

THE NORTHEAST MISSISSIPPI

# BusinessJournal

A MONTHLY PUBLICATION OF JOURNAL PUBLISHING AND THE COMMUNITY DEVELOPMENT FOUNDATION

NOVEMBER 2011



## Retailers ready for shoppers

Inside



# Northeast MS's retail forecast is partly sunny

Every year, the National Retail Federation, the International Council of Shopping Centers and other retail industry groups predict how much we'll be spending for the holidays.

Not that it really matters to most people. If you're going to shop, you're going to shop, no matter what the experts say.

But I suppose it provides some psychological boost to hear that people will be spending more money. In the U.S., where consumers help power two-thirds of the economy, it's vitally important our wallets and purses remain open.

And what better indicator than holiday sales?

"Holiday sales" include retail sales logged in November and December, the two busiest months of the year.

With Christmas helping drive shoppers to their stores during those critical two months, retailers ring up 25 percent to 40 percent of their sales for the entire year. Last year, holiday sales accounted for 19 percent of



DENNIS SEID

total retail industry sales, according to the NRF.

And the experts say this holiday season should be OK. The forecasts all call for increases this year, albeit on the low

end of the scale.

Compared to 2010, the NRF said holiday sales should track about 2.8 percent higher, hitting \$465.6 billion. Last year, holiday sales climbed 5.2 percent to \$453 billion, much better than the 0.4 percent decline logged in 2009. Over the past decade, holiday sales rose an average of 2.3 percent.

ShopperTrak expects holiday sales to pick up 3 percent, less than the 4.1 percent increase it tracked last year. But it also said foot traffic would drop by more

## U.S. HOLIDAY SALES GROWTH

2000 2.3 percent  
2001 3.4 percent  
2002 1.3 percent  
2003 4.7 percent  
2004 5.9 percent  
2005 5.4 percent

2006 3.1 percent  
2007 1.8 percent  
2008 - 4.4 percent  
2009 -0.4 percent  
2010 5.2 percent

Source: National Retail Federation

than 2 percent.

The ICSC also projects a 3 percent increase this year.

In Northeast Mississippi, particularly in Tupelo recently, retail continues hold its own.

Despite the lingering impact of the Great Recession, there's been a mini-boom of sorts. New restaurants, stores and hotels have opened at a pace not seen in years. While many consumers – and developers – have been reluctant to pull the trigger on spending the past couple of years, it's clear there's some confidence returning to the market.

So what if Books-A-Million pulled out of its lease here – the book chain has been suffering for years. Having a Barnes & Noble a stone's throw away

didn't help, either.

But two retail giants – Belk and JC Penney – that help anchor The Mall at Barnes Crossing together spent \$6.5 million to renovate and expand their stores. Reed's, the Tupelo-based department store, spent a chunk of change expanding its mall store, too.

Other new businesses and restaurants have opened away from the busy Barnes Crossing shopping district, too, which shows a desired diversity, always a good thing.

But there's still the underlying problem of unemployment. In Northeast Mississippi, we've been dealing with double-digit jobless rates for more than 2½ years. Get more of them working, and you would see more

spending. That obviously would help boost the economy.

Consumers are spending – but they still are wary. Expect many promotions and discounts to get shoppers into stores.

And retailers are pulling out the stops. Walmart recently said it would give gift cards to shoppers if they buy something there and find it somewhere else cheaper. Staples and Bed Bath & Beyond said they would match the low prices of Amazon.com and other big Internet retailers. Sears said it would beat any competitor's best price by 10 percent.

As a potential setup for the upcoming holiday selling frenzy, the U.S. Commerce Department said retail sales rose 1.1 percent in September, the largest increase in seven months.

So while the economy still has its problems, retail sales seem to be in a good spot for now.

I'm not retail expert, but my forecast says it's partly sunny.

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



Biloxi   Columbus   Jackson   Tupelo



**Serving Tupelo & Northeast Mississippi Since 1970**

Will Lewis  
AIA | Principal

105 Court St | Tupelo  
662.844.1822 | jbhm.com

## Your newspaper just got an upgrade

### Welcome to *eEdition* - a fully interactive electronic version of the newspaper.



- Download and/or print pages
- Zoom in on text and photos
- Enjoy the convenience of reading your local newspaper at home, on vacation, or anywhere you have Internet Access
- Use keyword search to find topics, people, places, ads or anything from the print edition

**JPC eEditions**

Daily Journal • Monroe Journal  
Forrest Progress • Hattiesburg  
County Times • Chickasaw  
Journal • Southern Sentinel  
Southern Advocate • New  
Albany News-Exchange

**Call 662.842.2611 or visit your local newspaper's website for additional information**

# Is Tupelo overbuilt?

## Despite being the retail center of the region, some say the city has too much commercial property

BY DENNIS SEID  
BUSINESS JOURNAL

TUPELO – The Shoppes at Barnes Crossing is ideally situated.

The retail center, built in 2004, sits in the busy Barnes Crossing shopping district off North Gloster Street, where some of the heaviest traffic crisscrosses daily. The plaza is anchored by Bed Bath & Beyond, Dollar Tree, David's Bridal and Margarita's Grill.

But no smaller stores help fill the 76,000-square-foot center. A long row of glass and metal are filled with "space available" signs.

A stone's throw away, King's Crossing is a 200,000-square-foot retail center anchored by Kohl's and Ross Dress for Less. Several smaller stores, including Kirkland's and Dress Barn, have helped fill some of the remaining space, which is spread over several buildings. Restaurants, a tanning salon and an eyecare store are among several other tenants at the center built in 2007.

But there's plenty of space available here, too.

To the east and behind King's Crossing is Barnes Crossing Plaza, a 157,000-square foot center anchored by big retailers like Hobby Lobby, Toys R Us, OfficeMax and TJ Maxx. The story is the same here: More than 12,000 square feet of space is available for lease, as is the former Books-A-Million location, which closed in September.

Nearby, the 21-year-old Mall at Barnes Crossing is faring better. With an occupancy rate of more than 90 percent, the 900,000-square foot center has managed to add several stores in recent years. Anchors Belk and JCPenney recently completed renovations totaling \$6.5 million. The mall ownership has spent more than \$13 million to renovate and add stores.

With retail sales hovering around \$1.7 billion annually, Tupelo and Lee County is a magnet for developers and would-be developers who seek to get their piece of the pie.

But swaths of empty space across the city suggest there's more inventory than needed.

Lee Norman of the Shopping Center Group, a third-party retail leasing company, said that's exactly the case.

"The Barnes Crossing area was just



DESTEE LEE | DAILY JOURNAL

About 6,000 square feet at The Shoppes at Barnes Crossing remain unfinished. The 76,000-square-foot retail center was built in 2004.

overbuilt three or four years ago, especially with all the small shops," he said. "There aren't enough stores to absorb it."

Norman is representing the undisclosed Atlanta-based owners of the Shoppes at Barnes Crossing, which was auctioned off in September.

"We've got 4,000 to 6,000 square feet that were never finished out."

Norman, who is based in Jackson, said commercial retail activity has picked up across the state, which could help solve his problem of finding tenants.

"There are a number of new companies coming to Mississippi, not necessarily to Tupelo," he said. "But there also are a number of retailers looking to add second locations. They're looking at West Main Street and in some other parts of the city. I'm hoping it will be a good 2012."

Clay Short, of TRI Commercial Realty in Tupelo, said he's seen more interest south of Highway 78 – which also happens to be south of the Barnes Crossing shopping district.

Short said many smaller mom-and-pop operations are looking to avoid the higher leasing rates in that area. Downtown, South Gloster Street and areas on West Main Street have strong appeal, he said.

Tommy Morgan, whose Coldwell Banker franchise handles residential and commercial real estate, also said that

there's "plenty of commercial space" available across the city. But he said it only seems overbuilt now because at the time King's Crossing and The Shoppes at Barnes Crossing were built, there appeared to be a strong demand.

The good news, he said, is interest appears to be picking up again.

"There are several regional and national players looking around" he said.

But looking doesn't necessarily translate into leases.

Just ask V.M. Cleveland, the owner of the Tupelo Furniture Market. He bought most of the Tupelo Commons development in 2007, shortly before the recession began. The development is home to Best Buy, Ashley Home Furnishings, Hancock Fabrics and several popular chain restaurants, but finding additional tenants proved elusive for about three years.

"The bottom pretty much fell out after I bought it and there were times I thought, 'what was I thinking?'" he said.

But since July, two hotels have opened in Tupelo Commons. Crossroads Rib Shack opened last month, and Buffalo Wild Wings is under construction.

Cleveland said there's always a need for commercial space, but it may not always be where potential tenants want.

Plus, commercial real estate market activity all but dried up during the recession and is still trying to recover.

The higher leases in the Barnes Crossing shopping district also can be problematic.

But Norman said developers are more willing to back off their rates in order to help fill empty spaces – and have done so.

"For the most part, rates aren't a problem," he said.

And just to show that interest is picking up in Tupelo again, a Tennessee developer recently proposed a new shopping center at the Barnes Crossing Road-North Gloster Street intersection.

Called Tupelo Crossing, it would sit at the southwest corner of the intersection, where the northern loop is being built to connect the area to Coley Road in west Tupelo.

GBT Realty is the company proposing the nearly 135,000-square-foot center that could possibly be anchored by Target.

