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BusinessJournal

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Leading through **TOUGH TIMES**



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Management pink slips

■ **Focus on your attitude to get through it, motivational consultant advises.**

By **Carlie Kollath**
BUSINESS JOURNAL

TUPELO – The recession hit Dave Worman's home last month a little closer than he would have liked.

Worman was laid off in January as a customer service manager at Waste Management's call center in Tupelo. The decision was made as part of a national downsizing of the company.

But, it's not a unique situation for Worman.

"I've gone through this three times in the last eight years," he said, during an interview at his home in late January.

Along with Waste Management, he's been laid off from management positions at Saks Fifth Avenue and Boise Cascade Office Products.

Yet, he's still smiling.

"I not only understand but I respect the business perspective," he said. "It might sound funny sitting here without a job but I do. I'm certainly not saying that it doesn't hurt."

Spoken like the true Dr. Motivation, the name for his motivational speaking and leadership

■ For more about Dave Worman and his motivational tips, go to doctorofmotivation.com or contact him at (662)869-1227 or dave@doctorofmotivation.com.

consulting business that has allowed him and his wife, Kathy, to travel the world and give presentations on employee motivation and being the best you can be. He also has written two books about motivating employees without money.

The situation, he said, gives him first-hand experience to advise leaders who find themselves on the unemployment rolls.

He said unemployed leaders face a mental challenge as much as they face a practical challenge when getting another job.

It's often very difficult for formerly busy leaders and managers to go from a full-time job to sitting at home, Worman said. The key is self-motivation.

"Sometimes it's hard," he said. "You go through a period of feeling sorry for yourself. Everybody falls down, but only the few select to get up and go again.

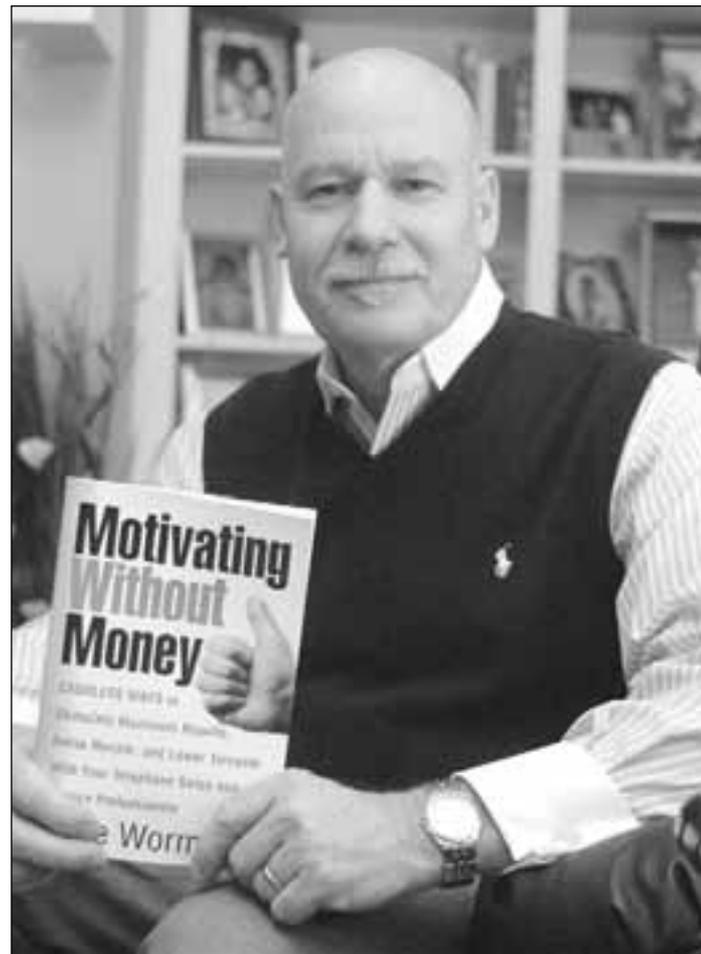
"Yes, have a healthy time to go through the 'why me's' and the tears. But then, by golly, you get up. You take a hot shower and you make it a great day."

All about attitude

Your attitude is the driving force of your ability to move on, he said.

"What's the alternative? Sit around and wallow

Turn to **SLIPS** on Page 7



DESTEE LEE

Dave Worman has written two books about motivating employees. In addition, he helps companies create successful work environments.

