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Franklin Furniture Institute seeks industry input

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FFI looks to do more for furniture

BY DENNIS SEID
BUSINESS JOURNAL

STARKVILLE – Inside the “torture chamber” at the Franklin Furniture Institute at Mississippi State University, Jilei Zhang’s eyes lit up when he talked about the various machines and devices used to test the strength and durability of furniture.

One machine opened and closed the footrest of a recliner, seeing how many thousands of times the motion – punctuated with a steady click, whoosh and thump – could be repeated before failure.

Zhang, an assistant professor with MSU’s Forest and Wildlife Research Center, relishes finding ways to build better furniture in the testing lab at the FFI. But the “torture chamber” is a not a nickname of his choosing.

“We had some students on a tour, and they saw what we were going and they called it that,” he said with a laugh.

The testing is one of the many activities going on at the institute to benefit the furniture industry.

In January 2004, the Franklin Center for Furniture Manufacturing and Management opened with a mission officially dedicated to furniture research, teaching and service.



Jilei Zhang uses the testing lab on many types of furniture.

The 35,500-square-foot center has classrooms, conference rooms, offices, laboratory space, an auditorium and a showroom. It is named for Hassell

Franklin, the founder and CEO Houston, Miss.-based motion furniture company Franklin Corp. Franklin contributed \$1 million toward the nearly \$4.5 million cost of the building.

The center serves as the home of the Franklin Furniture Institute – formerly the Institute for Furniture Manufacturing and Management. The institute itself was created in 2001, building on the Furniture Research Institute, which was created by the state legislature in 1987.

The FFI works with MSU’s colleges of business, forest resources, engineering and architecture.

Three years ago, Bill Martin took the reins at the Institute, looking to tweak the institute’s work a little.

“We built a three-year plan when we came in with things we wanted to do, where we wanted to be,” he said. “So now I think we’ve been relatively successful but now it’s time to develop a new three-year plan.”

‘We built a three-year plan when we came in with things we wanted to do, where we wanted to be. So now I think we’ve been relatively successful but now it’s time to develop a new three-year plan.’

Bill Martin
Director, Franklin Furniture Institute

Martin has an anonymous survey he hopes furniture industry officials will respond to in order to develop that plan.

“We want to know what we need to be doing,” he said. “Are we doing the right things? If not, tell us.”

“Mainly the FFI was founded on outreach – it’s what we do,” he continued. “But at that time, it had more of an academic approach – research projects for the industry. When we came in – and I came with a history in business – we wanted to see what more we could do to go into the plants and help them become more profitable.”

Martin said the institute should – and does – provide more practical assistance to the industry, including testing furniture, providing training, sponsoring workshops and seminars and conducting research.

The FFI is funded solely with grant money. It receives no state or university appropriation.

Franklin said the FFI is an untapped resource that has plenty of potential.

“We want to be what our vision statement says – to be a nationally recognized center of knowledge and outreach to the furniture and home furnishings industry,” he said.

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FURNITURE SURVEY

THE FRANKLIN FURNITURE INSTITUTE is conducting a survey through Mississippi State University’s the National Strategic Planning & Analysis Research Center. The study is to determine the awareness and importance of the FFI to the furniture industry.

- The information obtained directly from the furniture and home furnishings industry will provide a benchmark for the effectiveness of FFI’s programs and services and will help develop marketing and program strategies to help the industry maintain and increase its competitiveness.
- All responses will be recorded anonymously.

- Participation in the survey is voluntary. You may choose not to take the survey, to stop responding at any time or to skip any questions that you do not wish to answer.
- To participate in this research, visit www.nsparc.msstate.edu:8043/SITES/FFI/default.aspx?UID=8dbb8f41-c5f3-41b6-ad3b-d48b39e185fc.
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Furniture retailers hope for an uptick

BY CARLIE KOLLATH
BUSINESS JOURNAL

Accessories are big sellers furniture stores in Northeast Mississippi.

Customers are updating their homes with new art, lamps and mirrors, store owners and managers say.

"They are decorating different," said Sydney Kirksey at Kirksey Bros. Furniture in Tupelo. "A lot of the stuff we are selling is the stuff we were a little uncomfortable buying because it was edgier. ... I guess we'll be more comfortable buying the edgier stuff."

Michele Swords, a sales representative at Ashley Furniture HomeStore in Tupelo, said the store has been selling more contemporary-styled furniture and accessories lately.

"There's always going to be the traditional type customer, but it seems like everybody's doing something different," she said.

Black bedroom furniture has been popular, along with freestanding mirrors, rugs and decorative comforters.

"It's not just brown, brown, brown," she said.

At Something Southern in Oxford, cottage-style furniture and accessories are popular. Brent Sanders said light-colored linen couches are good sellers, along with candlesticks and lamps.

Shopping habits have changed as well, said Swords, who sells more items

'They are decorating different. A lot of stuff we are selling is the stuff we were a little uncomfortable buying because it was edgier. I guess we'll be more comfortable buying the edgier stuff.'

Sydney Kirksey
Kirksey Bros. Furniture in Tupelo

to couples than ever before. In the past, she said, it was common for a wife to shop at the store and buy an item the same day.

Now, she said, the women pre-shop. They measure the furniture pieces and see how they will fit in the house. Then they return with their husbands.

"The men have more say-so than they used to," she said. "It's changed with the younger generation. We see a lot of younger couples."

Overall, furniture stores from Oxford to New Albany to Tupelo say customers are replacing more furniture than upgrading.

Daniel Pannell at Bobby Pannell Furniture in Ecu said his customers are replacing recliners, sofas and loveseats. Prices range from low to mid-range, he said.

Business is slow, and Pannell cites the economy.

"I believe it's going to pick up a little" this fall, he said.

Furniture sales are slow at R&B Affordable Furniture in New Albany, too, but office manager Misty Spears said the severe weather this year has helped sales of storm shelters.

Spears said federal grants are driving shelter sales. As far as furniture, the most popular items, Spears said, are low to mid-priced mattresses.

Swords said her store has been busy because of the severe weather, too.

"With the tornado victims, we've been doing the whole house," she said. "Mainly the living room. Mattresses have been selling like hotcakes."

Leather has been a big seller in the living room, she said. She's also noticed an uptick in sales of children's bedrooms sets.

"It's a wide variety of everything," she said.

Sales have been good at Room To Room in Tupelo, too. Owner Lisa Hawkins said accessories are big sellers, but the store also has been selling a ton of furniture.

"They are buying everything," she said. "It's unusual right now because we've had a lot of tornado victims having to do replacing. It's unbelievable listening to these people's stories."

Mattresses are selling well, too, especially ones geared at solving health problems like back pain.

"We are seeing people buying higher quality mattresses," she said.

Hawkins expects sales will change toward more recliners as football season arrives. Swords, also, is looking forward to sales this fall.

"August is one of our biggest months," she said. "July, I think everyone is gone on vacation."

Sales then ramp up toward the holidays, with January being the biggest sales month for the store, she said.

Other retailers also are hoping for better sales in the coming months, but they all expressed uncertainty about the economy and consumer trends.

What does that do for the furniture shopping?

"I hope (it's) good, but I don't know," said Spears in New Albany. "It's hard to tell."

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Room To Room eyes new customer demographic

BY CARLIE KOLLATH
DAILY JOURNAL

TUPELO – Room To Room is moving around its merchandise, emphasizing room settings and lifestyle looks.

The initiative is called "Savvy Styles" and is a result of feedback from focus groups.

"We discovered that people wanted to shop here and they dreamed about having something from Room To Room, but they didn't think they could afford it," said owner Lisa Hawkins.

Hawkins is remerchandising and rebranding the store's building known as the warehouse. Employees are moving sofas, chairs, tables and other pieces into room settings and finishing the look with accessories.

For example, when customers enter through the store's main entrance and turn left, they will walk into a series of rooms. One room showcases a living room, while another one has a contemporary eating area and another is a bedroom.

'We're trying to bring some looks that are in the higher design brands down to a smaller price point.'

Lisa Hawkins
owner of Room To Room

The rooms are outfitted with furniture, rugs, light fixtures, side tables, coffee tables, storage units, art and bedding, if appropriate.

The complete look makes it easier for customers to visualize their space and buy everything they need.

"They are buying a look and a lifestyle," said Amber Beane, the store's marketing and merchandising manager.

The look also caters to a new demographic for Room To Room.

The new target group – new and young families and couples who want nice, contemporary furniture but can't spend

as much as established households.

The younger demographic is drawn to a specific look, Hawkins said, so the store is buying differently for Savvy Styles.

"A little younger, a little more contemporary and updated," Hawkins said. "We're trying to get Pottery Barn and Restoration Hardware at half the price. ... We're trying to find really good accessories at a great price."

"We're trying to bring some looks that are in the higher design brands down to a smaller price point," she said.

The goal is to change over the entire 33,000-square-foot building to the Savvy Styles look by October.

"It's very labor-intensive to change something this big," she said.

But, some areas won't change.

Recliners still will have a major presence, along with upholstery. The youth section will stay.

Plus, mattresses will keep their end of the building.

"We put mattresses in a more secluded area so people feel comfortable

laying down and taking a test drive," she said.

Along with the more contemporary pieces, Hawkins also said she is making an effort to carry furniture that is made in Northeast Mississippi and in other parts of the country.

"We need to keep the people in this area working," she said.

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Furniture industry still waiting for recovery

The “Great Recession” officially started in June 2007 and officially ended in December 2009.

I say “officially” because the arbiter of calling when a recession begins and ends is the National Bureau of Economic Research, and those are the dates it said the latest recession ended.

Look around Northeast Mississippi and furniture companies still churn out sofas, recliners, love seats and chairs. At least in Tupelo, the number of furniture stores has increased.

Industry success stories have emerged from the economic downturn, from Southern Motion's continued growth to Washington Furniture Sales' move and expansion.

But ... and there's always a “but,” isn't there?

Business is still tough. Margins are slimmer and the thin line between going in the red and going in the black is as smudged as it ever has been.

Last year about this time, many furniture manufacturers were sure the worst was over and business was ready to take off again.

“That may have been a mirage,” said Jim Sneed, CEO of Affordable Furniture. “For us at least, 2007 was the last really good year we had. So far this year, it was



DENNIS SEID

a pretty good first half up until our July slowdown. It's been slow ever since.”

The July slowdown is taken by many furniture companies around the week of July 4. As it implies, work slows considerably, and some companies shut down altogether.

Given the state of the economy – unemployment is still high, the housing industry still lags, consumers are reluctant to spend – it's no wonder the furniture industry is looking for some solid traction.

The good news is some 18,000 people are employed directly by the industry statewide, with another 30,000 to 40,000 indirectly employed.

The only thing to stabilize and build those numbers is to get the economy back on track.

“Uncertainty is worse than reality,” Sneed said, regarding the national debt. “Until we get that deal settled, you're going to have more people sit-

ting on the sidelines.”

While a deal has been painfully brokered to reduce the debt, recent reports show the economy still is struggling.

Suggestions that a recession double-dip could happen can't make any industry feel better.

MOVING UP THE LIST

Furniture Today publishes an annual list of its “Top 100” furniture stores across the country, based on sales.

On the list for the third consecutive year is The Spencer Group from Saltillo, headed by Jim Spencer. The family-owned business owns 10 stores, including eight Ashley HomeStores and two Stash stores stretching from Memphis to Bowling Green, Ky., and Fort Smith, Ark., to Tupelo and Oxford.

The Spencer Group debuted on the Top 100 list in 2008 at No. 88 with \$61.1 million in furniture, bedding and accessory sales. In 2009, it moved up to No. 74 with \$64.2 million. In the latest rankings for 2010, the company moved up to No. 69 with sales topping \$73.8 million.

The only other Mississippi company on the 2010 list is Miskelly Furniture of Jackson. Ranked 92nd, Miskelly's sales were \$46.7 million.

Furniture Today also has a list of the

ON THE COVER

Photo by Deste Lee | Daily Journal

Bill Martin, director of the Franklin Furniture Institute at Mississippi State University

top 25 furniture sources – companies that provide furniture to retailers – and the newest rankings should be out later this year. But according to the November 2010 report, the top source, as has been the case for several years, is Ashley Furniture, with more than \$2.6 billion in sales in 2009.

Furniture Brands International, which is the parent of Lane Home Furnishings, was at No. 2 with more than \$1.1 billion in sales.

Two Northeast Mississippi-based companies also were on the list. Franklin, ranked No. 15, posted an estimated \$178.4 million in sales. American Furniture was at No. 25 with \$136.9 million in sales.

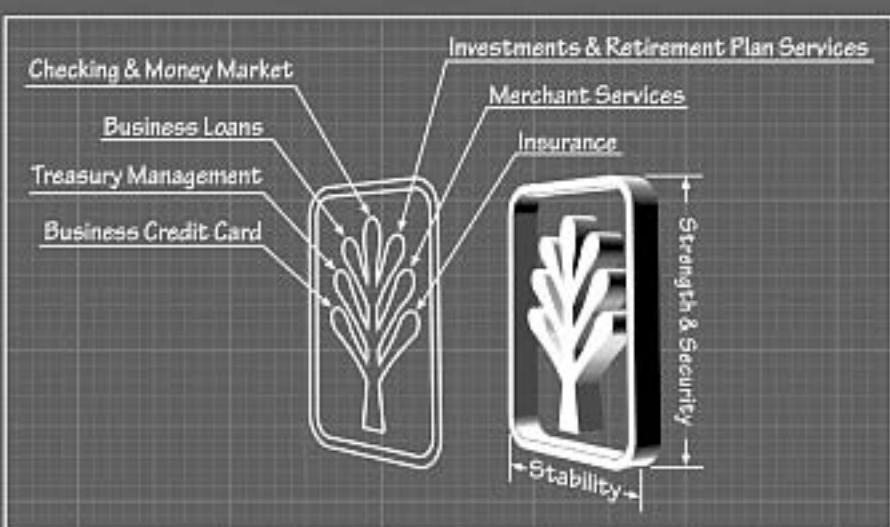
Perhaps when the economy turns, we'll see all those numbers rise.

Contact Business Journal editor DENNIS SEID at (662) 678-1578 or dennis.seid@journalinc.com.



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BUSINESS SPOTLIGHT



THOMAS WELLS | DAILY JOURNAL

Bob Wiley, owner of Comfort Engineering, started with the company in 1979.

Still comforting after 75 years

BY DENNIS SEID
DAILY JOURNAL

TUPELO – Comfort Engineering installed the first air conditioner in Tupelo in 1936, but don't ask Bob Wiley how many more the company has installed since.

"I wouldn't know," he said with a smile.

These days, it's difficult enough to keep track of the air conditioning installations, repairs and inspections Comfort Engineering does. With temperatures hovering near triple digits, the company's 20 employees are busy working on jobs within a 50-mile radius of Tupelo.

Little wonder that the company can't stop and celebrate its 75th birthday, which it marked in early July.

"We've not really had time to think about it," Wiley said. "Things haven't slowed down."

Wiley's father, Tom, joined the com-

pany in 1956. Bob's son, Matt, also works for the company, representing the third generation to be in the business.

The founder of the company was N.B. Buchanan, who drove a Model-T to the New Jersey headquarters of the air conditioning company Carrier to land a franchise. Carrier is named for Willis Haviland Carrier, who in 1902 invented the first modern electrical air conditioner.

"They figured if he was going to drive all that way from Tupelo in a Model-T, he could go ahead and sell it," Wiley said.

Buchanan's first commercial installation was the R.W. Reed Department Store – more commonly known today as Reed's. Buchanan's first residential installation was in the home of Harry S. Rutherford, a long-time Daily Journal editor.

In 1952, Comfort Engineering moved to its current location on North Gloster Street.

The company has been a Carrier dealer

from the first day it opened in Tupelo, and both businesses stand by their product.

"Last summer, we changed out a 1955 unit at Tupelo Hardware," Wiley said. "We also recently worked on a '58 unit in Okolona, and it was still chugging along."

And some 1953 Carrier units recently were put back into action after being out of commission for a few years.

Wiley, who joined the family business in 1979, said Comfort Engineering's work is about evenly split between residential and commercial jobs.

