even greater customer service."

Newk's Express Café offers an array of services, other than just dining in their beautifully decorated, spacious dining room, tailored to meet the needs of all types of customers. Catering is available for breakfast, lunch, or dinner. They can cater any size event and work with any budget to plan an event that their client's guests will enjoy. They offer sandwich trays, boxed lunches, or a customized meal depending on the customer's needs. They offer delivery for small and large catering orders and have the perfect menu for everything from wedding parties and tailgating events, to office Christmas parties and the like.

"We cater anything, anywhere, anytime," said Hannon.

For those customers on the

go, Newk's Express Café offers a "Grab-N-Go" section of the restaurant where customers can run in and grab an already prepared, fresh daily, sandwich or salad with absolutely no wait. Newk's Express Café also offers ready-to-go pints and quarts of their famous chicken salad, pimento cheese, "Tippah County Caviar," and other local favorites. Call ahead orders are also available.

With plans to expand to Starkville, Mitch and Becky Hannon have truly embraced the "Tupelo Spirit," and have enjoyed becoming members of the corporate citizenry of Tupelo/Lee County.

"This is such a good market. We like Tupelo, we like the people and are excited about all of the growth that is going on here," said Hannon. "Tupelo is just a great town."

Newk's Express Café is locat-



Pictured are members of the Newk's Express Café Catering Team. From left to right are: Marty Cooper, assistant manager; Rita James, catering team member; and Dana Tubb, catering specialist.

ed at 3974 North Gloster Street, in the King's Crossing Shopping Center, and can be reached at 662.844.4450. A special phone number is available to catering clients, to ensure that they reach a member

of the catering team at all times, 662.687.1333. Newk's Express Café is open Sunday through Thursday, from 11:00 a.m. to 9:00 p.m. and Friday through Saturday from 11:00 a.m. to 10:00 p.m.

Tupelo Community Theatre Offers Mini-Season Package

The Tupelo Community Theatre (TCT), housed in the historic Lyric Theatre on Broadway in downtown Tupelo, is celebrating 40 years of entertainment excellence. With a season filled with comedies, dramas, and musicals, plus an array of non-theatrical performances, there is truly something for everyone at TCT.

Season ticket holders comprise the membership of the Tupelo Community Theatre. Tom Booth, executive director of TCT offers three reasons to join the over 1,000 current season ticket holders. First, patrons have the chance to see award-winning theatre right here in Tupelo. In 2001, 2004, and 2008, TCT won the "Best Production" at the Mississippi Theatre Association Festival, and in 2004, its production of "Bel Canto" was a winner at the Southeastern Theatre Conference Festival. Booth also suggests that by becoming a season ticket holder, patrons are supporting the historic Lyric Theatre. Having outlived its usefulness as a movie theatre, TCT purchased the



building in 1984, reviving it as a place for live theatre. Finally, TCT members receive advance notice of upcoming

concerts and events at the theatre, including the ability to purchase tickets before they are released to the general public.

"Thanks to the great support from North Mississippi, TCT is one of the leaders in the sale of season tickets among comparable community theatres," said Booth. "We hope to continue to grow our patron base."

Mini season ticket packages are available for those interested in purchasing tickets to the remaining 2009-2010 season shows including, "Dearly Beloved" (November 19-21), "Evening of Entertainment" (January 28-30), "Cattfish Moon" (March 11-13), and "All Shook Up" (May 6-8). By ordering season tickets, patrons receive 40% off of ticket prices at the door. A popular Christmas gift, tickets for individual shows or season ticket packages for the 2010-2011 season may also be purchased.

For more information, please contact TCT at (662) 844-1935.



To celebrate the opening of Lift, Inc.'s new location on McCullough Blvd., a ribbon cutting ceremony was held. Pictured on the front row of the event are: Emily Addison, CDF; Leonardo Bowdry, Lift, Inc.; Chereka Witherspoon, Lift, Inc.; John Darden, Lift, Inc.; Representative Steve Holland; Mayor Jack Reed, Jr.; Palmer Foster, Lift, Inc.; Dorothy Leasy, Lift, Inc.; Jack Reed, Sr.; Sheila Freely, USDA Rural Development. Pictured on the back row are: Beverly Bedford, Honda of Tupelo; James King, RDC; Cindy Bryant, LSI Human Resource Solutions; Barbara Smith, Tupelo Airport Authority; Bea Lockett, J. Guyton Group Realty; Jane Myers, Wiggles & Wags Pet Sitting; Frances Beasley, Lift, Inc.; Blair Hill, Master Hospitality; Ben Hill, Renasant Bank; and Alfred Bell, Lift, Inc.. Lift, Inc. is located at 2577 McCullough Blvd. in Tupelo and can be reached at 662.842.9511.



A ribbon cutting was held at Color My World Childcare Academy. Pictured are Waurene Heflin, Crye-Leike Realtors; Beverly Bedford, Honda of Tupelo; Jenny Moore, Color My World Childcare Academy; Mike Maynard, Weatherall's, Inc.; Jessica Roberts, Color My World Childcare Academy; Charley Chidester; Cindy Hale, Tupelo Automobile Museum; Sherry Hearn, Color My World Childcare Academy; Carolyn Moss, Comfort Inn; Councilman Mike Bryan; Blair Hill, Master Hospitality; Lacey Hearn, Color My World Childcare Academy; Secily McDonald; Abbie Moreno, ABasket Kase; Waneshia Hadley, Color My World Childcare Academy; Toby Hedges, Shelter Insurance; Desiree Roberts, Color My World Childcare Academy; Ben Hill, Renasant Bank; Emily Addison, CDF; and Bea Lockett, J. Guyton Group Realty. Also pictured are students of Color My World Childcare Academy. Color My World Childcare Academy is located at 2045 McCullough Blvd.



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 _____
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■ IUKA - G&G Steel recently completed a \$950,000 expansion that is expected to increase employment at the company from its current 30 to about 140 employees.

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Ethanol company looks to build Miss. facility

■ FULTON - California-based BlueFire Ethanol has revealed its plans to locate an ethanol plant in Fulton.

The company recently released information regarding a \$40 million grant from the U.S. Department of Energy that the company received in 2007 to build its second refinery plant in California. Since then, plans have changed, shifting the location of the proposed plant to Mississippi, and possibly Fulton.

BlueFire officials said the Fulton project will allow the company to use green and wood wastes available in the region as feedstock for the ethanol plant, which will be designed to produce approximately 18 million gallons of ethanol per year.

Itawamba County Development Council Executive Director Greg Deakle said that while discussions between Itawamba County and BlueFire have been steady for more than a year, the ink has yet to be put to paper confirming the company's location in the area.

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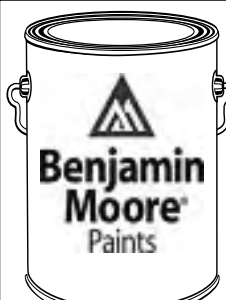
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