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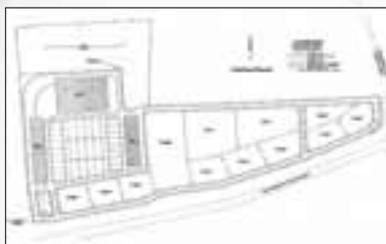
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The leadership vacuum: What we lose with the next generation

Nick Tasler

TALENT SMART

The mass exodus of Baby Boomers from the workplace has already begun. According to the U.S. Office of Personnel Management, between 2006 and 2010 Boomer retirement will have robbed American companies of nearly 290,000 full-time experienced employees. While the financial crisis has forced some to postpone retirement for a couple extra years, we can't count on the majority of them to be fully contributing members of the work force much longer.

Silver hair, pension funds and personal memories of a Kennedy assassination are not the only things our struggling economic engine will lose when Boomers settle into the quiet life. Boomers hold the majority of major leadership roles in the workplace, and their retirement creates a leadership gap that must be filled by the next generations. The question is whether or not their successors are up to the challenge?

For more than a decade now, TalentSmart researchers have been devoted to determining what exactly constitutes a high quality leader. What we've discovered is that emotional intelligence (EQ) – the ability to recognize and manage

your emotions and those of other people – is the single most important skill of a successful leader. A few months ago we decided to see how our future leaders stack up with our current leaders in this critical skill. We tested a group of 10,614 people between the ages of 18 and 80, and broke down their score results into the four generations in today's workplace – Millennials, Generation X, Baby Boomers and Traditionalists. When we looked at each of the four core EQ skills separately a huge gap emerged between Boomers and Millennials in self-management.

Level-headed baby boomers

When it comes to managing their emotions, Baby Boomers reign supreme. Essentially, they are much less prone to fly off the handle when things don't go their way than are the younger generations.

It may not appear that this should create any real cause for concern. After all, retirement has been a fact of life ever since FDR put his John Hancock on the Social Security Act. And the generation who designated Dennis Hopper as their unofficial spokesman proved capable of filling the superhuman-sized work boots of the Greatest Generation. So how hard can it be for the leaders-in-waiting to re-

place the Easy Rider Generation?

It might be harder than we think for reasons of both quantity and quality. The Baby Boomers enjoyed a significant numbers advantage over the generation they followed, which meant they had a deeper talent pool from which to pick their leaders. The exact opposite is true today. Boomers outnumber the next generation – Generation X – almost two to one. If only to replace the sheer body count of Boomers in leadership positions, we have to look to the youngest and soon-to-be largest generation in the workforce.

Millennials are sometimes considered the second baby boom. While not quite as numerous as the original Boomers, at 70 million strong Millennials are just 6 million shy of Boomers and they dwarf the 46 million Gen X'ers. Quantity is covered. How about quality?

Culturally, the distinctions between Boomers and Millennials can hardly be overestimated. Coming of age watching cable television during its infancy versus growing up watching TV on cell phones is just one small difference that has helped shape two vastly different outlooks on work and life. In the workplace, Baby Boomers are used to a structured work environment with planned face-to-face meetings, overtime and the occasional weekend at the

office. While most never really learned to love the structure imposed on them by their traditionalist predecessors, Boomers have learned to deal with it. Generation Y, on the other hand, has never lived in a world without telecommuting, business via Blackberry and text messages crafted with code words that stump even the most tech savvy among the older generations.

A leg up

While Millennials' approach may be different than Boomers, many would argue that it isn't any worse. Actually, when you consider how knowledgeable and technically proficient they are, Millennials might even have a leg up on their predecessors in the Information Age. Their results-only attitude might finally break us free of the mind-numbing Office Space environment where workers are measured mostly by the hours they spend staring at their computer, instead of how efficiently they produce results. Heck, maybe we should turn over the leadership reins to Millennials sooner rather than later, right?

Not so fast. There is a lot more to leadership than being a walking

Turn to **LEADERSHIP** on Page 6



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Retail execs offer insights in tough economic times

Ellen Davis

NATIONAL RETAIL FEDERATION

Burt Tansky of Neiman Marcus, Kip Tindell of The Container Store and Roger Farah from Polo Ralph Lauren wrapped up the National Retail Federation's 98th Annual Convention & Expo to talk about leadership and inspiration. While some of the same skill sets still apply, all of the panelists seemed to agree that different leadership traits are required in this climate to help an organization adapt to today's new realities.

Here were some takeaways from the session about how leaders should be guiding their companies right now:

Don't panic

The executives all agreed that the retail industry – and much of the economy – is experiencing unprecedented change and challenges. What organizations need from their leaders, Tansky said, is sheer determination.

"[The current economy] requires all of us to pull up every leadership trait that we have to show the strengths to our team," he said. "We have to hone in on the issues. We have to remain positive, we have to stay focused and keep the

team focused on the issues at hand."

Tansky also said that leaders need to focus on their own personal demeanor, stay calm and not panic.