It's strictly an idea for now, but having a Target in Tupelo has been a much sought-after dream by area shoppers.

Past efforts to bring a Target-anchored retail center have been stopped in their tracks over development costs, and there's nothing solid to suggest GBT will succeed this time.

If it is, Tupelo Crossing would only add to the inventory of available space.

dennis.seid@journalinc.com

# Retail starts a slow rebound in Lee County

BY CARLIE KOLLATH  
BUSINESS JOURNAL

TUPELO – Retail sales in Lee County grew nearly 4 percent in the most recent fiscal year, according to numbers from the state Department of Revenue.

The growth is helping the county offset a loss of nearly 7 percent in fiscal year 2010.

Lee County reported gross retail sales of \$1.75 billion in the state's fiscal year 2011, which ended in June. The figure is an increase of 3.84 percent from fiscal year 2010.

The increase was welcome news, after Lee County and the state both posted disappointing figures in fiscal year 2010. The gross retail sales across the state dropped almost 5 percent. In Lee County, retail sales dropped almost 7 percent.

The Department of Revenue defines gross retail sales as anything reported as taxable. It does not include prescriptions or gasoline.

The numbers began inching back up last year. Lee County ranked No. 6 in the list of counties with the most retail sales. Hinds, with sales in Jackson, came in at the top with \$4.3 billion in gross retail sales. Harrison, Rankin, DeSoto, Madison, Jackson, Lauderdale, Forrest and Jones counties rounded out the Top 10 list.

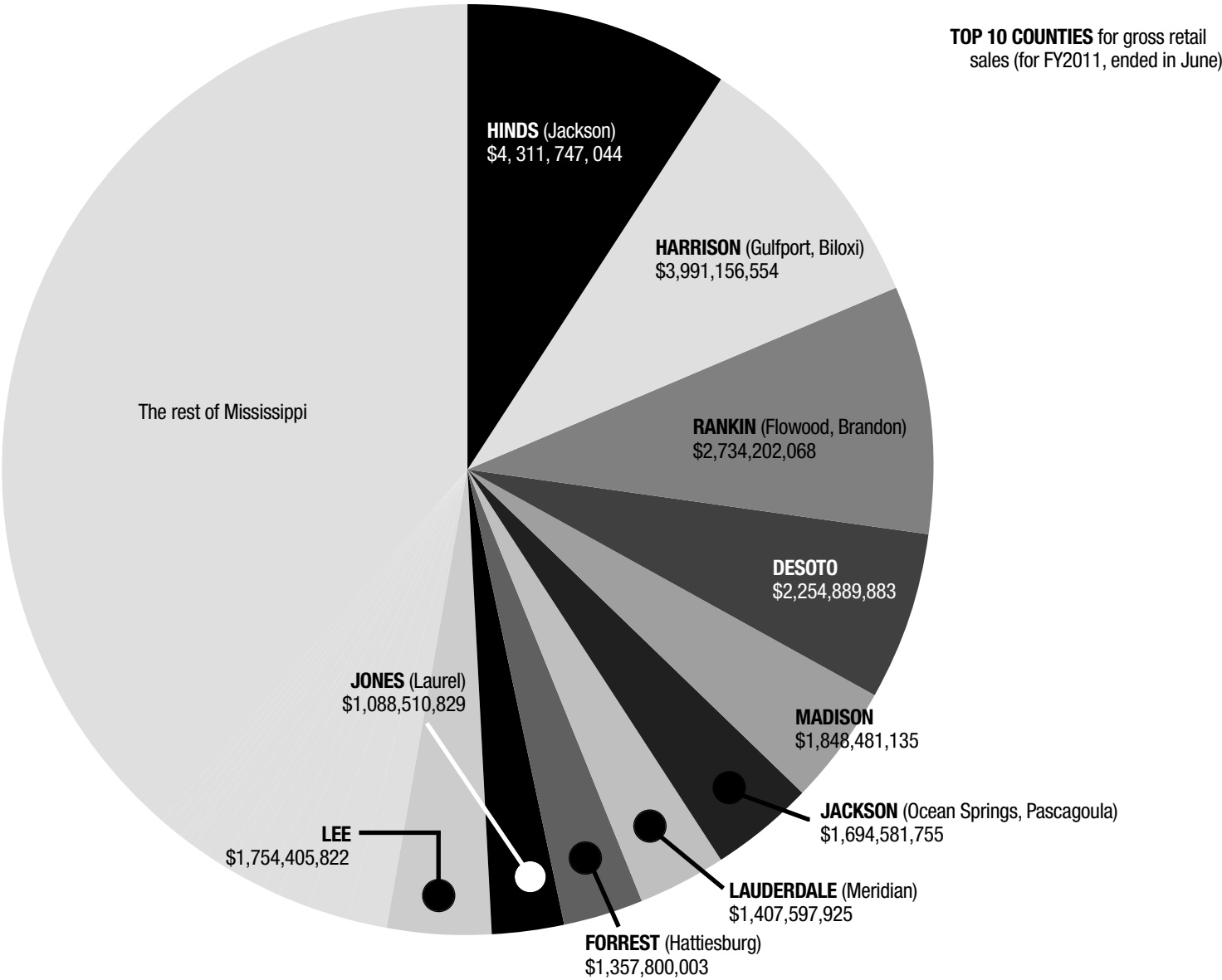
Lee County remains the dominant retail center in Northeast Mississippi, based on retail sales. Lee came in at the top of the county list with sales of \$1.75 billion. Lafayette County was No. 2, with sales of \$639.7 million.

Benton was at the bottom of the list with \$22 million, but it also recorded the highest percentage growth – nearly 35 percent – in all of Northeast Mississippi.

Itawamba posted the biggest decline of 4.55 percent on gross retail sales of \$155.27 million, according to the Department of Revenue.

In Lee County, Tupelo is the heavy lifter with retail sales. The sales translate to added income for the city. According to City Clerk Kim Hanna, Tupelo received \$16,919,191 sales tax income in fiscal year 2011, which

## MISSISSIPPI'S FY 2011 GROSS RETAIL SALES



## NEMS FY 2011

### NORTHEAST MISSISSIPPI'S FY 2011 gross retail sales (by county)

Lee	\$1,754,405,822
Lafayette	\$639,740,958
Oktibbeha	\$579,916,802
Alcorn	\$530,765,038
Union	\$309,908,570
Monroe	\$290,324,377
Pontotoc	\$232,804,307
Prentiss	\$232,723,414
Marshall	\$205,057,030
Clay	\$196,914,170
Itawamba	\$155,271,728
Tippah	\$149,636,990
Tishomingo	\$139,707,652
Chickasaw	\$138,551,641
Calhoun	\$100,843,487
Benton	\$22,428,886

SOURCE: Mississippi Department of Revenue

# Retailers gearing up for holiday sales

BUSINESS JOURNAL AND WIRE REPORTS

Some stores in Northeast Mississippi are more optimistic about holiday hiring than their national counterparts.

Reed's, the 106-year-old Tupelo-based department store, will hire about 15 additional workers for the holiday season at its stores downtown and at The Mall at Barnes Crossing.

Clyde Biddle, Reed's chief financial officer, said many have been hired already.

"Sales have been up this year for us, and we're seeing an increase on the weekends," he said.

The company's other stores in Columbus and Starkville also expect to bump up its holiday staff, Biddle said.

At JCPenney at the mall, manager Al Cox said he expects to hire 20 to 25 seasonal workers.

Another mall anchor, Belk, has added 30 more workers for its two stores.

According to the National Retail Federation, retail directly and indirectly supports one of four jobs in Mississippi. Based on information from a PriceWaterhouse study, the NRF esti-



DESTE LEE | DAILY JOURNAL | FILE

Shoppers lined the street and sidewalk as they waited for the doors of Toys R Us to open for last year's Black Friday shopping. Two hours before the store opened, the line had stretched to Office Max.

mates retail directly employs more than 250,000 people in Mississippi and support more than 346,000 jobs overall.

With the holiday shopping season starting in earnest, those numbers should be rising.

The NRF projects holiday sales to increase about 2.8 percent. ShopperTrak projects

sales to rise 3 percent, as does the International Council of Shopping Centers.

So how will that impact hiring for the holidays?

Outplacement consulting company Challenger, Gray & Christmas said retailers were likely to hire the same or possibly fewer seasonal workers as

they hired in 2010.

Retail employment grew by 627,000 jobs from October through December in 2010, Challenger said. That was up 27 percent from 2009 and nearly double the 26-year low set in the midst of the recession in 2008, when only 231,000 were hired for the season.

"It would be surprising if holiday hiring exceeded last year's level," said John Challenger, the company's CEO.

Challenger said holiday hiring would not reach pre-recession levels, which averaged around 720,000 additional workers.

In another survey, Snagajob, a search site that focuses on hourly jobs, calls its holiday forecast the best it has seen in the last four seasons. More than half of managers (51 percent) tasked with hiring seasonal workers for the holidays said they'll be hiring this year, up from 43 percent in 2008.

Most retailers, from grocery stores to toy-selling giants such as Toys R Us and Walmart, have part-time options available. But they lack the incentive to add higher numbers of workers be-

cause many have higher rent, energy and wholesale costs, Challenger said.