And while technology has changed to make cooling and heating units more efficient today, Wiley advised getting systems checked out before the extreme heat and cold hit.

"We pretty much stay busy year-round," he said.

COMFORT ENGINEERING

- Founded: 1936
- Location: 824 N. Gloster St.
- Owner: Bob Wiley
- Phone: (662) 842-1602
- Website: www.comforttupelo.com

BRIEFING

Fitch affirms short-term bond rating for NMHS

TUPELO – In the course of routine surveillance, Fitch Ratings on July 18 affirmed its short-term F1-plus rating on the following Mississippi Hospital Equipment and Facilities Authority bonds that are issued on behalf of North Mississippi Health Services and supported by self-liquidity:

- \$29,800,000 revenue bonds, 2003 series 1.
- \$29,175,000 revenue bonds, 2003 series 2.
- \$40,000,000 variable-rate revenue bonds, 2001 series 1.
- \$21,985,000 variable-rate revenue bonds, 1997 series 1.

The F1-plus rating is based on the sufficiency of NMHS's cash and liquid investments to fund the purchase price on each mandatory tender date for the bonds, as well as a written procedures letter that details accessing these funds in the event of a tender.

As of May 31, NMHS had \$330 million of eligible cash and liquid investments that it designates available within a week for purposes of self-liquidity in order to cover the \$121 million of debt supported by self-liquidity.

NMHS's long-term rating is AA, with a stable outlook, Fitch said.

Lomenick named McKesson pharmacist of the year

HOLLY SPRINGS – McKesson Pharmaceuticals recently named Bob Lomenick of Tyson Medical Center a 2011 McKesson pharmacist and pharmacy of the year winner in the category of innovation in customer service. McKesson's annual awards program recognizes independent pharmacies for exceptional healthcare contributions made to their communities during the past 12 months.

McKesson's selection criteria includes customer educational programs, use of technology to increase efficiencies and ensure accuracy, product selection, in-store programs and design, local marketing and advertisement and community involvement.

Founded in 1986, Tyson Medical Center is located at 530 J.M. Ash Dr. in Holly Springs.

Tyson Medical Center owner Bob Lomenick also is a founding member and former chairman of the board of the Mississippi Independent Pharmacies Association.

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Customer service is a key marketing tool

think business owners and managers need a wake up call to tell them marketing doesn't just happen outside their doors. Some of the most significant impact you can have on the success of your business happens inside the walls of your business. I'm not talking about point of sale, merchandising or loyalty programs, although each can be important. I'm talking about something cheaper and much easier to implement: customer service.

But this is a marketing column, right? Yes, but there are few things harder to overcome with marketing than a bad customer experience. Renowned management consultant Peter Drucker says that a repeat customer is on average six to nine times more profitable than attracting a new customer. What this means is all of the money you invest in attracting customers to your business via advertising, printing and other avenues doesn't have to be made again to get them to return – as long as they have



Marketing Matters

JOSH MABUS

me wonder if we truly are the hospitality state. This isn't limited to the usual suspects of big box retailers or fast food establishments. I've had enough bad experiences with locally owned and operated businesses to feel the need to write about it.

My definition of a bad customer ex-

perience is any experience in which a customer leaves believing you do not truly value his or her business. This is a broad definition, so here are three things that you should avoid:

DON'T BE RUDE. Your customers shouldn't know if you've had a bad day. If you or an employee has a bad attitude, make a switch to someone fresher. Some are better suited for customer interaction than others. This doesn't mean you have to be bubbly and outgoing, but you must treat customers like you value their business. I don't believe customers are always right, but I do believe they are always human and deserve respect.

DON'T NEGLECT YOUR CUSTOMERS. Your customers should never have to search for someone to help them. Be attentive to their needs. Customers shouldn't have to remind you to give them service that is inherent to your business (e.g. refill glass, request price check, get a new size in a dressing room, etc).

DON'T WASTE CUSTOMERS' TIME. For most people, time is as valuable as

their money. One of the best examples I can give here is something that has happened to me several times. I waited more than an hour in a physician's waiting room only to have the doctor spend a few fleeting, uninterested moments with me. While the visit cost me money, I was more impacted by the feeling of a sheer waste of time. If the doctor had taken time to answer a few questions, this section might not have made it into this column.

Today there are so many choices for customers. In most cases, customers can choose to take their business elsewhere in the region or to someone else in the nation. It's much easier and more cost effective to give customers a good experience. There is no reason to spend time and money to gain a their business only to lose it to a competitor.

JOSH MABUS is the owner of the Mabus Agency, an advertising and marketing agency in Tupelo. Contact him at (662) 823-2100 or josh@mabusagency.com.

OPEN FOR BUSINESS

Tiki Dog sells hot dogs in downtown location

TUPELO – Jed Duke of Tupelo has opened a hot dog stand in front of Reed's on Main Street.

The all-beef dogs cost \$2. With chips and drink, it's \$4.

Hours are Monday, Tuesday and Thursday from 11 a.m. until 2 p.m., or until people stop coming, Duke said.

Presley Heights Chef House opens on East Main Street

TUPELO – Presley Heights Chef House has opened at 811 E. Main St., across from Anytime Fitness.

The restaurant, owned by Wyatt Williams, serves burgers, sandwiches, lunch plates, salads and desserts.

Williams has been a chef for Marriott Hotels, several Mississippi casinos and the Tupelo Country Club.

The restaurant is open daily from 10:30 a.m. to 10 p.m.

For more information call (662) 680-5150 or email presleyheightchef@att.net

Flat Tire Grille opens at The Mall at Barnes Crossing

TUPELO – The Flat Tire Grille has opened in the old Ruby Tuesday's location at The Mall at Barnes Crossing.

James Bryan is the owner.

Along with burgers, diners will find appetizers, sandwiches, po-boys, steaks, seafood, salads, Tex-Mex and baby back ribs.

All the burgers are served on pretzel buns.

The restaurant also has a full bar. Another special feature is a "treat center" featuring frozen custard, milk shakes and sundaes. Customers who don't want to eat in the restaurant can order the cold treats and sit in the area. Diners in the restaurant also can order dessert.

The hours are Monday through Thursday from 11 a.m. to 11 p.m.; Friday and Saturday from 11 a.m. to midnight and Sunday from 11 a.m. to 10 p.m.

The restaurant's phone number is (662) 269-2915

Atlanta Bar & Grill

opens in downtown Tupelo

TUPELO – Atlanta Bar & Grill is now open in downtown Tupelo.

The business is at the intersection of Spring and Main streets, where De Lighthouse used to be. The business' Facebook page says it is open seven days a week.

Hours are Monday through Saturday 10:30 a.m. to midnight and Sunday 10:30 a.m. to 10 p.m.

The restaurant has lunch and dinner specials daily.

It also offers a happy hour and has

themes every day, such as Monday night football, family night on Tuesdays and 80s night on Thursdays.

Portable gaming business opens in north Mississippi

FULTON – North Mississippi Rolling Video Games has opened in the region.

Rodney Dill owns the franchise of the national chain that provides mobile gaming entertainment for parties, special events, fundraisers and other activities.

Dill will bring a 32-foot trailer that is heated or cooled to a specific destination. The trailer has the most popular games on the Xbox, Playstation and Wii gaming consoles. Up to 16 players can play at the same time.

For more information, call (662) 386-4118 or Rollingvideogames.com.

Carlock Kia reopens on South Gloster

TUPELO – Carlock Kia is back in business, but its location is temporary.

Having reopened in the former location of its sister dealership, Carlock Toyota, on South Gloster Street, the Kia franchise will be moving again in 12 to 18 months.

Owner Clay Carlock said a new location will be built next to Carlock Nissan on North Gloster Street.

Until then, the South Korean-made

Kia cars and SUVs will be sold from a newly-renovated showroom.

Bobby Moore is the general sales manager of Carlock Kia.

Hours are Monday-Saturday from 9 a.m. to 7 p.m. Service hours are Monday-Friday from 8 a.m. to 5 p.m.

For more information, call (662) 205-4500 or visit www.carlockkia.com.

New McDonald's opens on Eason Boulevard

TUPELO – The newest McDonald's restaurant opened on Eason Boulevard on July 27, replacing an older location on South Gloster Street in front of Kilgore's Supermarket.

With 100 employees, the Eason location also doubled the number of employees from the old store.

The restaurant is off Highway 45, across from Cooper Tire and next to the Sprint Mart.

Franchise owner Rob Hudson has opened three new McDonald's locations since 2010, but said it's time to take little breather. Hudson's company, Hudson Management Corp., has the franchise locations in Tupelo, Saltillo, New Albany and Pontotoc.

"We've been talking for some time about renovating, and possibly building a replacement for our Pontotoc store," he said. "But right now we just want to catch our breath."

Daily Journal reports

Chamber Connection

A publication of Journal Publishing and the CDF Chamber Division - Aug. 2011

CDF DEBUTS NEW ONLINE MEMBERSHIP DIRECTORY FORMAT

New format offers more information and greater ease of use

The Community Development Foundation (CDF) constantly strives to offer programs and services that meet the needs of the businesses that it serves. One way that CDF aids its business members is through the creation of members-only advertising opportunities. The latest benefit CDF members can enjoy is the enhanced online membership directory found at www.cdfms.org.

"The new membership directory makes it easier for the public to access information about our 1,400 CDF members. This is another great benefit of being a CDF member," said Tommy Green, vice president of chamber of commerce for CDF.

Through the online membership directory listing, CDF members can enjoy a link to their website, map link to their physical address through Google Maps, and links to their Facebook, Linked In, and Twitter accounts. Based on level of membership investment, CDF members can also have their business logo featured in the online membership directory, along with a description of the business.

Searching for businesses in the online membership directory is quite simple. Viewers can search for CDF members by category or alphabetically, and can also click to see a list of the newest members of CDF. Website visitors who know the business name for which they are looking can simply type the business name into the search box and that company's profile will appear. A full listing feature legend shows which listings contain descriptions, additional images, and maps.

CDF members who participate in ChamberAdvantage, CDF's member-to-member affinity program, will have their discount prominently displayed in their online membership directory listing.

For more information on the CDF online membership directory or to inquire about how your company can be listed in the directory, please contact Emily Addison at eaddison@cdfms.org or (662) 842-4521.

'The new membership directory makes it easier for the public to access information about our 1,400 CDF members. This is another great benefit of being a CDF member.'

Tommy Green

vice president of chamber of commerce for CDF

Community Development Foundation

[Add to Contact List](#)



Contact Information

Address: 300 W Main St.
 Tupelo, MS 38804-

Get directions: [To Here - From Here](#)

Phone: (662) 842-4521
 Fax: (662) 841-0693
 Website: <http://www.cdfms.org>



Map data ©2011 Google
[View Larger Map](#)

Our People



David Rumbarger
President/CEO

Phone: (662) 842-4521

Other Details

Category: [Organizations](#)

Check your membership listing at www.cdfms.org
and call the CDF office at (662) 842-4521 to make any changes.

Chamber focus

Dear Friends,

It's hard to believe that it is "Back-to-School" time. As students prepare for their classes of the upcoming school year, we at CDF are preparing for the 2013 class of the Jim Ingram Community Leadership Institute. The Selection Committee will meet this month to determine who will be a member of this class. The Opening Dinner will be held September 29.

After a summer hiatus, the First Friday series will return September 9. Our guest speaker will be Mr. Mayo Flynt, AT&T Mississippi president. AT&T will be the sponsor. We are delighted to announce that Robinson and Associates and Snyder and Company will once again be our corporate sponsors for First Fridays. However, we are still seeking sponsors for the monthly events. If you are interested, please contact the CDF office.



Green

The 5th Annual CDF Membership Golf Tournament will be Monday, September, 12 at the Tupelo Country Club. Sponsorship opportunities are still available. Also, teams are needed for this four-person scramble. For more information, email jcurlee@cdfms.org.

We want to thank Catherine Turner, our summer intern, for her hard work and dedication over the past two months. We wish Catherine the best as she continues her studies at Mississippi State University. We will miss her at CDF.

Sincerely,

Vice President/Chamber of Commerce

New CDF members

Auction & Realty Co.

Mr. Ed Abernathy
P.O. Box 39
Shannon, MS 38868
(662) 213-0835
*Real Estate/Appraisers/
Property Development*

Jump Tupelo

Mr. Daniel Owens
1715 McCullough Blvd.,
Ste. A
Tupelo, MS 38801
(662) 844-4990
Entertainment

Ms. Concierge

Ms. Vickie Moore
P.O. Box 143
Tupelo, MS 38802
(662) 255-1271
Personal Assistance

Altrusa International of Tupelo

Ms. Mary Ruth Wright
(662) 844-0915
Organizations

Magnolia Manor of Tupelo

Ms. Debra Haynes
1514 CR 41
Tupelo, MS 38801
(662) 842-6776
*Retirement
and Assisted Living*

Tupelo Academy of Cosmetology

Ms. Kathy Tollison
205 Commerce St.
Tupelo, MS 38804
(662) 840-3131
*Barber Shops, Salons,
and Spas*

Crossroads Rib Shack

Mr. Keith Price
3061 Tupelo Commons
Tupelo, MS 38804
(662) 223-0985
Restaurants and Catering

Middleton Law Office, PLLC

Mr. Dalton Middleton
2604 W Main St., Ste. C
Tupelo, MS 38801
(662) 205-4749
Attorneys

Wellness Solutions 84, LLC

Mr. Jim Richards
1001 Valley Rd.
Tupelo, MS 38804
(915) 929-1076
Fitness

Exchange Club of Tupelo

Ms. Suzann McCormick
P.O. Box 1306
Tupelo, MS 38802
(662) 871-3817
Organizations

Community Development Foundation's

Board of Directors for 2011-2012

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.

2011-2012 Executive Committee

David Irwin, Chairman
David Copenhagen, First Vice Chairman
Chauncey Godwin, Second Vice Chairman
David Rumbarger, President/Secretary
Billy Crews, Past Chairman

Steve Altmiller
Bernard Bean
Sue Gardner
Shane Hooper
Octavius Ivy
Pat Jodon

Robin McGraw
Guy Mitchell
Aubrey Patterson
Jane Spain
Buddy Stubbs

2011-2012 Board of Directors

Mike Armour
Jim Beane
Ronnie Bell
Bo Calhoun
Gary Carnathan
Mike Clayborne
V.M. Cleveland
David Cole
Clay Foster
Tom Foy
Linda Gholston
L.E. "Bo" Gibens
Bryan Hawkins
Lisa Hawkins
Frank Hodges

Trentice Imbler
Jamie Kennedy
Jimmy Long
Neal McCoy
Glenn McCullough
Robin McGraw
Joe McKinney
David Meadows
Paul "Buzzy" Mize
Mabel Murphree
Clarence Parks
Jim Pate
Greg Pirkle
Fred Pitts
Jack Reed, Jr.