Communicate

Believing that "communication is leadership and leadership is communication," Tindell said people at The Container Store "run around like chickens relentlessly trying to communicate absolutely everything to every single employee at all times."

While he recognizes that this is an impossible task, he believes that the company will come closer to perfection than anyone else "because we're so dedicated to the notion that communication and leadership are the same thing."

Tindell discussed prospects like salary freezes or layoffs that can understandably rattle and distract employees. Communication, he said, will keep everyone on the same page.

"To have people holding hands and approaching the challenges of this economy together – knowing that they know everything the board room knows – is magical in times like this," he said. "I think we're fortunate to be minus the paranoia that goes with employees who

feel they don't know what's going on."

Tindell said that each employee is aware of what will happen if sales hit a certain point and what those contingency plans include.

As an aside, Tindell said, the current economy is also a great opportunity to talk with vendors.

"They're dying for that communication too," he said.

Be flexible

One question addressed how retailers can plan without really understanding what is on the horizon. Although uncertainty is high, decisions still need to be made.

"You have to plan and you have to make some assumptions and then you have to adjust if your assumptions are off," Farah said. "If you're in a difficult environment you may have to alter the priorities and the work plans of your organizations. I don't think it fundamentally changes your strategy, it just reorients what's on top and what's in second place."

Remember who you are

While the executives on the panel represent very different retailers, all

agreed that this is not the time for companies to abandon what made them strong.

"These events are not a signal to change," said Tansky, noting that Neiman Marcus has spent 100 years defining itself. "You don't spend that much time developing a brand and let it drop or change because of a crisis. It just can't be. We have no intention in making any changes of our brand. There is absolutely no groundswell, no discussion, about changing who we are."

Put your employees first

The Container Store has always been known for its focus on employees.

"We believe in putting the employee first, even before the customer," Tindell said. "If you take care of your employee better than anybody else, they will take care of the customer better than anybody else. And ultimately, ironically, the shareholder will be better off."

Even in a down economy, Tindell suggests that executives "not be serious every single minute" and talked extensively about the need for employees to

Turn to **RETAIL** on Page 6

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Leadership

Continued from Page 4

Wikipedia. TalentSmart research shows that emotional intelligence accounts for as much as 58 percent of job performance in supervisor through CEOs. In other words, while brilliant accountants or engineers are definitely a bonus, their technical skill has virtually nothing to do with good leadership. As Lee Iacocca realized back in the 1980s when he shook up Chrysler, many of his highest performing financial whizzes were "first-rate bean counters," but only mediocre leaders.

An increasingly downtrodden economy and shaky future mandates that we figure out why our future leaders lag in such a critical skill. Perhaps more important, what can we do about improving it?

We went round and round debating the possible explanations for this chasm in self-management skill between the experienced and youthful. One possibility seemed that coming of age with too many video games, instantaneous Internet gratification and adoring parents have created a generation of self-indulgent young workers who can't help but wear their emotions on their sleeve in tense situations. However, we weren't convinced.

When we looked at the data from an-

other angle the picture became clearer. Self management skills appear to increase steadily with age – 60-year-olds scored higher than 50-year-olds who scored higher than 40-year-olds and so on. That means the younger generation's deficient self-management skills have little to do with things we can't change like the effects of growing up in the age of iPods and MySpace. Instead, Gen Xers and Millennials just haven't had as much life in which to practice managing their emotions. That's good news because practice is something we can give them, while a change in their upbringing is not.

We not only can accelerate the younger generations' development of core leadership skills, we must. Today's ultra-competitive, fast-paced global marketplace won't afford us the time to sit back and wait for the aging process to run its course. Despite the slumping economy, most boomers will retire sooner rather than later. We need to prepare talented twentysomethings for leadership roles today. If we don't teach them how to manage themselves, is it reasonable to expect them to lead us towards a prosperous future?

Nick Tasler leads TalentSmart's global research in decision-making, personality and emotional intelligence. TalentSmart, a global think tank and consultancy, provides emotional intelligence products and services to more than 75 percent of Fortune 500 companies and all three branches of government. It is headquartered in San Diego.

Retail

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have fun. Acknowledging that it's "not as much fun coming to work in retail this year as it was three years ago," Tindell recognized that keeping morale and productivity high in this environment is a tremendous challenge.

Still, he says, leaders have a duty to their employees.

"If you're lucky enough to be somebody's employer, you have this huge moral obligation to make sure they look forward to coming to work in the morning," he said.

Bring in outsiders

Asked to comment on if he has had better experiences fostering new leadership from within or bringing in new leaders from the outside, Farah said each organization needs to find the best mix. While educating, training and investing in an existing organization is key, he said, it is important from time to time to bring in new talent if the environment has changed or if new skill sets are needed.