Best Buy said it planned to hire about 15,000 seasonal workers nationwide, about half of what it did last year.

TJ Maxx Inc. (TJ Maxx, Marshall's) and Sears Holding Group Inc. (Sears, Kmart) said they plan to hire around the same amount of seasonal workers as last year.

Overall, retailers are heading into the holiday season with about 160,000 more workers than last year. And not all seasonal positions end up being temporary. Nearly 10 percent of the 2010 holiday workforce is still employed at Toys R Us, said Katie Reczek, Toys R Us spokeswoman.

Even with a tepid hiring forecast, Challenger said applicants should not be overly discouraged because retail has some of the highest turnover rates of any industry.

"You may walk into a store one day and they are not hiring," said Challenger. "Walk in the next day, and they may have had an employee quit and plan to replace him."

## Retail: Tupelo's share of the retail tax has grown about \$9M since 1992

FROM PAGE 4

is from Oct. 1 to Sept. 30 for the city.

She said the city keeps 18.5 percent of sale tax collected inside the city limits. The state keeps the rest.

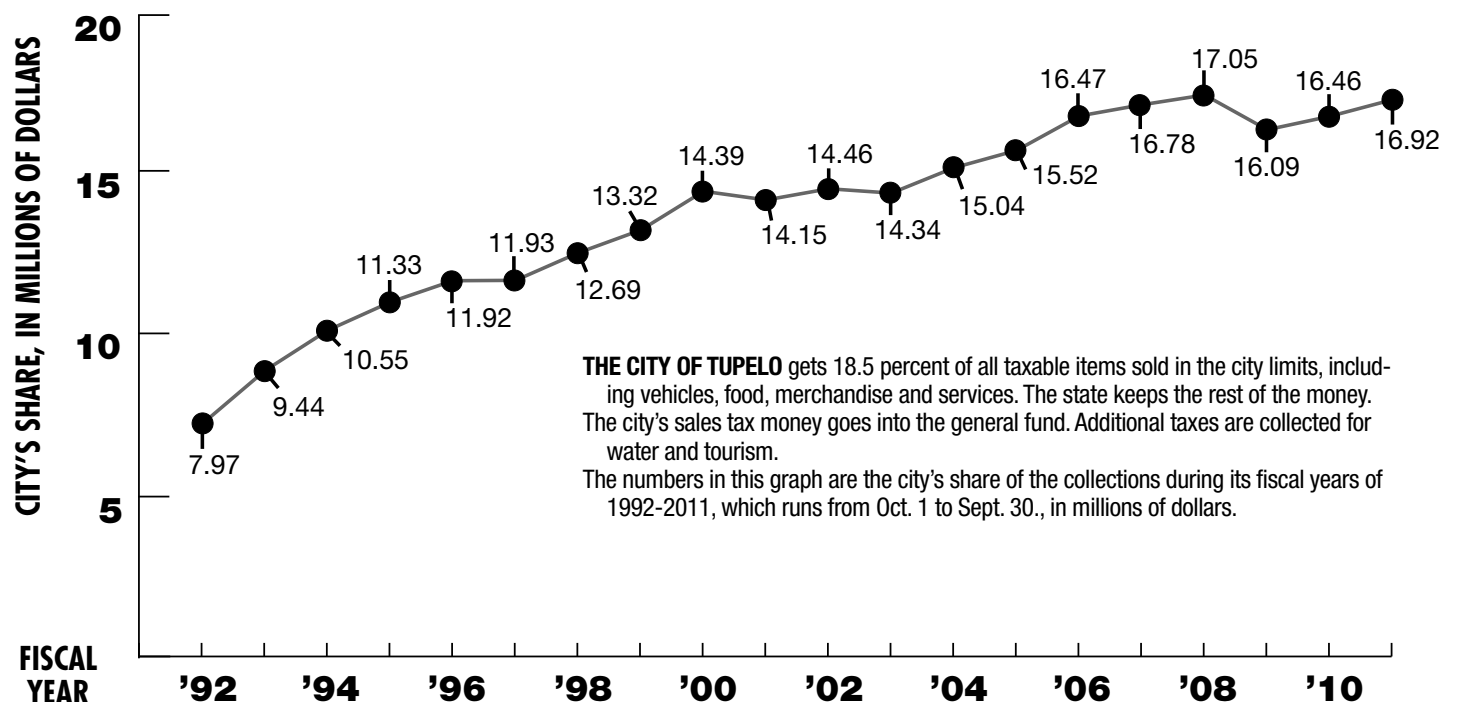
Tupelo's collections are up about \$9 million since 1992, which the city received \$7.97 million. The collections slowly crept up over the years, reaching a peak in FY 2008 of \$17.05 million.

Collections slipped to \$16.09 million in FY 2009, but they have been gaining ground the past two fiscal years.

So far, sales in Lee County this fiscal year are slightly below last year's mark. For August and September, the county's gross retail sales were down 0.44 percent.

Statewide, gross retail sales were down 7.67 percent for the same time period.

### SALES TAX COLLECTIONS IN TUPELO





## OPEN FOR BUSINESS

### JMT Consulting opens, offers PR services

TUPELO – JMT Consulting, a public relations firm, has opened in Gloster Creek Village.

Owned by Michael Tonos, former managing editor of the Northeast Mississippi Daily Journal, JMT Consulting offers a variety of public relations services, including media relations, strategic planning, training and freelance writing and editing.

Tonos formed JMT Consulting in 2000 in Gulfport after serving as executive editor of the Sun Herald newspaper. Among his clients were DuPont, the Mississippi Contract Procurement Center and the Gulf Coast Carnival Association. He also was editorial coordinator for the Journal of South Mississippi Business until moving to Tupelo in 2003.

Tonos, a native of Greenville, also has worked for the Vicksburg Post and taught as an adjunct professor at Tulane University's Biloxi campus.

For more on JMT Consulting, visit [www.jmtpr.com](http://www.jmtpr.com), call (662) 322-9399, or

visit [www.facebook.com/jmtconsulting](http://www.facebook.com/jmtconsulting).

### Downtown tea room now open in Tupelo

The Tea for T'Arts Tearoom is now open inside His Hers Antiques & Collectibles.

The business is located at 307 W. Main St. in Tupelo.

The phone number is (662) 269-2108.

The tea room offers savory and sweet sandwiches and tarts from 11 a.m. to 4:30 p.m. Tuesday through Saturday.

The business has a private room to accommodate groups.

### New frozen yogurt store open in King's Crossing

TUPELO – Extreme Yogurt has opened next to Mt. Fuji in the King's Crossing shopping center.

Marcus Harris is the owner of the Tupelo business. He also owns Extreme Heat Tanning, which is next door.

The store is set up with self-serve frozen yogurt containers in the back and toppings dispensers closer to the

register.

It charges 45 cents and ounce.

### Tutti Frutti opens location in Mall at Barnes Crossing

TUPELO – Tutti Frutti has opened in The Mall at Barnes Crossing.

The frozen yogurt shop is in the food court. It's in the spot previously occupied by Cancun Express.

Tutti Frutti will be open during regular mall hours, according to mall management.

This is Tupelo's second Tutti Frutti location. The first one is on North Gloster Street in the Crye-Leike Plaza. Bruce Patel's company owns both locations.

### Burton is consultant for Tastefully Simple

TUPELO – Jamie Burton has become an independent consultant with Tastefully Simple Inc., a national direct sales company featuring more than 60 foods.

As an independent business owner, Burton offers food samples at home taste-testing parties, along with ideas

for everyday meals, recipes and serving suggestions.

For more information about Tastefully Simple products, taste-testing parties or starting your own Tastefully Simple business, contact Jamie Burton at [gourmetburton@gmail.com](mailto:gourmetburton@gmail.com).

### Pizza Circus now open across from Ripley High

RIPLEY – The Pizza Circus is open at 708 City Ave. in Ripley.

It is next door to the China Kitchen and across from Ripley High School.

The restaurant features a daily buffet with 12 different pizzas, bread sticks, calzones, dessert pizzas and salad. Items also can be ordered off the menu. The night-time pizza includes pasta dishes.

Pizza Circus also has cotton candy, cookies, cinnamon rolls and video games.

It is open from 11 a.m. to 2 p.m. for lunch and 4 p.m. to 8 p.m. for dinner.

For more information, call (662) 837-4400.

*Daily Journal reports*

## There may be multiple choices.



## But there's only one answer—Trusted Choice®

When it comes to finding the right insurance, the options can be overwhelming. You know you're making the right choice when you work with a Trusted Choice® independent agent—an experienced, knowledgeable partner who will work with you to navigate the options among insurance companies and help you select the protection that is best for you. For one of life's biggest choices, make the right choice.