Scott Reed
Rob Rice
Eddie Richey
Cathy Robertson
Drew Robertson
Tom Robinson
Chris Rogers
Mike Scott
Ellen Short
Bobby Smith
Jeff Snyder
Kiyoshi Tsuchiya
Brent Waldrop
Mitch Waycaster
Al Wiygul

2011-2012 Ambassador's Club

- Ms. Beverly Bedford Honda of Tupelo
- Mr. Michael Blankenship Old Venice Pizza Company/Black Tie Management
- Mr. Richard Carleton Mall at Barnes Crossing
- Ms. Rhonda Chrestman Snelling Staffing
- Ms. Jan Collins N.E.W.
- Ms. Molly Crews Express Employment Professionals
- Ms. Kim Crump LIFT, Inc.
- Ms. Shirley Curry Crye-Leike
- Ms. Sheila Davis PPI, Inc.
- Ms. Danielle Del Grande Comfort Suites & Best Western
- Ms. Karen Dickey Community Bank
- Ms. Cheryl Foster Wingate by Windham
- Ms. Shanelle Gardner BancorpSouth
- Mr. John Hamlin The McCarty Company - Construction Group, Inc.
- Mr. Toby Hedges Shelter Insurance
- Ms. Dee Hooper The Hannahouse Adult Daycare
- Ms. Christy Hurt The Nowell Agency
- Ms. Carman Jones BancorpSouth
- Ms. Melonie Kight AdvanceStaff, Inc.
- Ms. Vivian Lee Weezie's Deli
- Ms. Dianne Loden Trustmark Bank
- Mr. Tim Long Cellular South
- Ms. Bea Lockett TRI, Inc. Realtors
- Mr. Louis Marascalco M&F Bank
- Mr. Ben Martin RE/Max Associates Realty
- Mr. John-Michael Marlin Gum Tree Mortgage
- Mr. Brad McCully Sportsman Lawn & Landscape
- Ms. Katie McMillan Key Staff Source
- Mr. Bill McNutt WLM Insurance, LLC - Aflac
- Ms. Andrea Mobley SRG
- Ms. Haley Monaghan Alliance Collection Service, Inc.
- Ms. Carolyn Moss Comfort Inn
- Mr. Joe Nobles URban Radio Broadcasting
- Mr. Allen Pegues Premium Video Productions
- Ms. Kara Penny Tupelo Convention & Visitors Bureau
- Mr. Carl Renfro Renfro Homebuilders
- Ms. Amy Richey Amedisys Hospice
- Mr. Greg Thames Trustmark Bank
- Ms. Mary Sue Tudor Lamar Advertising
- Ms. Lizzette Van Osten Home Chef Market
- Mr. Tommy Wiggins TeleSouth Communications - Tupelo
- Mr. Cole Wiygul Independent Furniture Supply



Mark Your Calendar First Friday

Friday
September 9, 2011

Speaker:
Mr. Mayo Flynt
President
AT&T Mississippi

Sponsor:
AT&T

Corporate Sponsors:



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

For more information, call:
(662) 842-4521

JUMP TUPELO



A ribbon cutting ceremony was held to celebrate the opening of Jump Tupelo. Pictured at the event are: Emily Addison, CDF; Addie Reynolds, Jump; Ainsley Hunt, Jump; Keon Poindexter, Jump; Ryan Culp, Jump; Councilman Mike Bryan; Isabella Bryan; Ashley Owens, Jump; Daniel Owens, Jump; Meachie Kahlstorf, Jump; and Bill Kahlstorf, Jump. Also pictured are members of the CDF Ambassador's Club. Not pictured are Jump employees: Hannah Grisham, Hailey Grisham, Harris Kirkpatrick, and Hannah Hudson. Jump Tupelo is located at 1715 McCullough Blvd., Ste. A in Tupelo and can be reached at (662) 844-4990.

EASON BOULEVARD McDONALDS



A ribbon cutting was held at the newest location of McDonald's in Tupelo. Pictured on the front row of the event are: Matt Duke; Chase Stanford; Trevor Buse; Clayton Long; Ethan Bullock; Ryan Bullock; Jon Milstead, CDF; Emily Addison, CDF; Tommy Green, CDF; Patricia Wax, McDonald's; Mayor Jack Reed, Jr.; Rob Hudson, McDonald's; Tracy Hudson; Tim Hale, McDonald's; and Eric Harris, McDonald's. Also pictured are members of the CDF Ambassador's Club and David Bowlin, McDonald's. McDonald's is located on Eason Blvd. at Hwy. 45 and can be reached at (662) 840-2499.

TUTTI FRUTTI



A ribbon cutting was held to celebrate the grand opening of Tutti Frutti in the Crye-Leike Plaza. Pictured on the front row are: Jennifer Lollar, Tutti Frutti; Olivia Godfrey, Tutti Frutti; Khelsea Holomon, Tutti Frutti; Councilman Markel Whittington; Alan Burns, ABRMP Management, LLC; Ahmed Elmaghraby, Tutti Frutti; Angela Glissen, CDF; and Emily Addison, CDF. Pictured on the back row are: Julie Bingham, Express Employment Professionals; Kristy Smith, Community Bank; Zelda Dexter, Community Bank; Gina Black, CDF; Katie Westbrook, CDF; and Catherine Turner, CDF. Also pictured are members of the CDF Ambassador's Club. Tutti Frutti is located at 1203 N Gloster St., Ste. G in Tupelo and can be reached at (662) 574-8513.

Washington brings entrepreneurial spirit to Tupelo

Aaron Washington is the definitive entrepreneur. Owner of A+ Barbershop in Amory, MS, Washington has brought his unique barbershop concept to Tupelo. In the front of his facility, Washington has also opened House of Fragrance, a retail store that specializes in essential oils that cannot be found anywhere else in town.

"I really like the direction and growth of the City of Tupelo. I knew I could be successful here," said Washington. "It has been a blessing being a part of the CDF."

A barber since 1993, Washington operates a full-service barbershop with panache. Clients can enjoy a laidback atmosphere, where jazz is flowing from the speakers, CNN is airing on the large, flat-screen television, and cappuccinos are freshly served. A truly unique concept, Washington also operates A+ Mobile Barber Services where he contracts with assisted living facilities to provide hair care services.

Constantly seeking ways to serve his clients, Washington will partner with North Mississippi Medical Center Community Health, Home Health, Cancer Center, and the NMMC Cancer Center's Barbershop Talk, to host "Barbershop Talk Too," Saturday, August 6 from 9:00 a.m. to 12:00 noon at A+ Barbershop. Attendees will receive free blood pressure checks and blood sugar screenings.

While hair care is Washington's main focus, he also operates House of Fragrance with his business partner, Frederick Adams. House of Fragrance offers candles, jewelry, handbags, and soaps. A best seller is the pound cake candle. The main attraction at House of Fragrance is the selection of over 200 essential oils.

"We really have a little bit of everything, but we can order anything our customers need, and can get it here quickly," said Washington.

Customers that enter A+ Barbershop and House of Fragrance immediately notice the laidback, yet professional vibe that Washington has created. While



'I really like the direction and growth of the City of Tupelo. I knew I could be successful here.'

Aaron Washington

owner of A+ Barbershop and House of Fragrance

clients can shop for fragrances, accessories, and have their hair done, it is Washington's welcoming nature and exceptional customer service that will keep them coming back.

A+ Barbershop and House of Fragrance are located at 514 S Gloster St. in Tupelo and can be reached at (662) 255-0415. They are open Monday through Saturday from 9:00 a.m. to 6:00 p.m. For more information, please visit www.aplusbarbershop.com or contact them at aplusbarber@gmail.com.

ChamberAdvantage
Participating Partner
Business Listing

NEW BUSINESSES HAVE BEEN ADDED
to the ChamberAdvantage affinity program listing.
Please visit www.cdfms.org/chamberadvantage
for more information.

JULY TYP



The July Tupelo Young Professionals event was held at the historic Lyric Theatre in Downtown Tupelo. Hosted by the Tupelo Community Theatre, TYPs were treated to a night on stage that included information on TCT's upcoming season, refreshments, and special entertainment.

TUPELO ACADEMY OF COSMETOLOGY



The Tupelo Academy of Cosmetology (TAC) hosted a ribbon cutting ceremony to celebrate their grand opening. Pictured with students of the school and the CDF Ambassadors are: Tommy Green, CDF; Mayor Jack Reed, Jr.; Kathy Tollison, TAC; Alan Tollison, TAC; Boone Tollison, TAC; Chessie Tollison, TAC; Clytee Bridges, TAC; JW Bridges, TAC; Amanda Kendrick, TAC; Nikki Lambert, TAC; Sue Bearden, TAC; Telicia Braddock, TAC; Amber Fletcher, TAC; Cindy Wilson, BancorpSouth; Christy Schell, BancorpSouth; Debbie Brangenberg, DTMSA; and Emily Addison CDF. Also pictured are Allie West, DTMSA; Craig Helmuth, DTMSA; Daphene Hendricks, DTMSA; and Chief Tony Carleton, Tupelo Police Department. Tupelo Academy of Cosmetology is located at 205 Commerce St. and can be reached at (662)840-3131.

Watch CDF 'THREADS,' a monthly 30-minute TV show that airs the fourth Saturday of each month on WTVA at 5 p.m. The show features news about economic development activity and chamber of commerce events. You will enjoy, on a monthly basis, stories from around the community about expansions, new jobs, and opportunities for business development in our community.



NMMC-Tupelo receives 2011 VHA Clinical Excellence Award

North Mississippi Medical Center (NMMC) in Tupelo was the recipient of a 2011 VHA Leadership Award for Clinical Excellence for meeting or exceeding national performance standards for clinical care and improving the patient experience.

VHA, Inc., a national health care network, serves more than 1,350 not-for-profit hospitals and more than 30,000 non-acute health care providers nationwide, supporting their efforts to improve their clinical and economic performance. NMMC was one of 28 VHA member hospitals to receive the 2011 Leadership Awards for Clinical Excellence. The winners were announced recently at the annual VHA Annual Leadership Conference in San Diego.

The VHA Leadership Award for Clinical Excellence is given annually to recognize organizations that achieve top performance on the clinical core measures established by the Centers for Medicare and Medicaid Services and in the Hospital Consumer Assessment of Health Providers and Services (HCAHPS) survey that measure patient satisfaction at hospitals across the country.

"We are very proud of our physicians and staff who have worked diligently to improve care provided to our patients," said Steve Altmiller, president of NMMC-Tupelo. "This is an ongoing, relentless effort and part of our commitment to give all our best to those we serve."


"The VHA Leadership Award for Clinical Excellence recognizes hospitals that have worked to provide consistently high levels of clinical care for their patients and that emphasize the importance of improving the patient experience," said Trent Haywood, M.D., J.D., chief medical officer at VHA. "These award-winning hospitals have clearly demonstrated an organizational commitment to look at the organizational practices, organizational structures and relationships that support performance improvement."

By recognizing these award-winning institutions, VHA hopes that other hospitals and health systems will apply these leading practices to identify ways to improve patient care and drive clinical excellence within their own organizations.

COTTONWOOD ESTATES



A groundbreaking ceremony was held for Cottonwood Estates in Tupelo. Pictured with the CDF Ambassadors are: David Brevard, B&B Concrete; Felix Rutledge, Rutledge Contractors; Boyce McCullough, Cottonwood Estates; Lanier McCullough, Cottonwood Estates; Bubba Orr, RTO Construction; Leo Hamm, MTH Plumbing; Mayor Jack Reed, Jr.; Justin Martin, Community Bank; Mary Connor Adcock, Cottonwood Estates; Patrick Regean, City of Tupelo Planning Department; Charles Lackey, USPS; Bobby West, West Design Homes; Larry Decker, West Design Homes; and Jennie Bradford Curlee, CDF. Cottonwood Estates is located on Colonial Estates Rd. For more information, please call (662) 844-2948.



5th Annual CDF Membership Golf Tournament
Monday, September 12, 2011
12:30 p.m. shotgun start
Tupelo Country Club

ENTRY FEE:
 Individual \$125
 Team \$500
 Team and Hole Sponsor \$750

SPONSORSHIP OPPORTUNITIES:
 Hole Sponsor \$300
 Putting Green Sponsor \$500
 Driving Range Sponsor \$500
 Luncheon Sponsor \$1,000

Tournament sponsors have the opportunity to serve as live hole sponsors. Hole sponsors may set up a tent on their hole and give away promotional items and information on their company. Putting green, driving range, and luncheon sponsors may set up tents and give away items in the registration area.

Format will be a four-person scramble.
 Registration and lunch will begin at 11:00 a.m.
 An awards reception will immediately follow the tournament.

Main Contact _____

Company Name _____

Address _____

Phone _____ E-mail _____

Team Members

I am paying for: Individual _____ Team _____ Hole Sponsor _____ Team & Hole Sponsor _____
 Putting Green _____ Driving Range _____ Luncheon _____

My check is enclosed _____

Please charge my Visa _____ Mastercard _____ American Express _____

Card Number _____ Expiration Date _____

Please fax your entry forms to (662) 841-0893 or mail it to
 CDF Golf Tournament
 P.O. Box A Tupelo, MS 38802
 For more information, please contact Jennie Bradford Curlee at (662) 842-4521 or jcurlee@cdfms.org.



Barbershop Talk ^{TOO}

Saturday, August 6 • 9 a.m.-noon

Free blood pressure check & blood sugar screening

Sponsored by North Mississippi Medical Center Community Health, Home Health, Cancer Center and the NMMC Cancer Center's Barbershop Talk

George Stone
Hands on Touch Salon
 810 President Avenue

Aaron Washington
A Plus Barber Shop
 514 South Gloster Street

Toy McKinney
McKinney's Hair Fashion
 606 North Gloster Street

For more information,
 call (662) 377-4049.



NORTH MISSISSIPPI
 MEDICAL CENTER
 CANCER CENTER
 990 South Madison • Tupelo
 www.nmmc.org/cancer_center

WICKS N' MORE



A ribbon cutting was held to celebrate the grand opening of Wicks n' More in the Mall at Barnes Crossing. Pictured on the front row of the event are: Barbara Smith, CDF; Kim Neal Lee, Wicks n' More; John Lee; Beckey Neal, Wicks n' More; Natasha Williams, Wicks n' More; Councilman Willie Jennings; Haley Neal, Wicks n' More; Kayla Neal, Wicks n' More; Wesley Williams; and Emily Addison, CDF. Also pictured are members of the CDF Ambassador's Club. Wicks n' More is located at 1001 Barnes Crossing Rd., Ste. 304 in Tupelo and can be reached at (662) 205-4025.

CREATIVE CAKES & SUPPLIES



A ribbon cutting was held to celebrate 20 years of business for Creative Cakes in Tupelo. Pictured with members of the CDF Ambassador's Club are: Elizabeth Anderson, Creative Cakes; Desairee Shannon, Creative Cakes; Jordan Smith, Creative Cakes; Stephanie Cook, Creative Cakes; Mayor Jack Reed, Jr.; Rose McCoy, Creative Cakes; Courtney Mason, Creative Cakes; Melissa Nichols, Creative Cakes; Holly Whitworth Kelley, Creative Cakes; Neal McCoy, Tupelo Convention & Visitors Bureau; and Emily Addison, CDF. Creative Cakes is located at 1422 E Main St. in Tupelo and can be reached at (662) 844-3080.

Join us for the August meeting of the
TUPELO YOUNG PROFESSIONALS

Thursday, August 11, 2011
6 to 8 p.m.

**DOWN ON MAIN
SUMMER CONCERT
SERIES
FAIRPARK
AMPHITHEATER**

Sponsored by:



Register to win 2 tickets to the Keith Urban concert, with a night at the Hilton Garden Inn and lunch in the Great American Grill.

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

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.

Fitness Tips from CDF's Fitness Members

SNAP Fitness

549 Coley Rd.
Tupelo, MS 38801
(662) 844-7627

CHAMBERADVANTAGE DISCOUNT: CDF members receive free enrollment at SNAP Fitness. Savings of \$25.

Make sure that you are a member of a health club (Example-Snap Fitness Tupelo or Saltillo), or some type of organization where you are around others who want to be fit and see results. It is a lot more motivating to be working out around a group of people who share similar passions and goals.

Find a workout partner who you can help and who will keep you motivated and accountable on a daily basis. If you have to meet someone for a workout or if you have to call someone to say "I can't make it," you are less likely to miss. Find a friend to do this or make one at the gym who works out at the same time as you do.

Self accountability- Write down your goals, make copies, and keep a copy next to the bed and/or on your desk at work. You need something staring back at your face saying that you can do this. Commit to yourself and share your goals with others who know what you are trying to achieve.

Pick a time that works for YOU- I have to get up every day at 5:00 a.m. to get my



workout in. I know if I put off my workout I may get pulled into a meeting at lunch and that after work I will make too many excuses. You need to find the time of day that works best for you and stick to your guns.

STAFFED HOURS:

- Monday-Friday 10-2pm, 4-6pm
- Saturday 10-2pm
- NO long-term binding fitness club CONTRACTS, no hassles
- Industry's best fitness equipment, including cardio, strength training equipment (including free weights)
- FREE group fitness classes; including Zumba, Cycling, Boot Camp, and Interval Weight Training
- Access to convenient 24 hour gym locations worldwide
- No waiting lines for fitness equipment or crowded parking lots
- Clean, comfortable, safe environment
- Fast fitness workouts, friendly place
- Personal training services to get you started on a fitness program for better results!