But will current employees bristle under new blood? Not necessarily, said Farah. If new, outside leadership is "dramatically better than what exists," he said, the organization will be accepting.

However, the reverse can be a recipe

for disaster: "At the end of the day, if you're replacing inside talent with outside talent and there's no discernible difference, you lose credibility as an organization."

Guide young employees

Tansky spoke clearly about the importance of guiding young employees, for whom this downturn is a first.

"I've been telling many of our young people who have never been through this to study what's going on today, study the kind of things that are being put in place to minimize the stress because as their careers develop, they're going to have to face some of this again," he said. "We'll get through this and have a period of prosperity again, but then there will be a bubble. Now is a good time to learn from this experience."

Cultivate trust

"Your organization will follow you if they trust you," Farah said. "Trust is defined by knowing you've been thoughtful, knowing that you've evaluated the issues and you're making the decisions that are in the best interest of the organization, then fairly executing them so everybody is contributing. If that trust exists, I think you have a better chance of leading through a difficult economic environment."



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Slips

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on the couch? Where is that going to get you?" he said. "Part of it is you just have to hitch up your pants and get up and go again."

A big part of staying motivated is your faith, he said.

"Every day you get up, you get another opportunity," he said. "I always say 'make it a great day' not 'have a great day.' We have a choice."

He also advises that unemployed leaders get their family onboard for the challenges that will come up as part of being unemployed. Some things will have to be sacrificed. Emotions can run high. Make sure you have the support of your family and your children in your goals.

Another tip is to be grateful, Worman said. Even though leaders can be unemployed, most times they are still in better situations than others. Don't waste time wishing that you were in someone else's situation.

In addition, don't waste time looking backward or allowing yourself to focus on the negative, he said.

"When a door is closed, another one is opened," he said. "You have to take that mind-set and focus on it."

And it helps mentally to be proactive when looking for a new job.

"I know from the past that you can't wait for opportunities," Worman said. "You have to make your own opportunities."

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

Worman says money isn't required to motivate employees

■ **Employee recognition and time off are two important tools for managers.**

By Carlie Kollath

BUSINESS JOURNAL

Strong business leadership is more important than ever during tough economic times, according to Dave Worman, a Saltillo-based motivational speaker and consultant.

And motivating employees is just as important, as news of layoffs shakes their idea of job security.

Worman advises leaders to lead by example.

"Your employees see you and hear you and see there's no difference," he said.

Leaders, Worman said, can't let the unknown affect their performance.

"When you don't have control over something, I tell my teams, 'Let's think about what we can control,'" he said. "If you worry about the things you can't control, you wind up forgetting or not taking care of what you can control."

Worman offered other tips:

1 Communicate with your employees and do it in a good way, even if the information isn't coming to you that way.

"People don't care how much you know until they know how much you care," he said. "When you care about your employees, don't be surprised when they care back."

2 Create an environment where employees can be self-motivated. For employees to deliver top notch results, you need to provide them with the tools to get there and a workplace that promotes success, he said.

3 Make sure employees feel engaged and recognized. Set specific goals and have accountability. Get them involved in planning and making decisions.

How to motivate

A major part of creating a successful environment, Worman says, is motivating your employees. And the good news is that you can do it with minimal costs.

"Money is not always the most motivating factor to everyone," Worman said.

In his book, "Motivating Without Money," Worman said the most successful motivational tool he's found during his 20-plus-year career is employee recognition. Sometimes a thank you works better than a bonus check, he said.

Over the years, he organized weekly sales contest and gave awards to the winners. One contest, the "Can Dew Appreciation Award," gave the winner a can of Mountain Dew that was displayed as a desk trophy and a status symbol.

Also, use time off from work as a motivational tool.

He said he surveyed his employees during the past 20 years, and 90 percent of them chose time off over money as an incentive.

Another motivation tool is more training. Give people more education, either in a field that relates to their jobs or in a personal area of their life, such as money management.

And, make sure there is a definite career path and employees know how they can advance in the company.

The bottom line, Worman said, is leaders should be "doing anything you can do creatively to make people feel good about what they are doing and where they are working."

And in return, employees need to recognize what they have.

"The reality is people are fortunate to have jobs, let alone complaining that they didn't get their merit increase or their 2008 bonus check they thought they were getting."