To find a Trusted Choice® agent near you, go to [www.TrustedChoice.com](http://www.TrustedChoice.com)

# Jim Bain's PHARMACY

Member of **★USA Drug Family**

*Serving Northeast Mississippi Since 1981*

367 NORTH GLOSTER STREET, TUPELO, MISSISSIPPI

**662-844-4530**

Pharmacy Dept. e-mail: [jimbain@usadrug.com](mailto:jimbain@usadrug.com) • FAX: 662-844-4537

Mon-Fri 9:00-6:00 • Sat 9:00-1:00



**Jim Bain, RPh**  
**Cathy Hudson, RPh**



DONNIE TIMMONS



TARA WEBB



JOSEPH BURNS



TONYA MCGRAW



JENNY ERICKSON



GRISSY KYLE



SUZANNE ERICKSEN



CORA POLSON

**WE HONOR ALL \$4, \$8, AND \$10 PRESCRIPTION PLANS**



*Jim Bain's*  
**COMPOUNDING  
PHARMACY**

[jbrxcompounding@yahoo.com](mailto:jbrxcompounding@yahoo.com)

**Mon. - Fri. 9:00 - 5:00**

- Customized Hormone Replacement Therapy
- ZRT Saliva Testing
- Veterinary Compounds
- Transdermals, Creams & Lotions
- Pain Management Medication



**Nataly Wigginton, PharmD**  
Compounding Pharmacist

# 'What's the big idea?'

This was a question asked again and again by advertising legend Leo Burnett, who was one to buck trends. He opened his agency, Leo Burnett Co., in Chicago when the big players were in New York. However, he never bucked his own trend of trying to get to the "Big Idea."

And just what is the big idea? The big idea is the core of a marketing message. When you boil everything else away from a company, what will make a consumer use its product and/or services? Another advertising great, David Ogilvy, called it the "unique selling proposition."

When features, benefits, wording and layout were being discussed and argued, Burnett was notorious to cut to the heart of the matter and ask, "What's the big idea?" This dedication to determining and sometimes creating the unique element is what helped his company build some of the biggest brands in the world.

This vision gave Minnesota Valley Canning Company a mascot that later became the brand – the Jolly Green Giant. Burnett helped position StarKist



## Marketing Matters

JOSH MABUS

as a company that sold good-tasting tuna, not tuna with good taste. Sorry, Charlie. Anyone born after 1985 can search YouTube for "Charlie Tuna" to get the reference.

You don't have to have an animated mascot to be unique, but you do have to find a way to stand out. I passed a local restaurant that has a large, expensive sign with a message board that said,

"We now have chips & bottle water."

I must admit, I don't know how many previous requests this restaurant had for chips and water, but I do know they have a lot more to offer. Someone spent time in the summer heat putting up a sign that didn't embody anything that almost all other restaurants offer. You have to realize that all ad space is valuable and all messages are critical.

**When creating marketing messages, you must work to avoid the mundane. Again, I'm not saying that you have to have characters or gimmicks. Your offer must stand out.**

When creating marketing messages, you must work to avoid the mundane. Again, I'm not saying that you have to have characters or gimmicks. Your offer must stand out. My term for the big idea is "key benefit" and my method for determining this can be found in the May issue of the Northeast Mississippi Business Journal.

How big is your idea? How unique is your proposition? These are questions you must ask yourself when you look at your own advertising. Is your message "just another message" or will it stand out next to the competition?

A good exercise to review a copy of the Business Journal or the Daily Journal.

Find a page with several ads grouped together. Look at these ads and try to find one that stands out. Why does this ad stand out among the others? Is it written better? Is the layout and design better? Are the photographs more appealing? There are several factors than can make an ad stand out, but the most failsafe is a strategically focused benefit statement.

Determine what the "big idea" is about your business and be sure to tout it everywhere.

**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.

# Murphree

paving company inc.

- Asphalt Paving
- Decorative Paving
- Pavement Maintenance
- Sealing & Striping

**(662) 844-2331**

**"Serving Northeast Mississippi  
for over 40 years"**

**www.murphreepaving.com**



+

**\$0**

**Monthly Fee**

=

**FREE Debit Card**

**M&F Bank**

Fast. Simple. Local.

www.mfbank.com | 800-379-5465

© 2011 M&F Bank

M&F Bank debit cards may be used at any of our ATMs at no charge. If you use an ATM not owned by M&F, we will assess a fee for each withdrawal or balance inquiry plus the owner or operator may also charge a fee.





# Chamber Connection

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

## 35th Annual Industry Education Day held

### 600 area teachers & administrators participate in annual event

The 35th Annual Industry Education Day event was held at Tupelo High School's Performing Arts Center October 26. Educators in grades six through twelve in the Tupelo and Lee County school districts attended the event, headlined by keynote speaker, Dr. Willard R. Daggett, Ed.D., CEO of the International Center for Leadership in Education.

Dr. Daggett is recognized throughout the world for his proven ability to move education systems towards more rigorous and relevant skills and knowledge for all students. He has assisted a number of states and hundreds of school districts with their school improvement initiatives, many in response to No Child Left Behind and its demanding adequate yearly progress (AYP) provisions. Dr. Daggett has also collaborated with education ministries in several countries and with the Council of Chief State School Officers, the Bill & Melinda Gates Foundation, the National Governors Association, and many other national organizations. He is the creator of the Application Model and Rigor/Relevance Framework, a practical planning and instructional tool for

determining the relevance of curriculum and assessment to real-world situations. Dr. Daggett's Rigor/Relevance Framework has become a cornerstone of many school reform efforts throughout the United States.

"We were very excited to bring Dr. Daggett to Tupelo for Industry Education Day," said Todd Beadles, vice president of workforce development for the Community Development Foundation. "His message to our area educators was strong and it is our hope that each teacher present took something away from Dr. Daggett's talk that will help them educate the future workforce of our community."

The purpose of Industry Education Day is to bring together area educators and industrialists, to promote cooperation and collaboration, to enhance job opportunities for future employees, and to improve the overall economic climate of the region. Industry Education Day is considered to be an in-service training for participating teachers and is sponsored by area industries and the Community Development Foundation.



Dr. Bill Daggett is pictured speaking to over 600 educators at the 35th Annual Industry Education Day event.

## SPONSORS

### DOCTORATE LEVEL:

Bauhaus USA  
Cooper Tire & Rubber Company  
Corbett Legge & Associates, PLLC  
ESG Operations  
Itawamba Community College  
MTD Products, Inc.  
North Mississippi Health Services  
Renasant Bank  
Tecumseh Products Co.  
Tupelo Recycling

### MASTERS LEVEL:

Central Service Association  
Honey Baked Ham  
JESCO, Inc.

### BACHELOR LEVEL:

B&B Concrete  
BancorpSouth  
Hunter Douglas  
Pepsi Beverages Company

### ASSOCIATE LEVEL:

HM Richards, Inc.  
Savings Oil Company.

# Chamber focus

Dear Friends:

As Member Appreciation Week draws to a close, let me take this opportunity to once again thank our nearly 1,300 members for investing in CDF. We appreciate you and are here to serve you. Your Chamber team provides development seminars, networking opportunities, community leadership programs, publicity for your business, and much more. Please give us a call to let us know how we can help your business grow.

The current class of the Jim Ingram Community Leadership Institute recently completed their opening retreat at Whispering Woods Conference Center and Hotel in Olive Branch. Facilitators for the session were J. Mac Holladay, founder and CEO of Market Street; Phil Hardwick with the Stennis Institute; David Rumbarger, CEO of CDF; and Mike Clayborne, president of CREATE Foundation. The November session is focused on Education and will be held November 10.

This week begins the third year for our ChamberAdvantage affinity program. The program is designed to encourage CDF members to do business with other CDF members by offering special discounts on products and services over and above what they offer to the general public. Last year, 160 of our members representing 55



Green

categories offered special discounts. Member businesses and their employees are given key tags that show they are eligible to receive the ChamberAdvantage discounts. Please visit [www.cdfms.org/chamberadvantage](http://www.cdfms.org/chamberadvantage) and review the discounts that began November 1. By participating and taking advantage of the discounts, members will realize a quick return on their CDF membership investment. To enlist your business, or if you have any questions, please contact Emily Addison at [eaddison@cdfms.org](mailto:eaddison@cdfms.org).

As we approach this season of thanksgiving, we remain thankful to you, our members, and are reminded of how blessed we are to be a part of such a vibrant and progressive community. Best wishes to you and your family for a happy, safe, and joyous Thanksgiving holiday.

*Jimmy Green*  
Vice President  
Chamber of Commerce

## Community Development Foundation's

### Board of Directors for 2011-2012

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

### 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  
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  
Ty Robinson  
Chris Rogers  
Mike Scott  
Ellen Short  
Bobby Smith  
Jeff Snyder  
Kiyoshi Tsuchiya  
Brent Waldrop  
Mitch Waycaster  
Al Wiygul

## New CDF Members

### Big Brothers Big Sisters

Ms. Sarah Davis  
213 W Main St., Ste. 200  
Tupelo, MS 38804  
(662) 687-1532  
*Organizations*

### Bolton Janitorial

Mr. Terrance Bolton  
P.O. Box 272  
Baldwyn, MS 38824  
(662) 808-0278  
*Janitorial*

### Dennen Steel Corp.

Ms. Debra Smale  
P.O. Box 3200  
Grand Rapids, MI 49501  
(616) 785-8350  
*Manufacturers & Distributors*

### Don Julio Tex-Mex Restaurant

Mr. Rafael Mendoza  
837 Kings Crossing Dr., Ste. 12  
Tupelo, MS 38804  
(662) 840-1740  
*Restaurants & Catering*

### Elite Medical, LLC

Dr. Anne Haire  
2633 Traceland Dr.  
Tupelo, MS 38801  
(662) 205-4652  
*Health Care*

### Employment Plus

Ms. Denise Webb  
140 S Industrial Rd.  
Tupelo, MS 38801  
(662) 844-2250  
*Employment Agencies*