NMMC Wellness Center

1030 S Madison St.
Tupelo, MS 38801
(662) 377-4142

CHAMBERADVANTAGE DISCOUNT: ½ off fitness assessment. 10% discount on membership

Mississippi has been rated as the most obese state in the nation by the U.S. Centers for Disease Control. Data gathered between 2007 and 2009 states that 34.4% of the population is above a Body Mass Index of 30. The best way to decrease your BMI is by proper eating habits and exercising regularly. The recommended amount of cardiovascular exercise is 150 minutes per week for the average adult to stay healthy. Combine that with eating a diet low in fat and high in fresh fruits and vegetables and you will be on your way. Another way to keep your weight and diet under control is to wear a pedometer and get 10,000 steps per day, and eat five fruits and vegetables each day.

The Wellness Center provides a wide variety of land and water aerobics, such as advanced circuit training, boot camp, interval training, CV circuit, Spinning, H2O'robics, H2O Explosion, lite circuit, pilates, muscle cut, sunrise splash, Tai chi



chih, yoga, step, and zumba. For the kids, we have a mighty muscles membership that is designed for children ages 9-12 years old. Every Friday night from 4 pm-7 pm is Family fit night. Bring your kids for a night of family fitness that includes: swimming, basketball, racquetball, and ping-pong.

The Wellness Center offers half off the assessment fee and 10% of the monthly dues for any CDF member. The membership includes a fitness assessment, exercise prescription, orientation to equipment, nutritional counseling, and a re-assessment every six months. The hours of operation are Mon-Thurs 5 am-9 pm, Fri 5 am-8 pm, Sat 7 am-5 pm, and Sun 1 pm-5 pm. Please give us a call today for more information on becoming a member of the Wellness Center at 662-377-7141.

Tupelo Sports Council Tupelo Department of Parks & Recreation

655 Rutherford Rd.
Tupelo, MS 38801
(662) 841-6440



GET OUT AND GET INVOLVED

Tupelo Parks & Recreation offers a variety of adult programs to get you outside and active. We offer team sports year around such as softball, flag football, and basketball; and we offer indi-

vidual programs such as masters swim, tennis, and cross-country.

This fall, we will again offer adult kick ball. Kick ball is designed to be fun and a great way to socialize. For more information on all our programming, please call 662-841-6440 or visit our website at www.tupeloparkrec.com.

Anytime Fitness

2421 W Main St.
Tupelo, MS 38801
(662) 844-1235



800 E Main St.
Tupelo, MS 38804
(662) 844-1236

CHAMBERADVANTAGE DISCOUNT: Free 10-day trial membership.

At Anytime Fitness, we are dedicated to help our members reach their fitness goals. We hear many of these misconceptions as we work with our members to reach their fitness goals. We also offer fun and informative weight loss classes, personal training, and a full schedule of exercise classes.

With two locations in Tupelo, and free 24-hour access to all Anytime Fitnesses, we are the right place for you!

WEIGHT LOSS SABOTAGE

There are several misconceptions floating around about effective weight loss techniques. Many people inadvertently sabotage their own weight loss efforts by doing things that will cause them to hang on to their fat. Below are five common misconceptions we hear at Anytime Fitness.

1. EATING LOW FAT IS THE FASTEST WAY TO LOSE FAT.

Fat is an essential part of your diet, if you are getting the right kind of fat. Restricting all fat grams is detrimental to your weight loss and to your overall health. The hormones that regulate fat burning in your body are regulated by good fats (mono and unsaturated fats). You need to avoid bad fats (saturated and trans fats), as they are full of the extra calories that cause you to gain weight.

2. I CUT DOWN THE MEALS I EAT AND I DON'T SNACK TO LOSE WEIGHT.

Not eating enough food is terrible for your metabolism. A high metabolism is what burns calories and fat. Skipping meals creates a low metab-

olism so you stop burning as many calories. Starving yourself also triggers your fight or flight reflex and your body holds on to your fat, which are your body's stored energy reserves. Your body will resort to burning muscle, not fat, and that is probably not the look you are going for.

3. ALL CALORIES ARE THE SAME, SO I JUST WATCH MY OVERALL CALORIC INTAKE. THAT SNICKER BAR WILL FIT IN IF I KEEP MY CALORIE INTAKE DOWN.

Counting calories is a great way to lose weight, but calorie restriction that is too severe causes the body to go into starvation mode, which was mentioned in the second point. Flooding your body with too much sugar and simple carbohydrates all at once gives you excess calories you can't burn fast enough. The excess is turned into fat and stored.

4. I EXERCISE FOR 2 HOURS A DAY SO I CAN EAT WHATEVER I WANT. EVENTUALLY I WILL LOSE THIS WEIGHT.

Exercise alone may not get you to your weight loss goal. 70% of the results you see in the gym are based on what you eat and when you eat it. It doesn't take 2 hours every day to meet your goals. We can help you set up an exercise routine that will fit into your schedule and help you get the results you are looking for.

5. SUGAR IS HIGH IN CALORIES, SO REPLACING SODA WITH DIET SODA WILL HELP ME LOSE WEIGHT.

Artificial sweeteners in soft drinks and most processed foods do not give you a feeling of fullness, but can cause you to feel even more hungry. They can also dehydrate you, and when you are dehydrated, your body will not burn fat. Replace your soft drinks and sweet tea with water for best results!

Franchising has advantages, disadvantages

Franchising is a business method used throughout the world with varying degrees of success. Well-known franchise companies such as McDonald's, Hilton, Dunkin' Donuts and ExxonMobil are household names. But there are other more obscure franchise concepts which operate and function – or attempt to operate and function – like their better-known franchise brethren.

Franchise companies are an economic force in the U.S. An estimated 41 percent of all domestic retail sales – accounting for almost \$1 trillion – is carried out in franchised businesses annually.

Franchising is a system of marketing and distribution in which a company (the franchisor) grants a license for a fee to a small business owner (a franchisee) allowing the franchisee to market and sell the goods and services of the franchisor under an established method and standard of operation created by the franchisor. The franchise method can benefit both parties.

From the franchisor's perspective, franchising allows the expansion of



Business
Law

BILL
TURNER

their goods and services into new markets which are carried out by motivated merchants who paid for the expansion. From the franchisees' perspective, franchising allows them the right to sell recognizable goods or services while having access to a tested business system, knowledgeable industry professionals and marketing expertise. Sounds

like the perfect relationship, right?

Franchise relationships can be profitable to both the franchisor and the franchisee. But before a company offers to sell a franchise, certain laws and regulations must be observed, and before anyone purchases a franchise, inquiry and due diligence into the franchisor should be completed.

For a franchisor, the federal govern-

ment and 15 states have laws and regulations requiring franchisors to deliver to prospective franchisees a detailed disclosure document containing material information about the company before offering or selling a franchise. Buying into a franchise is an investment. As such, the disclosure document must contain certain information and cannot be misleading in any manner. The process can be lengthy and expensive for a franchisor in order to begin selling franchises.

CONSIDERABLE INVESTMENT

For a prospective franchisee, buying a franchise is a considerable investment. Most franchises are not purchased for passive income like a stock or bond, but rather as an operating company generating active income for its investor. As such, prospective franchisees should invest the time in understanding the effort, energy and risks involved in the business before they invest their financial resources.

Not all franchises are created equal and although franchises have a higher rate of success statistically than

startup non-franchised businesses, buying a franchise does not insure success. Franchisees also are required to adhere to a stringent business operation mandated by the franchisor. Therefore, the franchisee does not have the freedom to operate the business as he sees fit.

Franchising is an established business model, but it is not risk-free. Nor is a franchisor and a franchisee always the perfect fit. Anyone interested in starting a franchise or buying into a franchise should consult a knowledgeable business attorney and an accountant with experience in evaluating franchised businesses. After all, both the franchisor and the franchisee will be investing a considerable amount of time and resources into the relationship and that relationship must be forged properly to be successful.

BILL TURNER is a business law attorney and the principal of William F. "Bill" Turner Law PLLC in Oxford. He is licensed to practice law in Mississippi, Tennessee, New York and Washington, DC. Contact him at (662) 234-8137 or bturmer@billturnerlaw.com.

BUSINESS REWIND

Renasant Q2 net income rises to \$5.76 million

TUPELO – Renasant Corp. saw its second-quarter income rise 52 percent to \$5.76 million, or 23 cents a share. The parent company of Renasant Bank posted \$3.79 million, or 18 cents a share, for the second quarter of 2010.

For the most recent quarter, Renasant recorded net interest income of \$32.6 million, a 37.7 percent increase from the year-ago period. The acquisitions of Crescent Bank & Trust Co. and American Trust Bank, which were completed after 2010's second quarter, helped boost this year's comparative gain.

Total assets as of June 30 were about \$4.26 billion, while deposits were \$3.48 billion. Total loans were about \$2.56 billion.

Renasant's loan-loss provision dipped to \$5.35 million in the second quarter, compared to \$5.5 million in the first quarter and \$7 million for last year's second quarter.

Delta notifies Tupelo, other cities it wants to get out

TUPELO – Delta Air Lines announced last month it has lost \$14 million annually in Tupelo and in 23 other markets in which it seeks to end air service.

The airline cited weak demand, added costs and a change in aircraft as the reasons behind the decision.

Delta said Tupelo's flights are 41 percent full, compared to the national average of 83 percent in 2010.

The airline already is receiving federal subsidies to service Tupelo. Delta has a two-year, \$974,000 annual contract to provide 15 weekly flights to and from Memphis.

Airport and U.S. Department of Transportation officials say tickets will be honored and passengers should not worry about air service.

DOT will soon request bids for proposal from airlines interested in providing service to the cities Delta listed.

Navistar Defense adding 30 workers for contract

WEST POINT – After landing a big order for a variant of its MaxxPro armored vehicles in June, Navistar Defense got another \$142 million contract last month.

The latest contract – this one is for the U.S. Marines – is for 140 MaxxPro Recovery vehicles with rocket-propelled grenade, or RPG, nets. The order includes parts and support.

In June, Navistar received a \$357 million order for 471 of its MaxxPro Dash armored vehicles. In May it got a \$183 million order for 250 of its MaxxPro Dash ambulances.

The MaxxPro is a mine-resistant, ambush-protected, or MRAP, vehicle. Navistar has produced more than

8,200 of the vehicles since 2004.

The company received its first MaxxPro Recovery unit last November.

Navistar employs 295 workers at its West Point assembly plant, and the latest order will add 30 workers.

The order for the Marines is expected to be complete in September, while the latest order will be delivered in October and November.

Oil-Dri Corp. adding 20 jobs to Blue Mountain operations

BLUE MOUNTAIN – An idea developed more than a year ago has led to a multi-million-dollar expansion and

new jobs at Oil-Dri Corp. of America's Blue Mountain Production Co.

Chicago-based Oil-Dri, the world's largest manufacturer of cat litter, met with its biggest customer, which happens to be Walmart, the world's largest retailer, to develop a lighter, better product. The result is a new line of Cat's Pride cat litters that will hit stores later this year.

Company officials recently celebrated the completion of a \$9 million project and the addition of 20 jobs at the Blue Mountain plant.

The company employs about 150 people between its Blue Mountain and Ripley operations.

Daily Journal reports

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BUSINESS REWIND

BancorpSouth posts Q2 earnings of \$12.8 million

TUPELO – BancorpSouth reversed a loss from a year earlier with a second-quarter profit of \$12.8 million, or 15 cents a share.

Analysts, on average, expected BancorpSouth to earn 4 cents a share.

By sharply reducing its credit loss provision by nearly half – from \$62.4 million to \$32.2 million – BancorpSouth turned around a loss of \$12.6 million, or 15 cents a share, from the same quarter a year ago.

Nonperforming loans fell 10.6 percent from the first quarter of 2011 by \$45.2 million, to \$379.8 million. Nonperforming loans made up 4.1 percent of net loans and leases, while the credit loss allowance was 2.14 percent of loans and leases.

Net interest revenue improved 0.5 percent to \$109.9 million.

The company's net interest margin was 3.71 percent – unchanged from a year ago, but slightly higher than the first quarter's 3.69 percent.

Total assets were unchanged at \$13.4 billion. Total deposits grew 0.8 percent to \$11.3 billion.

Loans and leases, net of unearned income, fell 4.5 percent to \$9.2 billion.

Noninterest revenue was \$75.1 million, compared with \$57.1 million for the second quarter of 2010.

Buffalo Wild Wings to open Jan. 22

TUPELO – A franchise owner for Buffalo Wild Wings plans to open his Tupelo location Jan. 22.

Construction should begin in the next few weeks, said Rick Story, Nashville-area builder and developer.

In April, he signed a letter of intent on property between Wendy's and Lenny's Sub Shop. Construction plans for the restaurant in the Tupelo Commons development were submitted last month.

The plans for the Tupelo location feature a nearly 3,000-square-foot restaurant with 264 seats, plus a patio with 48 additional seats.

Story's company, Story Construction, has built restaurants in 43 states. He owns BWB franchise rights in Florence, Ala., where he opened a location in March. Another restaurant is planned for Decatur, Ala.

Daily Journal reports

Profits and people aren't mutually exclusive

Because I work as a manager in information technology, I receive a lot of technology-related literature in both printed and email formats. It's more than I can read, and most of it consists of nondistinctive articles that don't affect or interest me. So imagine my astonishment when I stumbled upon this quote in Smarter Technology, an online publication that IBM sponsors: "Our company exists to provide opportunities for the material and intellectual growth of all our employees, and through our joint efforts, contribute to the advancement of society and humankind."

Everybody knows that the sole reason corporations exist is to make money for their owners. What are we to make of those words? They're obviously the ravings of a madman, are they not?

I Googled the name of the man who wrote those words and found more ludicrous aphorisms, including, "We need to learn to keep our endless desires under control and appreciate what we are given."

So who is the man who spews this drivel? A tenured Marxist professor sitting in an endowed university chair in the People's Republic of Massachusetts? Hardly. These are the words of Kazuo Inamori, a highly respected Japanese entrepreneur.

It's obvious that Inamori's perspective on life differs considerably from the perspectives of his peers. Inamori credits the development of his philosophy to the hardships of life. He was one of seven children in a family of little means. He was a child during World War II, living in a city that suffered damage from aerial assault. He saw his father lose the family property, including their printing business. Inamori sold paper bags to help support the family.

When he was 13, he came down with tuberculosis and saw several family members die from that disease.

"If there is such a thing called good luck, one grasps that in adversity," he said. "All the hardships that I experienced as a child and a young man be-

came the foundation for my success in later life."

In 1959, Inamori founded Kyocera Corp., which produces a variety of products for consumers and business. He was 27 when he founded the company. Under his leadership, Kyocera grew to become not only one of Japan's largest corporations, but a multinational business that now em-



Tech Talk

TED HOLT

employs more than 60,000 people. In 1984, he founded KDDI, Japan's second-largest telecommunications provider. And when Japan Airlines declared bankruptcy in January 2010, who was chosen to resuscitate the carcass? Inamori.

Inamori also established the Inamori Foundation, which awards the prestigious Kyoto Prize and the Inamori Ethics Prize. At the foundation's website, inamori-f.or.jp, you can find Inamori's 1984 letter that tells why he created the foundation and what its purposes are. It's an inspirational read.

So what does Inamori think of technology?

"The advancement of science and technology alone cannot make humanity happy," he said.

It's amazing that the founder of two successful technology companies cares more about human happiness than technology for technology's sake.

Making money and caring for people are often said to be incompatible. Kazuo Inamori is proof that they are not.

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.

Seminar for homebuyers, credit to be held Aug. 20

DAILY JOURNAL

TUPELO – The 2011 Northeast Mississippi Credit Seminar and Homebuyer's Workshop will be held Aug. 20 at the BancorpSouth Arena at 9 a.m.

The event is free and refreshments will be served. No reservations are required.

Credit seminar topics include building and repairing your credit score, finding government incentives for homebuyers, calculating closing costs and preventing foreclosure.

Workshop topics include credit, bankruptcy, budgeting, home buying and financial assistance for homebuyers.