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Chamber Connection

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THIRD GENERATION PRIUS Takes its place in the automotive future



By David Rumbarger

COMMUNITY DEVELOPMENT FOUNDATION

This year's 2009 Detroit Auto Show was full of mixed emotions as the Detroit three were fresh off their trips to Washington D. C., and going "Green" was on every manufacturers' mind. As a car-guy, it was again interesting to see the worldwide offerings of vehicle sizes, types, and models. When the officials from Pontotoc, Union, and Lee counties debuted the Wellspring Project in Barcelona, Spain, at the auto show in spring of 2005, little did we know the project's success would bring this region into the very center of the future of automotive transportation technology.

As the auto industry continues to recover from the current recession, the 2010 Toyota Prius, the third generation, is the model and pattern for the rest of the pack to follow. As you look at the shapely design, it is a bit wolf-like as it smiles from the top of the hybrid car pile of latecomers. What Prius means for the region is the eventual assembly and production of the world's most popular hybrid car, with over one million units sold since 1997 (when production began.) Since 2000, when the Prius, which is Latin for "to go before" came to American shores, it not only delivered maximum econo-

my but fierce owner loyalty.

In fact, the car holds the top spot in all of auto mania as the highest model in owner loyalty. Celebrities who adopted these cars early were: Leonardo DiCaprio, Cameron Diaz, Brad Pitt, Julia Roberts, Prince Charles, and Harrison Ford. Now the Prius is common enough that less-expected owners in Hollywood number easily in the dozens, including Kevin Bacon, Jack Nicholson, Billy Crystal, Ewan McGregor, Robin Williams, Billy Joel, Ted Danson, Will Ferrell, Salma Hayek, Patricia Arquette, Tom Hanks, Rob Reiner, Donny Osmond, Kurt Russell, and Jack Black.

For Harrison Ford, it's a long way from the Millennium Falcon to the Prius. I guess he understands global economies and knows that the current dip in oil prices is temporary and that the new Prius is forecasted to get 50 miles to the gallon. That means on a trip to Jackson, MS, and back from Tupelo would only consume 7.5 gallons, and at a current price of \$1.79 per gallon you could round trip the Capital city for a mere \$13.50, you could do it for a 20 dollar bill and stop at McDonalds for a meal and drink! Even if you didn't want to reduce your carbon footprint you can save a lot on gas today

and be ready for the typical summer rise each year. Prius increased gas mileage while enlarging the size and speed of its engine by going from a 1.5 liter power plant to a 1.8 and making the 0-60 mph run in 9.8 seconds.

The new 2010 third generation Prius boasts over 1000 worldwide patents for innovative technology, meaning not only has the original Prius set the bar for hybrid cars, but Toyota was not resting on its laurels in designing the new third generation version. When the Blue Springs plant begins to produce the car it will be the product at the pinnacle of advanced manufacturing and automotive technology. I know our area citizens are up to the production challenge to do so with ingenuity, craftsmanship, and quality.

The company has stated a global sales goal of 400,000 cars, and the recent Obama Presidential Executive orders for gas mileage and electric production should help bolster Prius sales in the U. S. (165,000 in 2008.) Many company analysts also think there is pent-up demand from current owners to trade for the new version. The technological and efficiency improvements are many, the styling even more contemporary, easily drawing new buyers around the globe. Analysts are also

predicting a moderate rise in gas pricing this summer, and that too should increase the demand for the 2010 Prius.

With all these conditions being present there are many reasons to be optimistic about the restart of the Blue Springs assembly plant. We might be a bit more economically anxious if we did not have the possibility to be one of the first regions in the nation to rebound. The 2010 Prius will be in the stores around May of this year, go see what our hands will produce, stay positive; our area has come too far with this project to give up before the finish line.



Chamber focus

Dear Friends:

From all reports, the third annual Taste of Tupelo and Business to Business Connection was a success. A special thanks to the exhibitors, restaurants, and food service vendors for their participation. I hope you were able to attend the business seminar, conducted by Mr. John Lindsey, on generating business through tough economic times. Considering the state of the economy, his principles and guidelines were very timely,

Congratulations to the sponsors of the Northeast Mississippi Economic Forecast Conference for the outstanding speakers they recruited for the conference held last month. If you were unable to attend the conference, you can hear each speaker's presentation on our website at www.cdfms.org.

On Tuesday, March 31, Deborah Tierce will be conducting a Customer Service Seminar that promises to not only be informative, but entertaining. If you have ever attended one of Deborah's seminars, you know what I mean. You do not want to miss it. Registration forms will be mailed



SMITH

to the CDF members later this month.

Please mark your calendars for the CDF Annual Membership Meeting scheduled for April 30. More details will be mailed later for the themed "60 Years of Success" event.