### JMT Consulting

Mr. Michael Tonos  
499 Gloster Creek Vlg., Ste. F9  
Tupelo, MS 38801  
(662) 322-9399  
*Consulting*

### People Link Staffing

Ms. Renee Sappington  
2436½ W Main St., Ste. A  
Tupelo, MS 38801  
(662) 680-7200  
*Employment Agencies*

### Subway

Mr. Nick Patel  
2270 W Main St.  
Tupelo, MS 38801  
(662) 680-4828  
*Restaurants & Catering*

### The UPS Store

Ms. Monica Jones  
1020 N Gloster St.  
Tupelo, MS 38804  
(662) 840-7222  
*Mailing Services*

### Wild Hogs Biker Gear

Mr. Cody Bullock  
1001 Barnes Crossing Rd., Box 155  
Tupelo, MS 38804  
(662) 680-8645  
*Retail & Specialty Shops*

## 2011-2012 Ambassador's Club

Ms. Beverly Bedford ..... Honda of Tupelo  
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 ..... C Spire  
Ms. Bea Luckett ..... TRI, Inc. Realtors  
Mr. Ben Martin ..... RE/Max Associates Realty  
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. Ricky Orr ..... M&F Bank  
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  
Mr. Cole Wiygul ..... Independent Furniture Supply

# Tupelo Academy of Cosmetology offers education today for a beautiful tomorrow

In 2002, Kathy Tollison started the Corinth Academy of Cosmetology, enabling students interested in pursuing a career in cosmetology to participate in classroom instruction and gain valuable real life experience. It quickly became apparent that a branch location was needed to assist even more students in meeting their career goals. Tollison began to look for a place in the Northeast Mississippi region that was experiencing growth, but also had a true community feel. In June of 2011, Tupelo Academy of Cosmetology (TAC) opened offering students education today for a beautiful tomorrow.

"We looked for a community that wasn't too big or too small, but one that was experiencing growth," said Tollison. "I absolutely love it here in Tupelo. There is a community feel, but this place is growing. There is always something going on and people truly care about other people here."

While Tollison has been overwhelmed by the support received from the City of Tupelo, CDF's Chamber of Commerce division, and others, she will tell you that it is all about her students. She offers a 1,500-hour program in cosmetology, as well as 750 and 2,000-hour programs for cosmetology instructors.

"I love my business, and one thing that has really helped us is our love for



Holly McNutt observes as TAC instructor Telicia Braddock practices on Lydia Dulaney.

our students," said Tollison. "We always put the student first and help them in anyway that we can. We strive to teach our students in the best way possible, using high-tech training."

The latest way that Tollison is reaching out to help her students, is through "The Fabulous Basket." In order to help fund scholarships for continuing education for several TAC students, Tollison

has garnered jewelry, gifts, clothes, hair products, colognes, a myriad of restaurant gift certificates, and more, all donated from businesses from Corinth to Tupelo and everywhere in between. All of these items are put together in a basket, with chances to win sold for \$3 or four chances for \$10. The drawing will be held December 10 and tickets may be purchased at TAC.

TAC is open to the public, offering all of the services of a full-service salon and spa. From hair care, waxing, and spray tans, to spa manicures and pedicures, customers can choose from a list of services provided by the cosmetology students, at reduced prices. Because Tollison and her students attend many of the national hair shows, they are able to offer the latest services in hair and nail technology.

"Whatever is coming out, we are doing it," said Tollison.

One visit to TAC will confirm Tollison's passion for her business and the immense love she has for her students. Cosmetology is a fast-growing profession in America, and Tollison is helping create jobs by highly training cosmetologists, completely preparing them for the real world that lies ahead. With the mantra "offering education today for a beautiful tomorrow," Kathy Tollison's future is stunning.

Tupelo Academy of Cosmetology is located at 205 Commerce Street in Downtown Tupelo, and can be reached at (662) 840-3131. Tupelo Academy of Cosmetology is open to the public Tuesday and Thursday from 12:00 noon to 10:00 p.m., Wednesday from 12:00 noon to 5:00 p.m., Friday from 8:30 a.m. to 4:30 p.m., and Saturday from 8:00 a.m. to 3:00 p.m.

## THE WHIMSEY WINE & WHISKEY BAR



To celebrate the opening of The Whimsey Wine & Whiskey Bar in Downtown Tupelo, a ribbon cutting was held. The Whimsey is part of Nautical Whimsey Italian Bistro, opened and operated by Amanda Knuckles. Surrounded by friends, employees, and CDF Ambassadors, Knuckles and Councilman Fred Pitts officially opened the bar by cutting a ribbon. Nautical Whimsey is located at 210 W Main St., Ste 103 in Tupelo and can be reached at (662) 842-7171.

## KELLY SERVICES



A ribbon cutting ceremony was recently held at Kelly Services, in celebration of 25 years of meeting Tupelo and Northeast Mississippi's workforce needs by bringing together companies and the best employees for Northeast Mississippi's diverse job market. With the help of Councilman Mike Bryan, Andy Dechira, interim district manager for Kelly Services, officially cut the ribbon. Kelly Services is located at 100 Parkgate Ext., Ste. A 1-B in Tupelo and can be reached at (662) 842-9602. For more information on Kelly Services, visit [www.kellyservices.com](http://www.kellyservices.com).



## REED'S 106TH ANNIVERSARY



Reed's recently celebrated its 106th anniversary with the Grand Opening of their newly renovated and expanded Mall at Barnes Crossing Store – featuring Mississippi's first The North Face Concept Shop. Members of the Reed family, CDF Ambassadors, employees, and excited customers participated in the ribbon cutting ceremony. Reed's is located inside the Mall at Barnes Crossing, and can be reached at (662) 842-5287. For more information, visit their website at [www.reedsms.com](http://www.reedsms.com).

## SAVE THE DATE

2012 Business to  
Business Connection  
and Taste of Tupelo

TUESDAY, FEBRUARY 7, 2011  
BANCORPSOUTH ARENA  
375 EAST MAIN STREET  
TUPELO, MISSISSIPPI



# COMPUTER UNIVERSE

WE REVOLVE AROUND YOU



We service  
Apple®  
products



Authorized Service Provider

**662.844.6991**

WEST MAIN SHOPPING CENTER • TUPELO, MS  
[THEUNIVERSEHASAPPLE.COM](http://THEUNIVERSEHASAPPLE.COM)

Apple and the Apple logo are trademarks of Apple Inc., registered in the U.S. and other countries.

*"Serving North Mississippi Since 1949"*



**Residential • Commercial • Industrial**



# B&B CONCRETE CO., INC.

130 N. Industrial Rd. • Tupelo, MS 38802  
842-6312 • Dispatch: 842-6313 • Fax: 842-6327

[email@bbconcrete.com](mailto:email@bbconcrete.com)

Join us for the  
November TYP  
event at



Thursday, November 17  
5:00 p.m. – 7:00 p.m.  
122 W Main St.

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.

TUPELO  
YOUNG  
PROFESSIONALS  
www.typs.biz

Watch the latest edition of  
CDF "THREADS," a monthly  
30-minute TV show that airs  
the fourth Saturday of each  
month on WTVA at 5:00  
p.m. The show features  
news about economic  
development activity and  
chamber of commerce  
events. The October show,  
featuring information on  
your Chamber of Commerce,  
can be viewed at  
www.cdfms.tv



## BELK REMODELING



To celebrate the completion of the remodeling of their store located inside the Mall at Barnes Crossing, Belk held a ribbon cutting. At the celebration gift cards were given to the first 700 guests who visited the retail location and Belk presented the Tupelo-Lee Humane Society with a \$5,000 donation. Joel McKinley, Belk store manager, cut the ribbon with the help of Mayor Jack Reed, Jr., officially opening the newly remodeled store. Belk is located at 1001 Barnes Crossing Rd. in Tupelo, and can be reached at (662) 690-6334. For more information, visit their website at [www.belk.com](http://www.belk.com).

## MOBILITY MEDICAL



Mobility Medical specializes in custom pediatric and adult rehab equipment, power wheelchairs, manual wheelchairs, walkers, canes, crutches, hospital beds, and more. With the help of members of the CDF Ambassador's Club and Councilman Markel Whittington, Ramey House cut the official ribbon. Mobility Medical is located at 609 S Gloster St. in Tupelo, and can be reached at (662) 844-9212. For more information, visit their website at [www.mobilitymedicalinc.com](http://www.mobilitymedicalinc.com).

## OCTOBER FIRST FRIDAY



Cam Sholly, superintendent of the Natchez Trace Parkway spoke at the October First Friday networking breakfast. During the program, he presented a photo of the Natchez Trace Parkway to Harry Martin, CDF CEO from 1956-2000, and Dr. David Irwin, CDF chairman.

EMPLOYMENT PLUS

Employment Plus, a human resource solutions firm headquartered in Bloomington, Indiana, celebrated its 17 year anniversary in February 2010. In addition to staffing services, Employment Plus provides Technical Recruiting, Coaching and Training, Assessments and Screening, Safety Tools and Supplies, and HR Admin Support. They will host an open house at their new location Monday, November 7 from 10:00 a.m. to 3:00 p.m. Employment Plus is located at 140 S Industrial Rd. in Tulpelo and can be reached at (662) 844-2250. For more information, visit [www.employmentplus.com](http://www.employmentplus.com).