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Business Journal

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August 2011

Franklin Furniture Institute seeks industry input

Page 2



FFI looks to do more for furniture

BY DENNIS SEID
BUSINESS JOURNAL

STARKVILLE – Inside the “torture chamber” at the Franklin Furniture Institute at Mississippi State University, Jilei Zhang’s eyes lit up when he talked about the various machines and devices used to test the strength and durability of furniture.

One machine opened and closed the footrest of a recliner, seeing how many thousands of times the motion – punctuated with a steady click, whoosh and thump – could be repeated before failure.

Zhang, an assistant professor with MSU’s Forest and Wildlife Research Center, relishes finding ways to build better furniture in the testing lab at the FFI. But the “torture chamber” is a not a nickname of his choosing.

“We had some students on a tour, and they saw what we were going and they called it that,” he said with a laugh.

The testing is one of the many activities going on at the institute to benefit the furniture industry.

In January 2004, the Franklin Center for Furniture Manufacturing and Management opened with a mission officially dedicated to furniture research, teaching and service.



Jilei Zhang uses the testing lab on many types of furniture.

The 35,500-square-foot center has classrooms, conference rooms, offices, laboratory space, an auditorium and a showroom. It is named for Hassell

Franklin, the founder and CEO Houston, Miss.-based motion furniture company Franklin Corp. Franklin contributed \$1 million toward the nearly \$4.5 million cost of the building.

The center serves as the home of the Franklin Furniture Institute – formerly the Institute for Furniture Manufacturing and Management. The institute itself was created in 2001, building on the Furniture Research Institute, which was created by the state legislature in 1987.

The FFI works with MSU’s colleges of business, forest resources, engineering and architecture.

Three years ago, Bill Martin took the reins at the Institute, looking to tweak the institute’s work a little.

“We built a three-year plan when we came in with things we wanted to do, where we wanted to be,” he said. “So now I think we’ve been relatively successful but now it’s time to develop a new three-year plan.”

‘We built a three-year plan when we came in with things we wanted to do, where we wanted to be. So now I think we’ve been relatively successful but now it’s time to develop a new three-year plan.’

Bill Martin
Director, Franklin Furniture Institute

Martin has an anonymous survey he hopes furniture industry officials will respond to in order to develop that plan.

“We want to know what we need to be doing,” he said. “Are we doing the right things? If not, tell us.”

“Mainly the FFI was founded on outreach – it’s what we do,” he continued. “But at that time, it had more of an academic approach – research projects for the industry. When we came in – and I came with a history in business – we wanted to see what more we could do to go into the plants and help them become more profitable.”

Martin said the institute should – and does – provide more practical assistance to the industry, including testing furniture, providing training, sponsoring workshops and seminars and conducting research.

The FFI is funded solely with grant money. It receives no state or university appropriation.

Franklin said the FFI is an untapped resource that has plenty of potential.

“We want to be what our vision statement says – to be a nationally recognized center of knowledge and outreach to the furniture and home furnishings industry,” he said.

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FURNITURE SURVEY

THE FRANKLIN FURNITURE INSTITUTE is conducting a survey through Mississippi State University’s the National Strategic Planning & Analysis Research Center. The study is to determine the awareness and importance of the FFI to the furniture industry.

- The information obtained directly from the furniture and home furnishings industry will provide a benchmark for the effectiveness of FFI’s programs and services and will help develop marketing and program strategies to help the industry maintain and increase its competitiveness.
- All responses will be recorded anonymously.

- Participation in the survey is voluntary. You may choose not to take the survey, to stop responding at any time or to skip any questions that you do not wish to answer.
- To participate in this research, visit www.nsparc.msstate.edu:8043/SITES/FFI/default.aspx?UID=8dbb8f41-c5f3-41b6-ad3b-d48b39e185fc.
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Furniture retailers hope for an uptick

BY CARLIE KOLLATH
BUSINESS JOURNAL

Accessories are big sellers furniture stores in Northeast Mississippi.

Customers are updating their homes with new art, lamps and mirrors, store owners and managers say.

"They are decorating different," said Sydney Kirksey at Kirksey Bros. Furniture in Tupelo. "A lot of the stuff we are selling is the stuff we were a little uncomfortable buying because it was edgier. ... I guess we'll be more comfortable buying the edgier stuff."

Michele Swords, a sales representative at Ashley Furniture HomeStore in Tupelo, said the store has been selling more contemporary-styled furniture and accessories lately.

"There's always going to be the traditional type customer, but it seems like everybody's doing something different," she said.

Black bedroom furniture has been popular, along with freestanding mirrors, rugs and decorative comforters.

"It's not just brown, brown, brown," she said.

At Something Southern in Oxford, cottage-style furniture and accessories are popular. Brent Sanders said light-colored linen couches are good sellers, along with candlesticks and lamps.

Shopping habits have changed as well, said Swords, who sells more items

'They are decorating different. A lot of stuff we are selling is the stuff we were a little uncomfortable buying because it was edgier. I guess we'll be more comfortable buying the edgier stuff.'

Sydney Kirksey
Kirksey Bros. Furniture in Tupelo

to couples than ever before. In the past, she said, it was common for a wife to shop at the store and buy an item the same day.

Now, she said, the women pre-shop. They measure the furniture pieces and see how they will fit in the house. Then they return with their husbands.

"The men have more say-so than they used to," she said. "It's changed with the younger generation. We see a lot of younger couples."

Overall, furniture stores from Oxford to New Albany to Tupelo say customers are replacing more furniture than upgrading.

Daniel Pannell at Bobby Pannell Furniture in Ecru said his customers are replacing recliners, sofas and loveseats. Prices range from low to mid-range, he said.

Business is slow, and Pannell cites the economy.

"I believe it's going to pick up a little" this fall, he said.

Furniture sales are slow at R&B Affordable Furniture in New Albany, too, but office manager Misty Spears said the severe weather this year has helped sales of storm shelters.

Spears said federal grants are driving shelter sales. As far as furniture, the most popular items, Spears said, are low to mid-priced mattresses.

Swords said her store has been busy because of the severe weather, too.

"With the tornado victims, we've been doing the whole house," she said. "Mainly the living room. Mattresses have been selling like hotcakes."

Leather has been a big seller in the living room, she said. She's also noticed an uptick in sales of children's bedrooms sets.

"It's a wide variety of everything," she said.

Sales have been good at Room To Room in Tupelo, too. Owner Lisa Hawkins said accessories are big sellers, but the store also has been selling a ton of furniture.

"They are buying everything," she said. "It's unusual right now because we've had a lot of tornado victims having to do replacing. It's unbelievable listening to these people's stories."

Mattresses are selling well, too, especially ones geared at solving health problems like back pain.

"We are seeing people buying higher quality mattresses," she said.

Hawkins expects sales will change toward more recliners as football season arrives. Swords, also, is looking forward to sales this fall.

"August is one of our biggest months," she said. "July, I think everyone is gone on vacation."

Sales then ramp up toward the holidays, with January being the biggest sales month for the store, she said.

Other retailers also are hoping for better sales in the coming months, but they all expressed uncertainty about the economy and consumer trends.

What does that do for the furniture shopping?

"I hope (it's) good, but I don't know," said Spears in New Albany. "It's hard to tell."

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Room To Room eyes new customer demographic

BY CARLIE KOLLATH
DAILY JOURNAL

TUPELO – Room To Room is moving around its merchandise, emphasizing room settings and lifestyle looks.

The initiative is called "Savvy Styles" and is a result of feedback from focus groups.

"We discovered that people wanted to shop here and they dreamed about having something from Room To Room, but they didn't think they could afford it," said owner Lisa Hawkins.

Hawkins is remerchandising and re-branding the store's building known as the warehouse. Employees are moving sofas, chairs, tables and other pieces into room settings and finishing the look with accessories.

For example, when customers enter through the store's main entrance and turn left, they will walk into a series of rooms. One room showcases a living room, while another one has a contemporary eating area and another is a bedroom.

'We're trying to bring some looks that are in the higher design brands down to a smaller price point.'

Lisa Hawkins
owner of Room To Room

The rooms are outfitted with furniture, rugs, light fixtures, side tables, coffee tables, storage units, art and bedding, if appropriate.

The complete look makes it easier for customers to visualize their space and buy everything they need.

"They are buying a look and a lifestyle," said Amber Beane, the store's marketing and merchandising manager.

The look also caters to a new demographic for Room To Room.

The new target group – new and young families and couples who want nice, contemporary furniture but can't spend

as much as established households.

The younger demographic is drawn to a specific look, Hawkins said, so the store is buying differently for Savvy Styles.

"A little younger, a little more contemporary and updated," Hawkins said. "We're trying to get Pottery Barn and Restoration Hardware at half the price. ... We're trying to find really good accessories at a great price."

"We're trying to bring some looks that are in the higher design brands down to a smaller price point," she said.

The goal is to change over the entire 33,000-square-foot building to the Savvy Styles look by October.

"It's very labor-intensive to change something this big," she said.

But, some areas won't change.

Recliners still will have a major presence, along with upholstery. The youth section will stay.

Plus, mattresses will keep their end of the building.

"We put mattresses in a more secluded area so people feel comfortable

laying down and taking a test drive," she said.

Along with the more contemporary pieces, Hawkins also said she is making an effort to carry furniture that is made in Northeast Mississippi and in other parts of the country.

"We need to keep the people in this area working," she said.

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Furniture industry still waiting for recovery

The "Great Recession" officially started in June 2007 and officially ended in December 2009.

I say "officially" because the arbiter of calling when a recession begins and ends is the National Bureau of Economic Research, and those are the dates it said the latest recession ended.

Look around Northeast Mississippi and furniture companies still churn out sofas, recliners, love seats and chairs. At least in Tupelo, the number of furniture stores has increased.

Industry success stories have emerged from the economic downturn, from Southern Motion's continued growth to Washington Furniture Sales' move and expansion.

But ... and there's always a "but," isn't there?

Business is still tough. Margins are slimmer and the thin line between going in the red and going in the black is as smudged as it ever has been.

Last year about this time, many furniture manufacturers were sure the worst was over and business was ready to take off again.

"That may have been a mirage," said Jim Sneed, CEO of Affordable Furniture. "For us at least, 2007 was the last really good year we had. So far this year, it was



DENNIS SEID

a pretty good first half up until our July slowdown. It's been slow ever since."

The July slowdown is taken by many furniture companies around the week of July 4. As it implies, work slows considerably, and some companies shut down altogether.

Given the state of the economy – unemployment is still high, the housing industry still lags, consumers are reluctant to spend – it's no wonder the furniture industry is looking for some solid traction.

The good news is some 18,000 people are employed directly by the industry statewide, with another 30,000 to 40,000 indirectly employed.

The only thing to stabilize and build those numbers is to get the economy back on track.

"Uncertainty is worse than reality," Sneed said, regarding the national debt. "Until we get that deal settled, you're going to have more people sit-

ting on the sidelines."

While a deal has been painfully brokered to reduce the debt, recent reports show the economy still is struggling.

Suggestions that a recession double-dip could happen can't make any industry feel better.

MOVING UP THE LIST

Furniture Today publishes an annual list of its "Top 100" furniture stores across the country, based on sales.

On the list for the third consecutive year is The Spencer Group from Saltillo, headed by Jim Spencer. The family-owned business owns 10 stores, including eight Ashley HomeStores and two Stash stores stretching from Memphis to Bowling Green, Ky., and Fort Smith, Ark., to Tupelo and Oxford.

The Spencer Group debuted on the Top 100 list in 2008 at No. 88 with \$61.1 million in furniture, bedding and accessory sales. In 2009, it moved up to No. 74 with \$64.2 million. In the latest rankings for 2010, the company moved up to No. 69 with sales topping \$73.8 million.

The only other Mississippi company on the 2010 list is Miskelly Furniture of Jackson. Ranked 92nd, Miskelly's sales were \$46.7 million.

Furniture Today also has a list of the

ON THE COVER

Photo by Deste Lee | Daily Journal

Bill Martin, director of the Franklin Furniture Institute at Mississippi State University

top 25 furniture sources – companies that provide furniture to retailers – and the newest rankings should be out later this year. But according to the November 2010 report, the top source, as has been the case for several years, is Ashley Furniture, with more than \$2.6 billion in sales in 2009.

Furniture Brands International, which is the parent of Lane Home Furnishings, was at No. 2 with more than \$1.1 billion in sales.

Two Northeast Mississippi-based companies also were on the list. Franklin, ranked No. 15, posted an estimated \$178.4 million in sales. American Furniture was at No. 25 with \$136.9 million in sales.

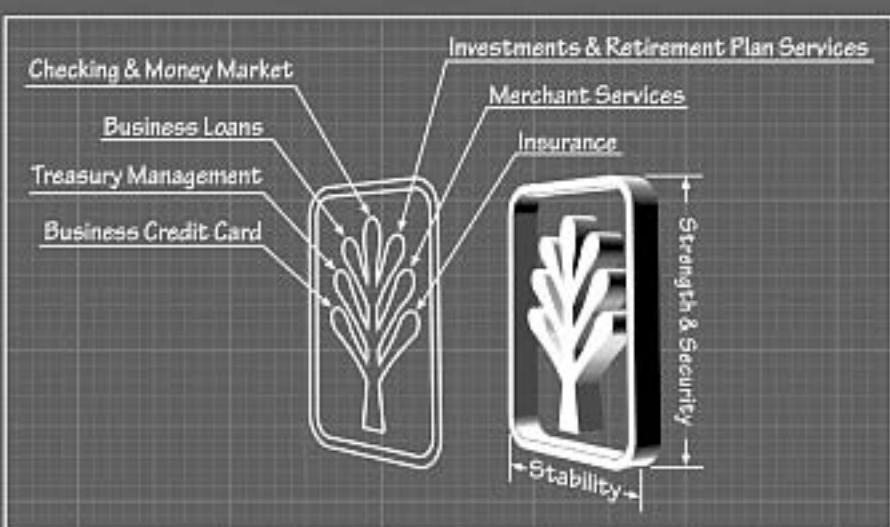
Perhaps when the economy turns, we'll see all those numbers rise.

Contact Business Journal editor DENNIS SEID at (662) 678-1578 or dennis.seid@journalinc.com.



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BUSINESS SPOTLIGHT



THOMAS WELLS | DAILY JOURNAL

Bob Wiley, owner of Comfort Engineering, started with the company in 1979.

Still comforting after 75 years

BY DENNIS SEID
DAILY JOURNAL

TUPELO – Comfort Engineering installed the first air conditioner in Tupelo in 1936, but don't ask Bob Wiley how many more the company has installed since.

"I wouldn't know," he said with a smile.

These days, it's difficult enough to keep track of the air conditioning installations, repairs and inspections Comfort Engineering does. With temperatures hovering near triple digits, the company's 20 employees are busy working on jobs within a 50-mile radius of Tupelo.

Little wonder that the company can't stop and celebrate its 75th birthday, which it marked in early July.

"We've not really had time to think about it," Wiley said. "Things haven't slowed down."

Wiley's father, Tom, joined the com-

pany in 1956. Bob's son, Matt, also works for the company, representing the third generation to be in the business.

The founder of the company was N.B. Buchanan, who drove a Model-T to the New Jersey headquarters of the air conditioning company Carrier to land a franchise. Carrier is named for Willis Haviland Carrier, who in 1902 invented the first modern electrical air conditioner.

"They figured if he was going to drive all that way from Tupelo in a Model-T, he could go ahead and sell it," Wiley said.

Buchanan's first commercial installation was the R.W. Reed Department Store – more commonly known today as Reed's. Buchanan's first residential installation was in the home of Harry S. Rutherford, a long-time Daily Journal editor.

In 1952, Comfort Engineering moved to its current location on North Gloster Street.

The company has been a Carrier dealer

from the first day it opened in Tupelo, and both businesses stand by their product.

"Last summer, we changed out a 1955 unit at Tupelo Hardware," Wiley said. "We also recently worked on a '58 unit in Okolona, and it was still chugging along."

And some 1953 Carrier units recently were put back into action after being out of commission for a few years.

Wiley, who joined the family business in 1979, said Comfort Engineering's work is about evenly split between residential and commercial jobs.