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Dates to remember

CDF AMBASSADOR'S CLUB QUARTERLY MEETING

4:00 p.m.
Thursday, February 19, 2009
CDF Boardroom

FIRST FRIDAY

7:00 a.m.
Friday, March 6, 2009
Mall at Barnes Crossing Food Court
Speaker: Mr. Rick Martinez, Retail Development Manager Gulf States Toyota
Sponsor: Toyota

CUSTOMER SERVICE SEMINAR

8:00 a.m. - 11:00 a.m.
1:00 p.m. - 4:00 p.m.
Tuesday, March 31, 2009
Presented by Ms. Deborah Tierce, Tierce Motivational Training
CDF Boardroom

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

COVENANT STORAGE



To celebrate the opening of Covenant Storage, a ribbon cutting was held. Pictured on the front row at the event are: Waurene Heflin, Crye-Leike Realtors; Connie Snell, My Elegant Clutter; Ashley Lindley, Community Bank; Justin Lindley, Covenant Storage; Councilman Mike Bryan; Chris Lindley, Covenant Storage; Michael Williams, Covenant Storage; Carolyn Moss, Comfort Inn; Emily Addison, CDF; and Ben Hill Renasant Bank. Pictured on the back row are: Mike Maynard, Weatherall's, Inc.; Mark Hinton, Community Bank; Jane Myers, Wiggles & Wags Pet Sitting; Brandon Holloway, M&F Bank; Carey Snyder, WTVA/WLOV/WKDH; Richard Carleton, Mall at Barnes Crossing; Les Perry, North Mississippi Medical Center; Bill McNutt, WLM Insurance, LLC; Tina Powell, BancorpSouth; Michelle Crowe, Regions Bank; Lauren Barber, Journal Publishing Company; and Michael Addison, GoBox of Tupelo. Covenant Storage is located at 1973 Cliff Gookin Blvd. in Tupelo and can be reached at 662.840.8888.

TUPELO MARBLE WORKS



To celebrate the grand opening of Tupelo Marble works, a ribbon cutting was held. Pictured on the front row are: Amanda Phillips, Key Staff Source; Bea Lockett, J. Guyton Group Realty; Beverly Bedford, City of Salltillo; Brian Griffin, Tupelo Marble Works; Donna Griffin, Tupelo Marble Works; Councilman Smith Heavner; Teri Williams, Tupelo Marble Works; Susan Payne, Tupelo Marble Works; and Cliff Jarrell, Tupelo Marble Works. Pictured on the back row are: Benjamin Hill, Renasant Bank; Mike Maynard, Weatherall's, Inc.; Connie Snell, My Elegant Clutter; Jane Myers, Wiggles & Wags Pet Sitting; Les Perry, North Mississippi Medical Center; Carolyn Moss, Comfort Inn; and Emily Addison, CDF. Tupelo Marble Works is located at 1292 North Veterans Boulevard in Tupelo and can be reached at 662.842.1140.

ECONOMIC FORECAST CONFERENCE



The 2009 Northeast Mississippi Economic Forecast Conference was held January 22 at the BancorpSouth Conference Center. Over 500 area citizens heard forecasts on the economy locally, state-wide, and nationally from noted speakers, Mr. Mitch Waycaster, Chairman, CDF Board of Directors; Dr. Phil Pepper, State Economist, State of Mississippi; and Professor Peter Richiutti, Assistant Dean in the Freeman School of Business, Tulane University. A podcast of the economic forecast conference is available on the CDF website at www.cdfms.org.



Raising the Bar on Customer Service Seminar

Presented by:
MRS. DEBORAH TIERCE
TIERCE MOTIVATIONAL TRAINING

Tuesday, March 31, 2009

8:00 a.m.- 11:00 a.m.
 1:00 p.m. – 4:00 p.m.
 CDF Boardroom
 300 West Main Street

Cost: **CDF Member \$50**

Non-Members \$100

Topics to be covered include:

- Assessing your service attitude ■ Meeting and beating customer expectations
- Creating a positive image

For more information or to register for the seminar, please contact the CDF office at 662.842.4521.



Thank you to the exhibitors who helped make
the 2009 Business to Business Connection
a great success!



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Congratulations to Diane Elam with Mississippi Employees Federal Credit Union, winner of the 32" flat-screen LCD HDTV, courtesy of CDF.



The Community Development Foundation would also like to thank the staff of the BancorpSouth Arena for their exceptional service throughout the trade show.

CDF would also like to extend a special thanks to Mr. John Lindsey for the presentation of his free seminar, "Generating Business in Tough Economic Times," during the Business to Business Connection.

ABasket Kase offers stress free gift giving for any occasion

Lee County residents looking for a unique, affordable gift for that special person this Valentine's Day have a new option. ABasket Kase offers an array of gift baskets that will leave a lasting impression on your Valentine any day of the year.