During this time of giving thanks, your Chamber of Commerce is thankful for our members. Happy Thanksgiving from the staff of the Community Development Foundation.



**The CDF Business Roundtable will meet Wednesday, November 16 at 4:00 p.m. in the CDF Boardroom.**

**For more information or to appear on the agenda, please contact Emily Addison at (662) 842-4521 or [eaddison@cdfms.org](mailto:eaddison@cdfms.org).**



*Business Banking Solutions **Just right for you.***

personal banking  
business banking  
investment services  
insurance  
home mortgages  
asset management & trust



**Top business services to manage your bottom line.**

What if you could create a bank that's just right for your business? You'd need a bank with easy-to-use tools to manage your business, like making deposits from your office. And a special relationship with a banker who can make decisions locally – quick and customized for you. Of course, you'd want your bank to be a one-stop shop for all your financial needs – both business and personal. With BancorpSouth, you have a bank that's just right for your business. Call us today, and we'll visit your business for a custom analysis of your business needs.



**BancorpSouth**

*Right Where You Are*

For a location near you, call us at 1-888-797-7711, or visit our website at [bancorpsouth.com](http://bancorpsouth.com).

Bank deposits are FDIC insured. BancorpSouth Investment Services, Inc., and BancorpSouth Insurance Services, Inc., are wholly owned subsidiaries of BancorpSouth Bank. Insurance products are offered by BancorpSouth Insurance Services, Inc. Investment products are offered by BancorpSouth Investment Services, Inc. Member NIFA/SIPC. Insurance and investment products are • Not a deposit • Not FDIC insured • Not insured by any federal government agency • Not guaranteed by the bank • May go down in value.

NYSE: BXS



*Just right for you*





## MIDDLETON LAW OFFICE



Middleton Law Office provides representation with bankruptcy, divorce, child custody, adoption, wills, and other matters. Located on West Main Street, they offer convenient and confidential consultations. Dalton Middleton cut the ribbon in the presence of his family, friends, CDF Ambassadors, and Councilman Willie Jennings. Middleton Law Office is located at 2604 W Main St., Ste. C in Tupelo, and can be reached at (662) 205-4749. For more information, visit [www.mlawms.com](http://www.mlawms.com).

## MISSISSIPPI HILLS NATIONAL HERITAGE AREA EXHIBIT CENTER



The Mississippi Hills National Heritage Area Exhibit Center opened in the Renasant Center for IDEAs with a ribbon cutting ceremony. Located in the former restaurant space of the business incubator, the Center features exhibits depicting the communities within the Mississippi Hills National Heritage area. Mississippi Development Authority's Director of Tourism, Mary Beth Wilkerson, cut the ribbon for the center. Other special guests participating in the event included Senator Nancy Adams Collins, Natchez Trace Superintendent Cam Sholly, and Mayor Jack Reed, Jr. The Mississippi Hills National Heritage Area Exhibit Center is located at 398 E Main St. in Downtown Tupelo, and can be reached at (662) 844-1276. For more information, visit their website at [www.mshills.org](http://www.mshills.org).

## J.C. PENNEY

JC Penney unveiled its newly renovated store at 1001 Barnes Crossing Rd. with a ribbon cutting ceremony October 28. After an over \$1.5 million renovation, the store has the look and feel of a new JC Penney store, highlighting jcpenny's most innovative new brands and concepts including their newest brands Call It Spring by Aldo® and MNG by Mango®. The Tupelo store is one of 69 JC Penney stores undergoing a storewide renovation this year as part of the company's ongoing transformation into a destination for great style. JC Penney is located inside the Mall at Barnes Crossing and can be reached at (662) 844-2660. For more information, visit their website at [www.jcpenney.com](http://www.jcpenney.com).



## MARK YOUR CALENDAR



First Friday  
December 2

### Speaker:

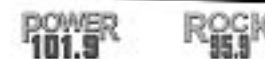
Ms. Meri Armour  
President LeBonheur  
Children's Hospital

### Sponsors:

Computer Universe



**SnyderMedia**



**The Mall at Barnes Crossing**  
**Food Court 7:00 a.m.**  
**Continental breakfast will be served.**

For more information,  
call: 662.842.4521



*Over 2,200  
retention visits  
were made to CDF  
members in 2011*



*656  
relocation packets  
were distributed by  
CDF*

*10,000  
ChamberAdvantage  
key tags were  
distributed to CDF  
member businesses*



*67  
ribbon cuttings  
were  
conducted*



*Over 850  
phone referrals  
were made to  
CDF members*



*Over 2,500 people  
attended the  
Business to  
Business  
Connection*

*Over 400 people  
attended  
Tupelo Young  
Professionals  
events*



*875  
CDF members  
attended First  
Friday networking  
meetings*



*250 CDF members  
attended  
professional  
development  
events*



*Jim Ingram  
Community  
Leadership Institute  
has graduated 203,  
with 22 in this year's  
class*



*Thank you to the 1,252 members of CDF  
for your investment in Tupelo/Lee County.  
Your Chamber of Commerce looks forward  
to serving you.*

# *It's always the best technology that rules*

**A**ccording to the current advertisements of a certain wireless provider, "The business with the best technology rules."

On the surface, such statements seem to have some substance, but when I examine them in more detail, I find fluff.

When I think of "the best technology," I think first of IBM. A recent article at forbes.com points out that for the past 18 years, IBM has been granted more U.S. patents than any other company. In 2010, IBM received 5,896 U.S. patents, and before that, no company had ever received as many as 5,000 patents in one year.

Nevertheless, while IBM does make a lot of money from sales of hardware and software, neither of these patent-centric revenue sources could be considered IBM's bread and butter. IBM's software segment accounts for 23 percent of revenue, and the systems and technology segment only 18 percent. The biggest part of IBM's revenue – 57 percent – comes from Global Services, IBM's consulting division. As strange as it sounds, the manufacturing of computers has been a sideline business for IBM since Louis Gerstner became CEO.

Even before Gerstner, industry ex-



Tech  
Talk

TED  
HOLT

perts were adamant that IBM did not have the best technology. Rather, IBM had the best marketing of technology. I agree with this position, because I worked on both IBM and non-IBM computers in those days.

Maybe we need to look elsewhere to find "the best technology." I suggest we look to the Philippines, where

Illac Diaz's MyShelter Foundation has been changing lives with solar bottle bulbs. In case you're not familiar with this "technology," let me fill you in.

In the Philippines, many people live in cinder-block shanties with roofs of corrugated tin. These dwellings often have no windows, and so they are very dark inside, even in the daytime. Using an idea developed by students from the Massachusetts Institute of Technology, many Filipinos now have free daytime lighting.

Here's how it works: The "manufacturer," if you want to call him that, fills a one-liter soft-drink bottle with purified water and adds a small amount of chlorine bleach to prevent the growth of algae. He squeezes the bottle into a tight hole that has been cut in a small square of tin and seals the joint with caulk.

The installer cuts a hole slightly larger than the bottle in the tin roof of a house, lays the square of tin over the hole so that the bottom of the bottle hangs into the room below, then caulks around the square of tin to keep rain from pouring through the roof.

Sunlight hits the top of the bottle, travels through the water and into the room below, giving 55 watts of illumination to the occupants of the house.

So what's the best technology? I say the best technology is that which improves the lives of people. In the case of impoverished Filipinos, repurposed disposable soda-pop bottles are better technology than all of IBM's patents.

**TED HOLT** is president of BINARe, a Tupelo-based organization of professionals interested in the application of technology to the workplace. BINARe welcomes new members. For more information, visit [www.binare.org](http://www.binare.org).

## BUSINESS REWIND

### Tupelo airport looking for input on commercial airline service

Tupelo Regional Airport officials are reviewing two bids from airlines hoping to provide air service Tupelo, and they're asking for the public's opinion. The airport's website, [flytupelo.com](http://flytupelo.com), has a survey.

Airport and city leaders will meet with Air Choice One and SeaPort Airlines on Nov. 9, when they'll listen the companies' plans to replace Delta Air Lines.

Both airlines are offering service on nine-passenger Cessna Grand Caravan single-engine planes.

In one of its two-year proposals, SeaPort is offering 18 weekly flights to Memphis and 26 weekly flights to Nashville for more than \$2.64 million in its first year of operation and more than \$2.67 million its second year.

In its other proposal, SeaPort would provide 19 flights to Memphis, 19 to Nashville and 21 to New Orleans. In this proposal, the flights to the Crescent City would make a stop in Hattiesburg. The bid also is contingent upon the U.S. Department of Transportation selecting SeaPort to provide service in Hattiesburg.

Air Choice One's two-year bid proposes 52 weekly flights, all to Memphis, for more than \$2.3 million annually.

*Daily Journal reports*

**Reed's**  
Est. 1905

THE NORTH FACE

Come See Our NEW  
The North Face Concept Store  
at the Mall at Barnes Crossing!

**Never Stop Exploring**

Historic Downtown Tupelo • 842-6453  
Mall at Barnes Crossing • 842-5287

[www.reedsms.com](http://www.reedsms.com)

Do you have the winning edge over your competition?

If your website isn't up-to-par and your business can't be found on the first page of Google (the new phonebook) you could be losing customers to your competition.