And while technology has changed to make cooling and heating units more efficient today, Wiley advised getting systems checked out before the extreme heat and cold hit.

"We pretty much stay busy year-round," he said.

COMFORT ENGINEERING

- Founded: 1936
- Location: 824 N. Gloster St.
- Owner: Bob Wiley
- Phone: (662) 842-1602
- Website: www.comforttupelo.com

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BRIEFING

Fitch affirms short-term bond rating for NMHS

TUPELO – In the course of routine surveillance, Fitch Ratings on July 18 affirmed its short-term F1-plus rating on the following Mississippi Hospital Equipment and Facilities Authority bonds that are issued on behalf of North Mississippi Health Services and supported by self-liquidity:

- \$29,800,000 revenue bonds, 2003 series 1.
- \$29,175,000 revenue bonds, 2003 series 2.
- \$40,000,000 variable-rate revenue bonds, 2001 series 1.
- \$21,985,000 variable-rate revenue bonds, 1997 series 1.

The F1-plus rating is based on the sufficiency of NMHS's cash and liquid investments to fund the purchase price on each mandatory tender date for the bonds, as well as a written procedures letter that details accessing these funds in the event of a tender.

As of May 31, NMHS had \$330 million of eligible cash and liquid investments that it designates available within a week for purposes of self-liquidity in order to cover the \$121 million of debt supported by self-liquidity.

NMHS's long-term rating is AA, with a stable outlook, Fitch said.

Lomenick named McKesson pharmacist of the year

HOLLY SPRINGS – McKesson Pharmaceuticals recently named Bob Lomenick of Tyson Medical Center a 2011 McKesson pharmacist and pharmacy of the year winner in the category of innovation in customer service. McKesson's annual awards program recognizes independent pharmacies for exceptional healthcare contributions made to their communities during the past 12 months.

McKesson's selection criteria includes customer educational programs, use of technology to increase efficiencies and ensure accuracy, product selection, in-store programs and design, local marketing and advertisement and community involvement.

Founded in 1986, Tyson Medical Center is located at 530 J.M. Ash Dr. in Holly Springs.

Tyson Medical Center owner Bob Lomenick also is a founding member and former chairman of the board of the Mississippi Independent Pharmacies Association.

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Customer service is a key marketing tool

think business owners and managers need a wake up call to tell them marketing doesn't just happen outside their doors. Some of the most significant impact you can have on the success of your business happens inside the walls of your business. I'm not talking about point of sale, merchandising or loyalty programs, although each can be important. I'm talking about something cheaper and much easier to implement: customer service.

But this is a marketing column, right? Yes, but there are few things harder to overcome with marketing than a bad customer experience. Renowned management consultant Peter Drucker says that a repeat customer is on average six to nine times more profitable than attracting a new customer. What this means is all of the money you invest in attracting customers to your business via advertising, printing and other avenues doesn't have to be made again to get them to return – as long as they have



Marketing Matters

JOSH MABUS

me wonder if we truly are the hospitality state. This isn't limited to the usual suspects of big box retailers or fast food establishments. I've had enough bad experiences with locally owned and operated businesses to feel the need to write about it.

My definition of a bad customer ex-

perience is any experience in which a customer leaves believing you do not truly value his or her business. This is a broad definition, so here are three things that you should avoid:

DON'T BE RUDE. Your customers shouldn't know if you've had a bad day. If you or an employee has a bad attitude, make a switch to someone fresher. Some are better suited for customer interaction than others. This doesn't mean you have to be bubbly and outgoing, but you must treat customers like you value their business. I don't believe customers are always right, but I do believe they are always human and deserve respect.

DON'T NEGLECT YOUR CUSTOMERS. Your customers should never have to search for someone to help them. Be attentive to their needs. Customers shouldn't have to remind you to give them service that is inherent to your business (e.g. refill glass, request price check, get a new size in a dressing room, etc).

DON'T WASTE CUSTOMERS' TIME. For most people, time is as valuable as

their money. One of the best examples I can give here is something that has happened to me several times. I waited more than an hour in a physician's waiting room only to have the doctor spend a few fleeting, uninterested moments with me. While the visit cost me money, I was more impacted by the feeling of a sheer waste of time. If the doctor had taken time to answer a few questions, this section might not have made it into this column.

Today there are so many choices for customers. In most cases, customers can choose to take their business elsewhere in the region or to someone else in the nation. It's much easier and more cost effective to give customers a good experience. There is no reason to spend time and money to gain a their business only to lose it to a competitor.

JOSH MABUS is the owner of the Mabus Agency, an advertising and marketing agency in Tupelo. Contact him at (662) 823-2100 or josh@mabusagency.com.

OPEN FOR BUSINESS

Tiki Dog sells hot dogs in downtown location

TUPELO – Jed Duke of Tupelo has opened a hot dog stand in front of Reed's on Main Street.

The all-beef dogs cost \$2. With chips and drink, it's \$4.

Hours are Monday, Tuesday and Thursday from 11 a.m. until 2 p.m., or until people stop coming, Duke said.

Presley Heights Chef House opens on East Main Street

TUPELO – Presley Heights Chef House has opened at 811 E. Main St., across from Anytime Fitness.

The restaurant, owned by Wyatt Williams, serves burgers, sandwiches, lunch plates, salads and desserts.

Williams has been a chef for Marriott Hotels, several Mississippi casinos and the Tupelo Country Club.

The restaurant is open daily from 10:30 a.m. to 10 p.m.

For more information call (662) 680-5150 or email presleyheightschef@att.net

Flat Tire Grille opens at The Mall at Barnes Crossing

TUPELO – The Flat Tire Grille has opened in the old Ruby Tuesday's location at The Mall at Barnes Crossing.

James Bryan is the owner.

Along with burgers, diners will find appetizers, sandwiches, po-boys, steaks, seafood, salads, Tex-Mex and baby back ribs.

All the burgers are served on pretzel buns.

The restaurant also has a full bar. Another special feature is a "treat center" featuring frozen custard, milk shakes and sundaes. Customers who don't want to eat in the restaurant can order the cold treats and sit in the area. Diners in the restaurant also can order dessert.

The hours are Monday through Thursday from 11 a.m. to 11 p.m.; Friday and Saturday from 11 a.m. to midnight and Sunday from 11 a.m. to 10 p.m.

The restaurant's phone number is (662) 269-2915

Atlanta Bar & Grill

opens in downtown Tupelo

TUPELO – Atlanta Bar & Grill is now open in downtown Tupelo.

The business is at the intersection of Spring and Main streets, where De Lighthouse used to be. The business' Facebook page says it is open seven days a week.

Hours are Monday through Saturday 10:30 a.m. to midnight and Sunday 10:30 a.m. to 10 p.m.

The restaurant has lunch and dinner specials daily.

It also offers a happy hour and has

themes every day, such as Monday night football, family night on Tuesdays and 80s night on Thursdays.

Portable gaming business opens in north Mississippi

FULTON – North Mississippi Rolling Video Games has opened in the region.

Rodney Dill owns the franchise of the national chain that provides mobile gaming entertainment for parties, special events, fundraisers and other activities.

Dill will bring a 32-foot trailer that is heated or cooled to a specific destination. The trailer has the most popular games on the Xbox, Playstation and Wii gaming consoles. Up to 16 players can play at the same time.

For more information, call (662) 386-4118 or Rollingvideogames.com.

Carlock Kia reopens on South Gloster

TUPELO – Carlock Kia is back in business, but its location is temporary.

Having reopened in the former location of its sister dealership, Carlock Toyota, on South Gloster Street, the Kia franchise will be moving again in 12 to 18 months.

Owner Clay Carlock said a new location will be built next to Carlock Nissan on North Gloster Street.

Until then, the South Korean-made

Kia cars and SUVs will be sold from a newly-renovated showroom.

Bobby Moore is the general sales manager of Carlock Kia.

Hours are Monday-Saturday from 9 a.m. to 7 p.m. Service hours are Monday-Friday from 8 a.m. to 5 p.m.

For more information, call (662) 205-4500 or visit www.carlockkia.com.

New McDonald's opens on Eason Boulevard

TUPELO – The newest McDonald's restaurant opened on Eason Boulevard on July 27, replacing an older location on South Gloster Street in front of Kilgore's Supermarket.

With 100 employees, the Eason location also doubled the number of employees from the old store.

The restaurant is off Highway 45, across from Cooper Tire and next to the Sprint Mart.

Franchise owner Rob Hudson has opened three new McDonald's locations since 2010, but said it's time to take little breather. Hudson's company, Hudson Management Corp., has the franchise locations in Tupelo, Saultillo, New Albany and Pontotoc.

"We've been talking for some time about renovating, and possibly building a replacement for our Pontotoc store," he said. "But right now we just want to catch our breath."

Daily Journal reports

Chamber Connection

A publication of Journal Publishing and the CDF Chamber Division - Aug. 2011

CDF DEBUTS NEW ONLINE MEMBERSHIP DIRECTORY FORMAT

New format offers more information and greater ease of use

The Community Development Foundation (CDF) constantly strives to offer programs and services that meet the needs of the businesses that it serves. One way that CDF aids its business members is through the creation of members-only advertising opportunities. The latest benefit CDF members can enjoy is the enhanced online membership directory found at www.cdfms.org.

"The new membership directory makes it easier for the public to access information about our 1,400 CDF members. This is another great benefit of being a CDF member," said Tommy Green, vice president of chamber of commerce for CDF.

Through the online membership directory listing, CDF members can enjoy a link to their website, map link to their physical address through Google Maps, and links to their Facebook, Linked In, and Twitter accounts. Based on level of membership investment, CDF members can also have their business logo featured in the online membership directory, along with a description of the business.

Searching for businesses in the online membership directory is quite simple. Viewers can search for CDF members by category or alphabetically, and can also click to see a list of the newest members of CDF. Website visitors who know the business name for which they are looking can simply type the business name into the search box and that company's profile will appear. A full listing feature legend shows which listings contain descriptions, additional images, and maps.

CDF members who participate in ChamberAdvantage, CDF's member-to-member affinity program, will have their discount prominently displayed in their online membership directory listing.

For more information on the CDF online membership directory or to inquire about how your company can be listed in the directory, please contact Emily Addison at eaddison@cdfms.org or (662) 842-4521.

'The new membership directory makes it easier for the public to access information about our 1,400 CDF members. This is another great benefit of being a CDF member.'

Tommy Green

vice president of chamber of commerce for CDF

Community Development Foundation

[Add to Contact List](#)



Contact Information

Address: 300 W Main St.
 Tupelo, MS 38804-

Get directions: [To Here - From Here](#)

Phone: (662) 842-4521
 Fax: (662) 841-0693
 Website: <http://www.cdfms.org>



Map data ©2011 Google
[View Larger Map](#)

Our People



David Rumbarger
President/CEO

Phone: (662) 842-4521

Other Details

Category: [Organizations](#)

Check your membership listing at www.cdfms.org
and call the CDF office at (662) 842-4521 to make any changes.

Chamber focus

Dear Friends,

It's hard to believe that it is "Back-to-School" time. As students prepare for their classes of the upcoming school year, we at CDF are preparing for the 2013 class of the Jim Ingram Community Leadership Institute. The Selection Committee will meet this month to determine who will be a member of this class. The Opening Dinner will be held September 29.

After a summer hiatus, the First Friday series will return September 9. Our guest speaker will be Mr. Mayo Flynt, AT&T Mississippi president. AT&T will be the sponsor. We are delighted to announce that Robinson and Associates and Snyder and Company will once again be our corporate sponsors for First Fridays. However, we are still seeking sponsors for the monthly events. If you are interested, please contact the CDF office.



Green

The 5th Annual CDF Membership Golf Tournament will be Monday, September, 12 at the Tupelo Country Club. Sponsorship opportunities are still available. Also, teams are needed for this four-person scramble. For more information, email jcurlee@cdfms.org.

We want to thank Catherine Turner, our summer intern, for her hard work and dedication over the past two months. We wish Catherine the best as she continues her studies at Mississippi State University. We will miss her at CDF.

Sincerely,

Vice President/Chamber of Commerce

New CDF members

Auction & Realty Co.

Mr. Ed Abernathy
P.O. Box 39
Shannon, MS 38868
(662) 213-0835
*Real Estate/Appraisers/
Property Development*

Jump Tupelo

Mr. Daniel Owens
1715 McCullough Blvd.,
Ste. A
Tupelo, MS 38801
(662) 844-4990
Entertainment

Ms. Concierge

Ms. Vickie Moore
P.O. Box 143
Tupelo, MS 38802
(662) 255-1271
Personal Assistance

Altrusa International of Tupelo

Ms. Mary Ruth Wright
(662) 844-0915
Organizations

Magnolia Manor of Tupelo

Ms. Debra Haynes
1514 CR 41
Tupelo, MS 38801
(662) 842-6776
*Retirement
and Assisted Living*

Tupelo Academy of Cosmetology

Ms. Kathy Tollison
205 Commerce St.
Tupelo, MS 38804
(662) 840-3131
*Barber Shops, Salons,
and Spas*

Crossroads Rib Shack

Mr. Keith Price
3061 Tupelo Commons
Tupelo, MS 38804
(662) 223-0985
Restaurants and Catering

Middleton Law Office, PLLC

Mr. Dalton Middleton
2604 W Main St., Ste. C
Tupelo, MS 38801
(662) 205-4749
Attorneys

Wellness Solutions 84, LLC

Mr. Jim Richards
1001 Valley Rd.
Tupelo, MS 38804
(915) 929-1076
Fitness

Exchange Club of Tupelo

Ms. Suzann McCormick
P.O. Box 1306
Tupelo, MS 38802
(662) 871-3817
Organizations

Community Development Foundation's

Board of Directors for 2011-2012

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.

2011-2012 Executive Committee

David Irwin, Chairman
David Copenhaver, First Vice Chairman
Chauncey Godwin, Second Vice Chairman
David Rumbarger, President/Secretary
Billy Crews, Past Chairman

Steve Altmiller
Bernard Bean
Sue Gardner
Shane Hooper
Octavius Ivy
Pat Jodon

Robin McGraw
Guy Mitchell
Aubrey Patterson
Jane Spain
Buddy Stubbs

2011-2012 Board of Directors

Mike Armour
Jim Beane
Ronnie Bell
Bo Calhoun
Gary Carnathan
Mike Clayborne
V.M. Cleveland
David Cole
Clay Foster
Tom Foy
Linda Gholston
L.E. "Bo" Gibens
Bryan Hawkins
Lisa Hawkins
Frank Hodges

Trentice Imbler
Jamie Kennedy
Jimmy Long
Neal McCoy
Glenn McCullough
Robin McGraw
Joe McKinney
David Meadows
Paul "Buzzy" Mize
Mabel Murphree
Clarence Parks
Jim Pate
Greg Pirkle
Fred Pitts
Jack Reed, Jr.