Abbie Moreno, owner of ABasket Kase, markets her new business as "stress free giving for any occasion." Her approach is ideal for those consumers who want to give a distinctive, personal gift, but don't have the time to run all over town picking up items of their choosing. Affiliated with LeGourmet Gift Basket, Inc., Moreno has access to a wide network of wholesalers that allows ABasket Kase to create customized baskets which are more affordable than most gift baskets available in retail stores.

Gift baskets are a wonderful choice for both personal and business gifts, and ABasket Kase can design gift baskets to your specifications, price range, and personal taste.

"Gift baskets are designed for any occasion, whether it is for individuals wanting to give a special gift for a new baby, birthday, or any other memorable event. Businesses can also send professional made baskets as a 'Thank You' to a client or employee. Local Delivery and worldwide shipping are available," said Moreno.

To set up an appointment or to discuss what ABasket Kase can offer that will leave that lasting impression on any individual or client, Moreno may be reached at 662.401.2345 or abbie@abasketkase.net. For more information, please visit her website at www.abasketkase.net.



CDF to Publish Annual Community Magazine in Print and Online

imagestupelo.com

The 2009-10 edition of *Images Tupelo*, a community magazine sponsored by the Community Development Foundation, will publish in August.

Images Tupelo showcases the best of Tupelo through its people, places and progressive business climate. With original photography and editorial features, the 2009-10 publication will focus on specific areas of education, the arts, sports and recreation, health care, commerce and quality of life. It will be used all year for the purpose of promoting the community to prospective residents, new businesses and visitors.

Members will have the opportunity to reserve advertising space soon. More than 10,000 copies of the magazine will be distributed through the CDF and key local businesses, as well as at trade shows, conferences and events throughout the year.

To create a quality guide like *Images Tupelo*, the CDF partners with Journal Communications (jnlcom.com), an award-winning custom publisher of community and specialty magazines with clients in more than 30 states.

To learn how to be included in *Images Tupelo*, contact Andrea Joiner (662) 842-4521 or by e-mail at ajoiner@jnlcom.com.

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MAIN STREET MINI STORAGE



A ribbon cutting was held to celebrate the grand opening of Main Street Mini Storage in Tupelo. Pictured on the front row are: Michael Addison, GoBox of Tupelo; Amanda Phillips, Key Staff Source; Councilman Mike Bryan; Councilman Dick Hill; Gus Hildenbrand, Main Street Mini Storage; Mayor Ed Neely; Councilman Doyce Deas; Councilman Smith Heavner; Latesha McElhaney, Kelly Services; Waurene Heflin, Crye-Leike Realtors; Beverly Bedford, City of Saltillo; Emily Addison, CDF; Charlie Modlin, Main Street Mini Storage. Pictured on the back row are: Tina Powell, Bancorp-South; Mike Maynard, Weatherall's, Inc.; Brandon Holloway, M&F Bank; Jane Myers, Wiggles & Wags Pet Sitting; Toby Hedges, Shelter Insurance; Sam Milton, Renasant Bank; Barbara Smith, Tupelo Airport Authority; Louis Holmes, Renasant Bank; Carolyn Moss, Comfort Inn; Julianne Goodwin, Express Employment Professionals; Ben Hill, Renasant Bank; and Paul Mize, BancorpSouth. Main Street Mini Storage is located at 627-A West Main Street, behind Main Street Family Dentistry in Tupelo. They can be reached at 662.346.9966.

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Peer
Learning

Please join us for PeerSpectives Roundtable at the

RENASANT CENTER for IDEAs
Tupelo/Lee County Regional Business Incubator

Mark your calendars for the 3rd Thursdays of the month:
February 19, March 19, April 16, May 21, and June 18, 2009

9:30 a.m. — 12 Noon

Based on peer learning, the Edward Lowe Foundation's PeerSpectives program helps business owners improve their leadership and problem-solving skills.



Mississippi Technology Alliance

Hosted by Dr. Lyn Stabler and Bubba Weir

To reserve your space at the next PeerSpectives Roundtable, please contact:

Renasant Center for IDEAs
398 East Main Street
Tupelo, MS 38804
662.823.4332

"This project is partially funded by a grant from the U.S. Small Business Administration (SBA). SBA's funding should not be construed as an endorsement of any products, opinions, or services. All SBA-funded projects are awarded to the public on a non-discriminatory basis."

Renasant Center for IDEAs offers problem solving skills roundtable

Oftentimes, business owners feel isolated when it comes to solving problems and dealing with critical business issues. The Renasant Center for IDEAs, the Tupelo/Lee County Regional Business Incubator, is hosting a series of "PeerSpectives® Roundtables" February - June to help business owners learn from their peers. The "PeerSpectives® Roundtables" were developed by the Edward Lowe Foundation to help business owners improve their leadership and problem solving skills. Each session will be facilitated by staff from the Mississippi Technology Alliance and Wayne Averett,

CDF's Vice President of Entrepreneurship.