**Lighthouse**  
WEB DESIGNS  
...guiding business to online success

Ask about our Local  
Search Marketing Plans  
662-553-4777

WEBSITE DESIGN    EMAIL MARKETING    GRAPHIC DESIGN

[www.LighthouseWebDesigns.com](http://www.LighthouseWebDesigns.com)



## BRIEFING

**MEC progress tour to make several stops in the region**

JACKSON – The Mississippi Economic Conference Progress Tour, featuring the latest on Blueprint Mississippi 2011, will be held in 12 cities throughout Mississippi during November and December.

The Progress Tour, sponsored by Blue Cross & Blue Shield of Mississippi, will take a closer look at the Blueprint Mississippi priority goals and recommendations, which were released Oct. 13. The tour also will seek feedback from business and community leaders before the release of the final report Jan. 5.

Blueprint Mississippi is a \$1.25 million research project funded by the private sector and coordinated through the Mississippi Economic Council, Mississippi Partnership for Economic Development and Momentum Mississippi.

There is no cost to attend. All meetings will be held from 11:30 a.m. to 1 p.m.

The tour will be in Northeast Mississippi in December at these locations:

- Tupelo - Dec. 2, with Kiwanis at the Summit Center.
- Starkville - Dec. 12 with Rotary.
- Oxford - Dec. 13, with Rotary.
- Corinth - Dec. 15 with Rotary.

**SBA seeking nominations for business person, champ awards**

JACKSON – The U.S. Small Business Administration is seeking nominations for the 2012 Mississippi Small Business Person of the Year and Small Business Champion awards.

National Small Business Week will be observed May 20–26, in Washington, D.C.

The 2012 Mississippi Small Business Person of the Year will attend the national celebration to compete for the National Small Business Person of the Year award.

Small Business Champions of the Year award categories are for those who promote small business, including volunteering time and services to small business interests and groups. Champions may or may not be small business owners.

A list of categories, nomination form, guidelines and information for each and other awards is available on the SBA Mississippi website at [www.sba.gov/ms](http://www.sba.gov/ms) under "What's New." A completed nomination package must be received at the SBA's Gulfport Branch office before Nov. 11.

*Daily Journal reports*

## BUSINESS REWIND

**Toyota line-off ceremony to mark start of plant**

BLUE SPRINGS - A line-off ceremony marking the first Mississippi-built Corolla will be Nov. 17.

The event, from 11 a.m. to 2 p.m., is for invited guests only at the plant. A special public celebration will be held the next day in Tupelo.

Guests will be shuttled to the plant from the Tupelo Furniture Market, starting promptly at 11 a.m., with check-in starting at 10 a.m., according to the invitation. No vehicles will be allowed to park at the plant.

Production of the Corolla sedan began in earnest last month, and the Nov. 17 ceremony will mark the official roll-off of the plant's first vehicle.

Earlier last month, Toyota closed the application process for production workers, after having identified the applicants it planned to bring aboard the Blue Springs plant.

**Hancock Fabrics names Morgan president, CEO**

BALDWYN – Baldwyn-based Hancock Fabrics named Steven R. Morgan its new president and CEO last month.

Morgan had been the interim CEO and president since January, after the company's board did not renew Jane Aggers' contract. Aggers' contract, revealed in April 2009, provided her with an annual base pay of \$450,000 from 2008 until January 2011.

Morgan will receive a base salary of \$600,000 a year.

He has been on Hancock's board since June 2010. He has more than 30 years of retail experience, according to a press release from the company.

**BancorpSouth posts \$11.9M in third-quarter net income**

TUPELO – BancorpSouth Inc. reported third-quarter net income of

\$11.9 million, or 14 cents a share. That's a 6 percent increase compared to the \$11.3 million, or 13 cents a share, it earned in the third quarter of 2010.

At the end of the quarter, total assets were \$13.2 billion. Total deposits were \$11.1 billion. Loans and leases, net of unearned income, were \$9.1 billion.

**TRA completes land sale for restaurant in Fairpark**

TUPELO – Fairpark developers have completed their first land sale in two years.

The Tupelo Redevelopment Agency has signed a sales contract with Slow's Eateries, which plans to build a restaurant next to the Renasant Center for IDEAs.

Franchisees with Oby's previously owned the lot, which faces Main Street. TRA bought the land back nearly two years ago from Oby's for \$265,800 after the franchisees didn't develop it.

The TRA board last month agreed to sell the land to Slow's Eateries for \$230,000. Slow's Eateries is owned by Johnny Robbins, owner of Papa V's in Fairpark, and his brother, Ben.

Robbins said the proposed business will be a sit-down, casual restaurant with a sports bar atmosphere.

He is working on a franchise agreement with a well-known, Mississippi-based restaurant chain.

**Renasant reports \$6.5M in third-quarter net income**

TUPELO – Renasant Corp. reported net income of \$6.5 million, or 26 cents per share, for the third quarter of this year.

The year-ago earnings are skewed for Renasant because of its FDIC-assisted acquisition in 2010. In the third quarter of 2010, the company's net income was \$19.55 million, or 81 cents a share.

Total assets as Sept. 30 were about \$4.14 billion. Total deposits were \$3.34 billion at the end of the quarter, and total loans were about \$2.57 billion.

*Daily Journal reports*

Make the most of your office space...



Whether you're looking to furnish your home office or business, we have the furniture that's just right for you.

**Room to Room**  
...there's no place like home.

OPEN  
Monday-Saturday • 10:00a.m.-6:00p.m.  
Closed Sundays

3651 Cliff Gookin Blvd. • Tupelo, MS  
(662) 844-5378  
[www.roomforroom.net](http://www.roomforroom.net)

**COMMUNITY BANK**<sup>SM</sup>



1317 North Gloster 662-844-8653

[WWW.COMMUNITYBANK.NET](http://WWW.COMMUNITYBANK.NET)

Member FDIC



# Business Directory

## Animal Services




**Classy Canine**  
TRAINING ACADEMY

If Your Dog Won't Listen At All, Just  
Pick Up The Phone And Give Us A Call!  
**662-266-8989**

"All training done in the comfort of your own home. Obedience in: puppy, beginner, intermediate, advanced, therapy, service, agility, and more! Therapists & AKC/CGC evaluators on staff."

## Automotive Commercial Vehicles



**Whether you're hauling or delivery...Call**  
**DWAYNE BLACKMON CHEVROLET**  
**for your commercial vehicle needs!**

**1410 SOUTH GLOSTER / TUPELO / 842-3611**

## Bank



**Bank Of Okolona**

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

**Houston Banking Center**  
321 W. Madison St.  
Houston, Mississippi  
(662) 456-3347

www.bankofokolona.com

## Apartments Homes



**Affordable Luxury**  
**Apartment Homes**

1, 2 & 3 Bedroom  
111 Grand Ole Oaks Drive  
Belden, MS 38826

Carey Wilson *Manager*  
office: 662.823.1470 • fax: 662.823.1474 • cell: 662.231.7508

www.GrandOleOaks.com

## Automotive Services

**BRAKE & SERVICE REPAIR**

- Brakes • Front End Alignment • Air Conditioning



OTHER SERVICES INCLUDE STARTERS, TIRES, OIL CHANGES, BATTERIES, ALTERNATORS, DRIVESHAFTS, AND CUSTOM WHEELS.

**Cooper Service**

662-844-1852 • 4006 West Main • Tupelo  
Mon-Fri 7:30am - 5:30pm • Sat 7:30am - Noon

## Bank



**Your 5-Star, A Rated Bank**  
by Bauer Financial and Weiss Ratings

We take care of your money.  
We take care of you.

BALDWIN • BOSHVILLE • MANTACHIE • MARIETTA • MOOREVILLE • www.fmbank.com

## Attorneys

**JASON LEE SHELTON**  
ATTORNEY-AT-LAW

**Shelton & Associates P.A.**

218 N. Spring St.  
P.O. Box 1362  
Tupelo, MS 38802-1362

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

## Automotive Services

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



**FRIENDLY CITY TIRE**  
Where You're Always #1  
**534-7671**  
www.friendlycitytire.com

## Bank

**Tupelo Lending Office**



431 W Main  
Suite 201  
Jamie Osborn  
Ron Roper  
Leslie Stacy

662.844.3419  
fanb.net

**First American**  
National Bank

## Auto Rental



**DISCOUNT**  
**RENT-A-CAR**

PH: 662-842-5404 1480 EAST MAIN ST.  
FAX: 662-842-0909 TUPELO, MS 38804  
Email: discountrentcar@gmail.com

## Automotive Services

Body Repair • Auto Glass • Insurance Claims

**Ratliff Body and Glass**

**365-8245**

"You pay the premiums, you choose the shop."  
www.ratliffbodyandglass.com



## Bank

**TRUSTMARK MAKES HOME FINANCING AFFORDABLE.**  
Robin Barnett makes it simple.



Call Robin Barnett today!  
662-841-8743  
rbarnett@trustmark.com

**Trustmark**

## Automotive

**Roy Alexander**  
Wholesale Auto-Dealer

315 Hwy 15 South • New Albany, MS 38652  
We Sell to the Public  
**662-790-3111**  
CARS, TRUCKS, VANS, & SUV'S



## Automotive Services

**RICK'S CHASSIS WORKS**

Foreign - Domestic

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

1875 Nelle St. Tupelo, MS  
**844-0260**

"We Specialize in Frame Work"



## Blinds

**Budget Blinds**  
a style for every point of view

**Budget Blinds of Tupelo**  
Tupelo: 662.823.6455  
Oxford: 662.281.0586  
cell: 662.380.0958  
fax: 662.281.0585  
rlloomis@budgetblinds.com

**FREE In-Home Consultation**

Shutters, Wood Blinds, Draperies and more!  
www.budgetblinds.com  
An Independently Owned and Operated Franchise



# Business Directory

## Commercial Cleaning Services



224 Starlyn Ave. New Albany, MS 38652  
662-534-4448

## Commercial Cleaning Services

**MR. JANITOR** inc.

heavyonthemr.com

Carpet • Upholstery • Oriental/Natural Fiber Rugs  
Hardwood Floors • Ceramic Tile and Grout Cleaning  
All Your Indoor Cleaning Needs!