Scott Reed
Rob Rice
Eddie Richey
Cathy Robertson
Drew Robertson
Tom Robinson
Chris Rogers
Mike Scott
Ellen Short
Bobby Smith
Jeff Snyder
Kiyoshi Tsuchiya
Brent Waldrop
Mitch Waycaster
Al Wiygul

2011-2012 Ambassador's Club

Ms. Beverly Bedford Honda of Tupelo
Mr. Michael Blankenship Old Venice Pizza Company/Black Tie Management
Mr. Richard Carleton Mall at Barnes Crossing
Ms. Rhonda Chrestman Snelling Staffing
Ms. Jan Collins N.E.W.
Ms. Molly Crews Express Employment Professionals
Ms. Kim Crump LIFT, Inc.
Ms. Shirley Curry Crye-Leike
Ms. Sheila Davis PPI, Inc.
Ms. Danielle Del Grande Comfort Suites & Best Western
Ms. Karen Dickey Community Bank
Ms. Cheryl Foster Wingate by Windham
Ms. Shanelle Gardner BancorpSouth
Mr. John Hamlin The McCarty Company - Construction Group, Inc.
Mr. Toby Hedges Shelter Insurance
Ms. Dee Hooper The Hannahouse Adult Daycare
Ms. Christy Hurt The Nowell Agency
Ms. Carman Jones BancorpSouth
Ms. Melonie Kight AdvanceStaff, Inc.
Ms. Vivian Lee Weezie's Deli
Ms. Dianne Loden Trustmark Bank
Mr. Tim Long Cellular South
Ms. Bea Lockett TRI, Inc. Realtors
Mr. Louis Marascalco M&F Bank
Mr. Ben Martin RE/Max Associates Realty
Mr. John-Michael Marlin Gum Tree Mortgage
Mr. Brad McCully Sportsman Lawn & Landscape
Ms. Katie McMillan Key Staff Source
Mr. Bill McNutt WLM Insurance, LLC - Aflac
Ms. Andrea Mobley SRG
Ms. Haley Monaghan Alliance Collection Service, Inc.
Ms. Carolyn Moss Comfort Inn
Mr. Joe Nobles URban Radio Broadcasting
Mr. Allen Pegues Premium Video Productions
Ms. Kara Penny Tupelo Convention & Visitors Bureau
Mr. Carl Renfro Renfro Homebuilders
Ms. Amy Richey Amedisys Hospice
Mr. Greg Thames Trustmark Bank
Ms. Mary Sue Tudor Lamar Advertising
Ms. Lizzette Van Osten Home Chef Market
Mr. Tommy Wiggins TeleSouth Communications - Tupelo
Mr. Cole Wiygul Independent Furniture Supply



Mark Your Calendar First Friday

Friday
September 9, 2011

Speaker:
Mr. Mayo Flynt
President
AT&T Mississippi

Sponsor:
AT&T

Corporate Sponsors:



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

For more information, call:
(662) 842-4521

JUMP TUPELO



A ribbon cutting ceremony was held to celebrate the opening of Jump Tupelo. Pictured at the event are: Emily Addison, CDF; Addie Reynolds, Jump; Ainsley Hunt, Jump; Keon Poindexter, Jump; Ryan Culp, Jump; Councilman Mike Bryan; Isabella Bryan; Ashley Owens, Jump; Daniel Owens, Jump; Meachie Kahlstorf, Jump; and Bill Kahlstorf, Jump. Also pictured are members of the CDF Ambassador's Club. Not pictured are Jump employees: Hannah Grisham, Hailey Grisham, Harris Kirkpatrick, and Hannah Hudson. Jump Tupelo is located at 1715 McCullough Blvd., Ste. A in Tupelo and can be reached at (662) 844-4990.

EASON BOULEVARD McDONALD'S



A ribbon cutting was held at the newest location of McDonald's in Tupelo. Pictured on the front row of the event are: Matt Duke; Chase Stanford; Trevor Buse; Clayton Long; Ethan Bullock; Ryan Bullock; Jon Milstead, CDF; Emily Addison, CDF; Tommy Green, CDF; Patricia Wax, McDonald's; Mayor Jack Reed, Jr.; Rob Hudson, McDonald's; Tracy Hudson; Tim Hale, McDonald's; and Eric Harris, McDonald's. Also pictured are members of the CDF Ambassador's Club and David Bowlin, McDonald's. McDonald's is located on Eason Blvd. at Hwy. 45 and can be reached at (662) 840-2499.

TUTTI FRUTTI



A ribbon cutting was held to celebrate the grand opening of Tutti Frutti in the Crye-Leike Plaza. Pictured on the front row are: Jennifer Lollar, Tutti Frutti; Olivia Godfrey, Tutti Frutti; Khelsea Holomon, Tutti Frutti; Councilman Markel Whittington; Alan Burns, ABRMP Management, LLC; Ahmed Elmaghraby, Tutti Frutti; Angela Glissen, CDF; and Emily Addison, CDF. Pictured on the back row are: Julie Bingham, Express Employment Professionals; Kristy Smith, Community Bank; Zelda Dexter, Community Bank; Gina Black, CDF; Katie Westbrook, CDF; and Catherine Turner, CDF. Also pictured are members of the CDF Ambassador's Club. Tutti Frutti is located at 1203 N Gloster St., Ste. G in Tupelo and can be reached at (662) 574-8513.

Washington brings entrepreneurial spirit to Tupelo

Aaron Washington is the definitive entrepreneur. Owner of A+ Barbershop in Amory, MS, Washington has brought his unique barbershop concept to Tupelo. In the front of his facility, Washington has also opened House of Fragrance, a retail store that specializes in essential oils that cannot be found anywhere else in town.

"I really like the direction and growth of the City of Tupelo. I knew I could be successful here," said Washington. "It has been a blessing being a part of the CDF."

A barber since 1993, Washington operates a full-service barbershop with panache. Clients can enjoy a laidback atmosphere, where jazz is flowing from the speakers, CNN is airing on the large, flat-screen television, and cappuccinos are freshly served. A truly unique concept, Washington also operates A+ Mobile Barber Services where he contracts with assisted living facilities to provide hair care services.

Constantly seeking ways to serve his clients, Washington will partner with North Mississippi Medical Center Community Health, Home Health, Cancer Center, and the NMMC Cancer Center's Barbershop Talk, to host "Barbershop Talk Too," Saturday, August 6 from 9:00 a.m. to 12:00 noon at A+ Barbershop. Attendees will receive free blood pressure checks and blood sugar screenings.

While hair care is Washington's main focus, he also operates House of Fragrance with his business partner, Frederick Adams. House of Fragrance offers candles, jewelry, handbags, and soaps. A best seller is the pound cake candle. The main attraction at House of Fragrance is the selection of over 200 essential oils.

"We really have a little bit of everything, but we can order anything our customers need, and can get it here quickly," said Washington.

Customers that enter A+ Barbershop and House of Fragrance immediately notice the laidback, yet professional vibe that Washington has created. While



'I really like the direction and growth of the City of Tupelo. I knew I could be successful here.'

Aaron Washington

owner of A+ Barbershop and House of Fragrance

clients can shop for fragrances, accessories, and have their hair done, it is Washington's welcoming nature and exceptional customer service that will keep them coming back.

A+ Barbershop and House of Fragrance are located at 514 S Gloster St. in Tupelo and can be reached at (662) 255-0415. They are open Monday through Saturday from 9:00 a.m. to 6:00 p.m. For more information, please visit www.aplusbarbershop.com or contact them at aplusbarber@gmail.com.

ChamberAdvantage
Participating Partner
Business Listing

NEW BUSINESSES HAVE BEEN ADDED
to the ChamberAdvantage affinity program listing.
Please visit www.cdfms.org/chamberadvantage
for more information.

JULY TYP



The July Tupelo Young Professionals event was held at the historic Lyric Theatre in Downtown Tupelo. Hosted by the Tupelo Community Theatre, TYPs were treated to a night on stage that included information on TCT's upcoming season, refreshments, and special entertainment.

TUPELO ACADEMY OF COSMETOLOGY



The Tupelo Academy of Cosmetology (TAC) hosted a ribbon cutting ceremony to celebrate their grand opening. Pictured with students of the school and the CDF Ambassadors are: Tommy Green, CDF; Mayor Jack Reed, Jr.; Kathy Tollison, TAC; Alan Tollison, TAC; Boone Tollison, TAC; Chessie Tollison, TAC; Clytee Bridges, TAC; JW Bridges, TAC; Amanda Kendrick, TAC; Nikki Lambert, TAC; Sue Bearden, TAC; Telicia Braddock, TAC; Amber Fletcher, TAC; Cindy Wilson, BancorpSouth; Christy Schell, BancorpSouth; Debbie Brangenberg, DTMSA; and Emily Addison CDF. Also pictured are Allie West, DTMSA; Craig Helmuth, DTMSA; Daphene Hendricks, DTMSA; and Chief Tony Carleton, Tupelo Police Department. Tupelo Academy of Cosmetology is located at 205 Commerce St. and can be reached at (662)840-3131.

Watch CDF 'THREADS,' a monthly 30-minute TV show that airs the fourth Saturday of each month on WTVA at 5 p.m. The show features news about economic development activity and chamber of commerce events. You will enjoy, on a monthly basis, stories from around the community about expansions, new jobs, and opportunities for business development in our community.



NMMC-Tupelo receives 2011 VHA Clinical Excellence Award

North Mississippi Medical Center (NMMC) in Tupelo was the recipient of a 2011 VHA Leadership Award for Clinical Excellence for meeting or exceeding national performance standards for clinical care and improving the patient experience.

VHA, Inc., a national health care network, serves more than 1,350 not-for-profit hospitals and more than 30,000 non-acute health care providers nationwide, supporting their efforts to improve their clinical and economic performance. NMMC was one of 28 VHA member hospitals to receive the 2011 Leadership Awards for Clinical Excellence. The winners were announced recently at the annual VHA Annual Leadership Conference in San Diego.

The VHA Leadership Award for Clinical Excellence is given annually to recognize organizations that achieve top performance on the clinical core measures established by the Centers for Medicare and Medicaid Services and in the Hospital Consumer Assessment of Health Providers and Services (HCAHPS) survey that measure patient satisfaction at hospitals across the country.

"We are very proud of our physicians and staff who have worked diligently to improve care provided to our patients," said Steve Altmiller, president of NMMC-Tupelo. "This is an ongoing, relentless effort and part of our commitment to give all our best to those we serve."


"The VHA Leadership Award for Clinical Excellence recognizes hospitals that have worked to provide consistently high levels of clinical care for their patients and that emphasize the importance of improving the patient experience," said Trent Haywood, M.D., J.D., chief medical officer at VHA. "These award-winning hospitals have clearly demonstrated an organizational commitment to look at the organizational practices, organizational structures and relationships that support performance improvement."

By recognizing these award-winning institutions, VHA hopes that other hospitals and health systems will apply these leading practices to identify ways to improve patient care and drive clinical excellence within their own organizations.

COTTONWOOD ESTATES



A groundbreaking ceremony was held for Cottonwood Estates in Tupelo. Pictured with the CDF Ambassadors are: David Brevard, B&B Concrete; Felix Rutledge, Rutledge Contractors; Boyce McCullough, Cottonwood Estates; Lanier McCullough, Cottonwood Estates; Bubba Orr, RTO Construction; Leo Hamm, MTH Plumbing; Mayor Jack Reed, Jr.; Justin Martin, Community Bank; Mary Connor Adcock, Cottonwood Estates; Patrick Regean, City of Tupelo Planning Department; Charles Lackey, USPS; Bobby West, West Design Homes; Larry Decker, West Design Homes; and Jennie Bradford Curlee, CDF. Cottonwood Estates is located on Colonial Estates Rd. For more information, please call (662) 844-2948.



5th Annual CDF Membership Golf Tournament
Monday, September 12, 2011
12:30 p.m. shotgun start
Tupelo Country Club

ENTRY FEE:
 Individual \$125
 Team \$500
 Team and Hole Sponsor \$750

SPONSORSHIP OPPORTUNITIES:
 Hole Sponsor \$300
 Putting Green Sponsor \$500
 Driving Range Sponsor \$500
 Luncheon Sponsor \$1,000

Tournament sponsors have the opportunity to serve as live hole sponsors. Hole sponsors may set up a tent on their hole and give away promotional items and information on their company. Putting green, driving range, and luncheon sponsors may set up tents and give away items in the registration area.

Format will be a four-person scramble.
 Registration and lunch will begin at 11:00 a.m.
 An awards reception will immediately follow the tournament.

Main Contact _____

Company Name _____

Address _____

Phone _____ E-mail _____

Team Members

I am paying for: Individual _____ Team _____ Hole Sponsor _____ Team & Hole Sponsor _____
 Putting Green _____ Driving Range _____ Luncheon _____

My check is enclosed _____

Please charge my Visa _____ Mastercard _____ American Express _____

Card Number _____ Expiration Date _____

Please fax your entry forms to (662) 841-0893 or mail it to
 CDF Golf Tournament
 P.O. Box A Tupelo, MS 38802
 For more information, please contact Jennie Bradford Curlee at (662) 842-4521 or jcurlee@cdfms.org.



Barbershop Talk ^{TOO}

Saturday, August 6 • 9 a.m.-noon

Free blood pressure check & blood sugar screening

Sponsored by North Mississippi Medical Center Community Health, Home Health, Cancer Center and the NMMC Cancer Center's Barbershop Talk

George Stone
Hands on Touch Salon
 810 President Avenue

Aaron Washington
A Plus Barber Shop
 514 South Gloster Street

Toy McKinney
McKinney's Hair Fashion
 606 North Gloster Street

For more information,
 call (662) 377-4049.



NORTH MISSISSIPPI
 MEDICAL CENTER
 CANCER CENTER
 990 South Madison • Tupelo
 www.nmmc.org/cancer_center

WICKS N' MORE



A ribbon cutting was held to celebrate the grand opening of Wicks n' More in the Mall at Barnes Crossing. Pictured on the front row of the event are: Barbara Smith, CDF; Kim Neal Lee, Wicks n' More; John Lee; Beckey Neal, Wicks n' More; Natasha Williams, Wicks n' More; Councilman Willie Jennings; Haley Neal, Wicks n' More; Kayla Neal, Wicks n' More; Wesley Williams; and Emily Addison, CDF. Also pictured are members of the CDF Ambassador's Club. Wicks n' More is located at 1001 Barnes Crossing Rd., Ste. 304 in Tupelo and can be reached at (662) 205-4025.

CREATIVE CAKES & SUPPLIES



A ribbon cutting was held to celebrate 20 years of business for Creative Cakes in Tupelo. Pictured with members of the CDF Ambassador's Club are: Elizabeth Anderson, Creative Cakes; Desairee Shannon, Creative Cakes; Jordan Smith, Creative Cakes; Stephanie Cook, Creative Cakes; Mayor Jack Reed, Jr.; Rose McCoy, Creative Cakes; Courtney Mason, Creative Cakes; Melissa Nichols, Creative Cakes; Holly Whitworth Kelley, Creative Cakes; Neal McCoy, Tupelo Convention & Visitors Bureau; and Emily Addison, CDF. Creative Cakes is located at 1422 E Main St. in Tupelo and can be reached at (662) 844-3080.

Join us for the August meeting of the
TUPELO YOUNG PROFESSIONALS

Thursday, August 11, 2011
6 to 8 p.m.

**DOWN ON MAIN
SUMMER CONCERT
SERIES
FAIRPARK
AMPHITHEATER**

Sponsored by:



Register to win 2 tickets to the Keith Urban concert, with a night at the Hilton Garden Inn and lunch in the Great American Grill.

TUPELO
YOUNG
PROFESSIONALS
www.typs.biz

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.

Fitness Tips from CDF's Fitness Members

SNAP Fitness

549 Coley Rd.
Tupelo, MS 38801
(662) 844-7627

CHAMBERADVANTAGE DISCOUNT: CDF members receive free enrollment at SNAP Fitness. Savings of \$25.

Make sure that you are a member of a health club (Example-Snap Fitness Tupelo or Saltillo), or some type of organization where you are around others who want to be fit and see results. It is a lot more motivating to be working out around a group of people who share similar passions and goals.

Find a workout partner who you can help and who will keep you motivated and accountable on a daily basis. If you have to meet someone for a workout or if you have to call someone to say "I can't make it," you are less likely to miss. Find a friend to do this or make one at the gym who works out at the same time as you do.

Self accountability- Write down your goals, make copies, and keep a copy next to the bed and/or on your desk at work. You need something staring back at your face saying that you can do this. Commit to yourself and share your goals with others who know what you are trying to achieve.

Pick a time that works for YOU- I have to get up every day at 5:00 a.m. to get my



workout in. I know if I put off my workout I may get pulled into a meeting at lunch and that after work I will make too many excuses. You need to find the time of day that works best for you and stick to your guns.

STAFFED HOURS:

- Monday-Friday 10-2pm, 4-6pm
- Saturday 10-2pm
- NO long-term binding fitness club CONTRACTS, no hassles
- Industry's best fitness equipment, including cardio, strength training equipment (including free weights)
- FREE group fitness classes; including Zumba, Cycling, Boot Camp, and Interval Weight Training
- Access to convenient 24 hour gym locations worldwide
- No waiting lines for fitness equipment or crowded parking lots
- Clean, comfortable, safe environment
- Fast fitness workouts, friendly place
- Personal training services to get you started on a fitness program for better results!