"Since our business clients are dealing with issues more seasoned business owners have already come across, they would like other business owners to join them for the sessions," said Averett.

For more information on the "PeerSpectives® Roundtables," please contact Averett at (662) 823-4335. The Roundtables will be held on Thursday, February 19; Thursday, March 19; Thursday, April 16; Thursday, May 21; and Thursday, June 18 from 9:30 a.m. – 12:00 noon at the Renasant Center for IDEAs.

Join us for the February meeting of the TUPELO YOUNG PROFESSIONALS

Thursday, February 19
5:00 p.m. to 7:00 p.m.

Participate in a networking activity to meet other young professionals and win great door prizes courtesy of Old Venice Pizza Company at 3117 McCullough Blvd.



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

BUSINESS ROUNDTABLE



The January Business Roundtable featured a myriad of speakers on topics of interest to members of the roundtable. Pictured, Miranda Moore of EyeMart Express, spoke to the crowd of business people at the January meeting.

How to Compete for a Job in a Competitive World

Please join the Community Development Foundation in partnership with Itawamba Community College and the Mississippi Department of Employment Security to learn useful and practical employment tips and information.

In today's economy jobs are at a premium and there is stiff competition across the board for all positions and skill sets.

This employment seminar will cover the following areas to help you be better prepared for the job search, application and interview process:

- Effective Resume Writing
- Interviewing Techniques/Methods
- Do's and don'ts of interviewing
- Career Web Sites
- Mississippi Career Readiness Credential that currently has the support of some local business and industries, and gaining more every day
- Manufacturing Skills Basic Certification

FREE SEMINAR

THURSDAY, FEBRUARY 26, 2009

10:00 a.m. - 11:30 a.m. and 6:00 p.m. - 7:30 p.m.

There is no charge for this seminar but seats are limited. Please contact Angela Glissen at 842-4521 if you would like to attend. All seminars will be held at the CDF office located at 300 West Main Street.



Community Development Foundation
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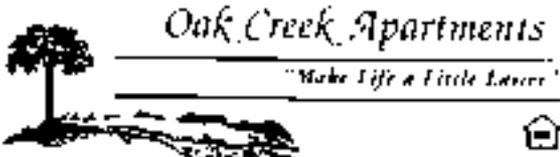
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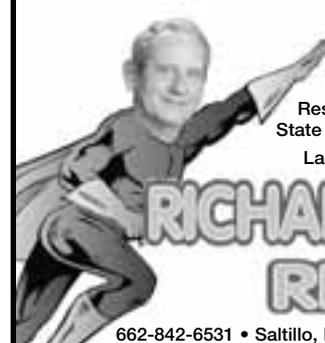
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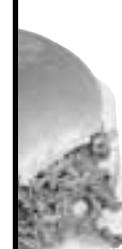


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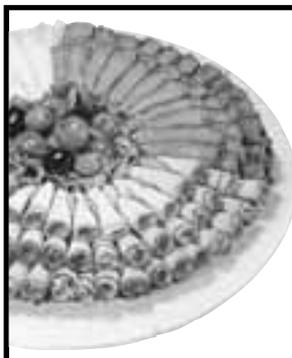
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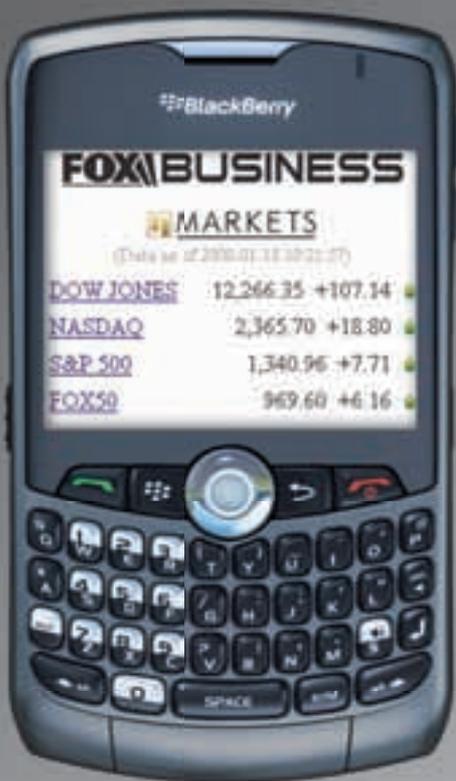


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