NMMC Wellness Center

1030 S Madison St.
Tupelo, MS 38801
(662) 377-4142

CHAMBERADVANTAGE DISCOUNT: ½ off fitness assessment. 10% discount on membership

Mississippi has been rated as the most obese state in the nation by the U.S. Centers for Disease Control. Data gathered between 2007 and 2009 states that 34.4% of the population is above a Body Mass Index of 30. The best way to decrease your BMI is by proper eating habits and exercising regularly. The recommended amount of cardiovascular exercise is 150 minutes per week for the average adult to stay healthy. Combine that with eating a diet low in fat and high in fresh fruits and vegetables and you will be on your way. Another way to keep your weight and diet under control is to wear a pedometer and get 10,000 steps per day, and eat five fruits and vegetables each day.

The Wellness Center provides a wide variety of land and water aerobics, such as advanced circuit training, boot camp, interval training, CV circuit, Spinning, H2O'robics, H2O Explosion, lite circuit, pilates, muscle cut, sunrise splash, Tai chi



chih, yoga, step, and zumba. For the kids, we have a mighty muscles membership that is designed for children ages 9-12 years old. Every Friday night from 4 pm-7 pm is Family fit night. Bring your kids for a night of family fitness that includes: swimming, basketball, racquetball, and ping-pong.

The Wellness Center offers half off the assessment fee and 10% of the monthly dues for any CDF member. The membership includes a fitness assessment, exercise prescription, orientation to equipment, nutritional counseling, and a re-assessment every six months. The hours of operation are Mon-Thurs 5 am-9 pm, Fri 5 am-8 pm, Sat 7 am-5 pm, and Sun 1 pm-5 pm. Please give us a call today for more information on becoming a member of the Wellness Center at 662-377-7141.

Tupelo Sports Council Tupelo Department of Parks & Recreation

655 Rutherford Rd.
Tupelo, MS 38801
(662) 841-6440



GET OUT AND GET INVOLVED

Tupelo Parks & Recreation offers a variety of adult programs to get you outside and active. We offer team sports year around such as softball, flag football, and basketball; and we offer indi-

vidual programs such as masters swim, tennis, and cross-country.

This fall, we will again offer adult kick ball. Kick ball is designed to be fun and a great way to socialize. For more information on all our programming, please call 662-841-6440 or visit our website at www.tupeloparkrec.com.

Anytime Fitness

2421 W Main St.
Tupelo, MS 38801
(662) 844-1235



800 E Main St.
Tupelo, MS 38804
(662) 844-1236

CHAMBERADVANTAGE DISCOUNT: Free 10-day trial membership.

At Anytime Fitness, we are dedicated to help our members reach their fitness goals. We hear many of these misconceptions as we work with our members to reach their fitness goals. We also offer fun and informative weight loss classes, personal training, and a full schedule of exercise classes.

With two locations in Tupelo, and free 24-hour access to all Anytime Fitnesses, we are the right place for you!

WEIGHT LOSS SABOTAGE

There are several misconceptions floating around about effective weight loss techniques. Many people inadvertently sabotage their own weight loss efforts by doing things that will cause them to hang on to their fat. Below are five common misconceptions we hear at Anytime Fitness.

1. EATING LOW FAT IS THE FASTEST WAY TO LOSE FAT.

Fat is an essential part of your diet, if you are getting the right kind of fat. Restricting all fat grams is detrimental to your weight loss and to your overall health. The hormones that regulate fat burning in your body are regulated by good fats (mono and unsaturated fats). You need to avoid bad fats (saturated and trans fats), as they are full of the extra calories that cause you to gain weight.

2. I CUT DOWN THE MEALS I EAT AND I DON'T SNACK TO LOSE WEIGHT.

Not eating enough food is terrible for your metabolism. A high metabolism is what burns calories and fat. Skipping meals creates a low metab-

olism so you stop burning as many calories. Starving yourself also triggers your fight or flight reflex and your body holds on to your fat, which are your body's stored energy reserves. Your body will resort to burning muscle, not fat, and that is probably not the look you are going for.

3. ALL CALORIES ARE THE SAME, SO I JUST WATCH MY OVERALL CALORIC INTAKE. THAT SNICKER BAR WILL FIT IN IF I KEEP MY CALORIE INTAKE DOWN.

Counting calories is a great way to lose weight, but calorie restriction that is too severe causes the body to go into starvation mode, which was mentioned in the second point. Flooding your body with too much sugar and simple carbohydrates all at once gives you excess calories you can't burn fast enough. The excess is turned into fat and stored.

4. I EXERCISE FOR 2 HOURS A DAY SO I CAN EAT WHATEVER I WANT. EVENTUALLY I WILL LOSE THIS WEIGHT.

Exercise alone may not get you to your weight loss goal. 70% of the results you see in the gym are based on what you eat and when you eat it. It doesn't take 2 hours every day to meet your goals. We can help you set up an exercise routine that will fit into your schedule and help you get the results you are looking for.

5. SUGAR IS HIGH IN CALORIES, SO REPLACING SODA WITH DIET SODA WILL HELP ME LOSE WEIGHT.

Artificial sweeteners in soft drinks and most processed foods do not give you a feeling of fullness, but can cause you to feel even more hungry. They can also dehydrate you, and when you are dehydrated, your body will not burn fat. Replace your soft drinks and sweet tea with water for best results!

Franchising has advantages, disadvantages

Franchising is a business method used throughout the world with varying degrees of success. Well-known franchise companies such as McDonald's, Hilton, Dunkin' Donuts and ExxonMobil are household names. But there are other more obscure franchise concepts which operate and function – or attempt to operate and function – like their better-known franchise brethren.

Franchise companies are an economic force in the U.S. An estimated 41 percent of all domestic retail sales – accounting for almost \$1 trillion – is carried out in franchised businesses annually.

Franchising is a system of marketing and distribution in which a company (the franchisor) grants a license for a fee to a small business owner (a franchisee) allowing the franchisee to market and sell the goods and services of the franchisor under an established method and standard of operation created by the franchisor. The franchise method can benefit both parties.

From the franchisor's perspective, franchising allows the expansion of



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their goods and services into new markets which are carried out by motivated merchants who paid for the expansion. From the franchisees' perspective, franchising allows them the right to sell recognizable goods or services while having access to a tested business system, knowledgeable industry professionals and marketing expertise. Sounds

like the perfect relationship, right?

Franchise relationships can be profitable to both the franchisor and the franchisee. But before a company offers to sell a franchise, certain laws and regulations must be observed, and before anyone purchases a franchise, inquiry and due diligence into the franchisor should be completed.

For a franchisor, the federal govern-

ment and 15 states have laws and regulations requiring franchisors to deliver to prospective franchisees a detailed disclosure document containing material information about the company before offering or selling a franchise. Buying into a franchise is an investment. As such, the disclosure document must contain certain information and cannot be misleading in any manner. The process can be lengthy and expensive for a franchisor in order to begin selling franchises.

CONSIDERABLE INVESTMENT

For a prospective franchisee, buying a franchise is a considerable investment. Most franchises are not purchased for passive income like a stock or bond, but rather as an operating company generating active income for its investor. As such, prospective franchisees should invest the time in understanding the effort, energy and risks involved in the business before they invest their financial resources.

Not all franchises are created equal and although franchises have a higher rate of success statistically than

startup non-franchised businesses, buying a franchise does not insure success. Franchisees also are required to adhere to a stringent business operation mandated by the franchisor. Therefore, the franchisee does not have the freedom to operate the business as he sees fit.

Franchising is an established business model, but it is not risk-free. Nor is a franchisor and a franchisee always the perfect fit. Anyone interested in starting a franchise or buying into a franchise should consult a knowledgeable business attorney and an accountant with experience in evaluating franchised businesses. After all, both the franchisor and the franchisee will be investing a considerable amount of time and resources into the relationship and that relationship must be forged properly to be successful.

BILL TURNER is a business law attorney and the principal of William F. "Bill" Turner Law PLLC in Oxford. He is licensed to practice law in Mississippi, Tennessee, New York and Washington, DC. Contact him at (662) 234-8137 or btturner@billturnerlaw.com.

BUSINESS REWIND

Renasant Q2 net income rises to \$5.76 million

TUPELO – Renasant Corp. saw its second-quarter income rise 52 percent to \$5.76 million, or 23 cents a share. The parent company of Renasant Bank posted \$3.79 million, or 18 cents a share, for the second quarter of 2010.

For the most recent quarter, Renasant recorded net interest income of \$32.6 million, a 37.7 percent increase from the year-ago period. The acquisitions of Crescent Bank & Trust Co. and American Trust Bank, which were completed after 2010's second quarter, helped boost this year's comparative gain.

Total assets as of June 30 were about \$4.26 billion, while deposits were \$3.48 billion. Total loans were about \$2.56 billion.

Renasant's loan-loss provision dipped to \$5.35 million in the second quarter, compared to \$5.5 million in the first quarter and \$7 million for last year's second quarter.

Delta notifies Tupelo, other cities it wants to get out

TUPELO – Delta Air Lines announced last month it has lost \$14 million annually in Tupelo and in 23 other markets in which it seeks to end air service.

The airline cited weak demand, added costs and a change in aircraft as the reasons behind the decision.

Delta said Tupelo's flights are 41 percent full, compared to the national average of 83 percent in 2010.

The airline already is receiving federal subsidies to service Tupelo. Delta has a two-year, \$974,000 annual contract to provide 15 weekly flights to and from Memphis.

Airport and U.S. Department of Transportation officials say tickets will be honored and passengers should not worry about air service.

DOT will soon request bids for proposal from airlines interested in providing service to the cities Delta listed.

Navistar Defense adding 30 workers for contract

WEST POINT – After landing a big order for a variant of its MaxxPro armored vehicles in June, Navistar Defense got another \$142 million contract last month.

The latest contract – this one is for the U.S. Marines – is for 140 MaxxPro Recovery vehicles with rocket-propelled grenade, or RPG, nets. The order includes parts and support.

In June, Navistar received a \$357 million order for 471 of its MaxxPro Dash armored vehicles. In May it got a \$183 million order for 250 of its MaxxPro Dash ambulances.

The MaxxPro is a mine-resistant, ambush-protected, or MRAP, vehicle. Navistar has produced more than

8,200 of the vehicles since 2004.

The company received its first MaxxPro Recovery unit last November.

Navistar employs 295 workers at its West Point assembly plant, and the latest order will add 30 workers.

The order for the Marines is expected to be complete in September, while the latest order will be delivered in October and November.

Oil-Dri Corp. adding 20 jobs to Blue Mountain operations

BLUE MOUNTAIN – An idea developed more than a year ago has led to a multi-million-dollar expansion and

new jobs at Oil-Dri Corp. of America's Blue Mountain Production Co.

Chicago-based Oil-Dri, the world's largest manufacturer of cat litter, met with its biggest customer, which happens to be Walmart, the world's largest retailer, to develop a lighter, better product. The result is a new line of Cat's Pride cat litters that will hit stores later this year.

Company officials recently celebrated the completion of a \$9 million project and the addition of 20 jobs at the Blue Mountain plant.

The company employs about 150 people between its Blue Mountain and Ripley operations.

Daily Journal reports

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BUSINESS REWIND

BancorpSouth posts Q2 earnings of \$12.8 million

TUPELO – BancorpSouth reversed a loss from a year earlier with a second-quarter profit of \$12.8 million, or 15 cents a share.

Analysts, on average, expected BancorpSouth to earn 4 cents a share.

By sharply reducing its credit loss provision by nearly half – from \$62.4 million to \$32.2 million – BancorpSouth turned around a loss of \$12.6 million, or 15 cents a share, from the same quarter a year ago.

Nonperforming loans fell 10.6 percent from the first quarter of 2011 by \$45.2 million, to \$379.8 million. Nonperforming loans made up 4.1 percent of net loans and leases, while the credit loss allowance was 2.14 percent of loans and leases.

Net interest revenue improved 0.5 percent to \$109.9 million.

The company's net interest margin was 3.71 percent – unchanged from a year ago, but slightly higher than the first quarter's 3.69 percent.

Total assets were unchanged at \$13.4 billion. Total deposits grew 0.8 percent to \$11.3 billion.

Loans and leases, net of unearned income, fell 4.5 percent to \$9.2 billion.

Noninterest revenue was \$75.1 million, compared with \$57.1 million for the second quarter of 2010.

Buffalo Wild Wings to open Jan. 22

TUPELO – A franchise owner for Buffalo Wild Wings plans to open his Tupelo location Jan. 22.

Construction should begin in the next few weeks, said Rick Story, Nashville-area builder and developer.

In April, he signed a letter of intent on property between Wendy's and Lenny's Sub Shop. Construction plans for the restaurant in the Tupelo Commons development were submitted last month.

The plans for the Tupelo location feature a nearly 3,000-square-foot restaurant with 264 seats, plus a patio with 48 additional seats.

Story's company, Story Construction, has built restaurants in 43 states. He owns BWB franchise rights in Florence, Ala., where he opened a location in March. Another restaurant is planned for Decatur, Ala.

Daily Journal reports

Profits and people aren't mutually exclusive

Because I work as a manager in information technology, I receive a lot of technology-related literature in both printed and email formats. It's more than I can read, and most of it consists of nondistinctive articles that don't affect or interest me. So imagine my astonishment when I stumbled upon this quote in Smarter Technology, an online publication that IBM sponsors: "Our company exists to provide opportunities for the material and intellectual growth of all our employees, and through our joint efforts, contribute to the advancement of society and humankind."

Everybody knows that the sole reason corporations exist is to make money for their owners. What are we to make of those words? They're obviously the ravings of a madman, are they not?

I Googled the name of the man who wrote those words and found more ludicrous aphorisms, including, "We need to learn to keep our endless desires under control and appreciate what we are given."

So who is the man who spews this drivel? A tenured Marxist professor sitting in an endowed university chair in the People's Republic of Massachusetts? Hardly. These are the words of Kazuo Inamori, a highly respected Japanese entrepreneur.

It's obvious that Inamori's perspective on life differs considerably from the perspectives of his peers. Inamori credits the development of his philosophy to the hardships of life. He was one of seven children in a family of little means. He was a child during World War II, living in a city that suffered damage from aerial assault. He saw his father lose the family property, including their printing business. Inamori sold paper bags to help support the family.

When he was 13, he came down with tuberculosis and saw several family members die from that disease.

"If there is such a thing called good luck, one grasps that in adversity," he said. "All the hardships that I experienced as a child and a young man be-

came the foundation for my success in later life."

In 1959, Inamori founded Kyocera Corp., which produces a variety of products for consumers and business. He was 27 when he founded the company. Under his leadership, Kyocera grew to become not only one of Japan's largest corporations, but a multinational business that now em-



Tech
Talk

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HOLT

employs more than 60,000 people. In 1984, he founded KDDI, Japan's second-largest telecommunications provider. And when Japan Airlines declared bankruptcy in January 2010, who was chosen to resuscitate the carcass? Inamori.

Inamori also established the Inamori Foundation, which awards the prestigious Kyoto Prize and the Inamori Ethics Prize. At the foundation's website, inamori-f.or.jp, you can find Inamori's 1984 letter that tells why he created the foundation and what its purposes are. It's an inspirational read.

So what does Inamori think of technology?

"The advancement of science and technology alone cannot make humanity happy," he said.

It's amazing that the founder of two successful technology companies cares more about human happiness than technology for technology's sake.

Making money and caring for people are often said to be incompatible. Kazuo Inamori is proof that they are not.

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.

Seminar for homebuyers, credit to be held Aug. 20

DAILY JOURNAL

TUPELO – The 2011 Northeast Mississippi Credit Seminar and Homebuyer's Workshop will be held Aug. 20 at the BancorpSouth Arena at 9 a.m.

The event is free and refreshments will be served. No reservations are required.

Credit seminar topics include building and repairing your credit score, finding government incentives for homebuyers, calculating closing costs and preventing foreclosure.

Workshop topics include credit, bankruptcy, budgeting, home buying and financial assistance for homebuyers.



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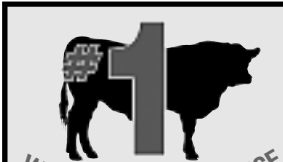
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