662-844-7713

Helping To Keep Northeast Mississippi Clean and Beautiful

David Stephens President mrjanitor1984@yahoo.com  
1835 Nelle Street • Tupelo, MS 38801  
Fax 662-844-7169 Cell 662-321-0275

## Communication

**Comcast**  
Business Class

Phone and Internet Provider

Local Rep - Sharon McCombs  
Corinth/Tupelo/West Point  
662-231-4223

sharon\_mccombs@cable.comcast.com

## Computer Services



## Computer Services



**Small Business Specialist**

- Computer Sales & Service
- Data Backup & Recovery
- Virus & Spyware Removal
- Email / Website Hosting
- Website & Intranet Design
- Network Design & Maintenance
- Secure Wireless Networking
- Windows, Linux & Mac Support

767-8733

www.mcfarlingtech.net

## Concrete



**SENER TRANSIT MIX**  
DIVISION OF CONCRETE INDUSTRIES, INC.  
401 Elizabeth St. • Tupelo  
662-842-7305

## Contractors

**SS & G Contractors**  
Saltillo, MS • 869-0052

- Driveways & Gravel
- Metal Carports
- Dozer & Bobcat
- Treatment Plants
- Storm Shelters (Licensed and Fema Approved)
- Septic Tanks
- Excavating
- Lot Clearing



Call for Estimates  
Licensed & Bonded

## Dentist

**NORTH MISSISSIPPI  
Periodontal Clinic**

J. Michael Robertson, D.M.D.

(662) 842.2448 / 800.840.2449

www.northmsperio.com

103 Parkgate Ext. / Tupelo

## Entertainment

**COMING SOON!**  
**Alcorn County Get Together**

Alcorn County Get Together is a dance for the whole family, for everyone ages 0 - 100!. It is a clean ALCOHOL FREE Environment.  
Cover Charge: \$5 for 13 & up. 12 & under FREE!

Contact Randy Black: 662-603-1172, Lisann Hallmon: 662-287-7899  
Or email: randyandlisablack@yahoo.com for more information.

## Event Venue



## Gifts

**Okolona  
Drug Co.**

Complete Prescription Service  
We Accept All Medicare Part D Plans

- Gifts & Fenton Glass
- Tyler Candles
- Aromatic
- Arthur Court
- Lenox & Gorham China
- Adora Dolls & Lee Middleton Dolls
- Ole Miss & Miss. State Collegiate Items
- NEW Casseroles to Go!

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

## Glass & Overhead Doors



Serving Tupelo for 3 Generations

24 Hour  
Emergency Service



Store Fronts • Mirrors  
Shower Doors • Garage Doors  
Commercial Doors  
Hollow Metal Doors

662-844-4540

Fax: 662-620-7754

711 ROBERT E. LEE DR. • TUPELO, MS

"Serving Tupelo for 3 Generations"

"Experience Is The Difference"

## Grooming

**Amy's Posh Pups  
Grooming Salon**

Amy Ausbon, Groomer

622 W. Main St. • Tupelo

662-871-3803

Mon. - Fri. 7:30am - 5:00pm

Wed. 7:30am - 12:00pm

Come Join The Family!

TUPELO'S NEWSET FULL SERVICE PET GROOMING SALON



## Hair

They Say a Picture is Worth 1,000 Words... We Agree!

Completely Confidential  
Free Consultations

**Creative Hair Replacement**

1443 East Main Street  
Tupelo, Mississippi

www.tupelohairloss.com  
(662) 842-1222



## Home Improvements

**HOME CHANGES**  
VINYL SIDING

REPLACEMENT WINDOWS / METAL ROOFING

GRANT SOWELL, OWNER/SPECIALIST  
213 N. Thomas • Tupelo, MS 38801

662-840-6262

CELL: 791-9599



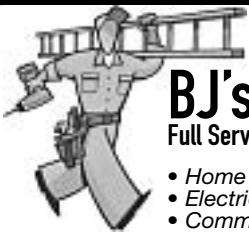
www.homechangesvinylsiding.com





# Business Directory

## Home Repair



### BJ's Maintenance

Full Service Home Repair & Renovations

- Home Improvements • Home Repairs
- Electrical • Plumbing • A/C
- Commercial & Residential

2210 Crabapple Drive  
Tupelo, Mississippi 38801  
Office: 662-871-1978  
Fax: 662-840-2216

## Livestock



**PONTOTOC STOCKYARD**  
**SATURDAYS**  
FOR ALL LIVESTOCK NEEDS  
Owner, Ron Herndon  
568 RockyFord Rd. • Hwy 76 West, Pontotoc  
489-4385 or 213-7080  
Goats, Hogs, and Horses at 11:00 am, Cattle at 1:00 pm

## Moving



**BEKINS'**  
Morgan Moving & Storage, Inc.

Call for a Free Estimate

**Bronzie Morgan**  
Relocation Specialist

**662-842-1120**

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

## Horse Performance

**JOEY HALL**  
PERFORMANCE HORSES

662-255-7359

## Locksmith

### MILLER'S SAFE & LOCK SERVICE, INC.

NEW & USED SAFES

- Safes Serviced & Installed
- Locks Installed • Locksets
- Combinations Changed
- Locks Rekeyed
- Lost Keys Replaced
- Master Key Systems
- High Security Keys

AUTO RESIDENTIAL COMMERCIAL

**(662) 842-7720**

1219½ NELLE STREET • TUPELO

## Museum

### AMORY REGIONAL MUSEUM

Check out our Current Exhibits - visit:

**www.amoryms.us**

Open Tues-Fri 9am-5pm

Saturday 10am-4pm

Sunday 1pm-5pm

**801 Third Street South**  
**Amory, MS 662.256.2761**

## Hotels



### Hampton Inn of New Albany

320 COULTER COVE  
NEW ALBANY, MS 38652

**(662) 534-7722**

Fax 662-534-4010

Just minutes away from Historic Civil War Battlefield Museums, Serene Native American Burial Grounds, and just a short drive to the city of Tupelo, Miss. — the Birthplace of Elvis Presley, King of Rock-n-Roll.

## Manufactured Homes For Sale

### WHEEL ESTATE HOMES

TUPELO • SALTILLO • NEW ALBANY

**Over 90 New, Used, and Repos to Tour!**

Family Owned &  
Operated Since 1967

**www.wheelestate.net**

**800-846-6670**

FOR SALE

## Paint



Discover truer, richer colors. And performance without compromise.

Quite simply the finest paint we've ever made.

**Benjamin Moore**  
Paints  
benjaminmoore.com

Classic Finishes  
West Main Shopping Center  
Tupelo, MS 38801  
662-842-3188

## Insurance

### Hancock Insurance Agency

INSURANCE AND FINANCIAL SERVICES



Scott Hancock



Allen Hancock

ATV • Life • Health  
Annuities • RV • Automobile  
Motorcycle • Home  
Mobile Home  
Medicare Supplements

**662-534-2661**

Monthly Rates Available  
720 W. Bankhead St.  
New Albany

## Medical

### Acute Care + Family Clinic of Mooreville

Open 7 Days A Week

710 HWY 371 • Mooreville • 662.840.4577

**www.acutecareclinics.net**



## Plumbing



**RH PLUMBING, INC.**

Commercial Plumbing, Gas & Industrial Piping

RICHARD HANLON

(662) 447-3213

P.O. BOX 417

Okolona, MS 38860

Thank you for choosing RH Plumbing. We appreciate your business

## Lawn & Garden

### Deck Your Yard & More

Plants ¥ Flowers ¥ Trees ¥ Shrubbery

Decorative Outdoor Planters & Pots

Gift Registry ¥ Yard Art ¥ Pottery

**662.534.8800 ¥ Tues.-Sat. 8 a.m. - 5:30 p.m.**

816-1/2 W. Bankhead St. ¥ New Albany

## Medical

### Family + Urgent Care Clinic, PA

Comprehensive Medical Care

For Your Family or Business

Appointments & Walk-Ins Welcome

Mon-Fri. 8 - 6:30

Sat. 9 - 6

Sun. 1 - 6

1154 Cross Creek Dr.  
(Next to Home Depot)

**840-8010**

Lee Wallace, CFNP  
David W. Bell, MD

## Port-A-Potties

### OUTDOOR POTTIES



- Portable Toilets
- Handicapped Toilets Available
- Free Delivery & Pick-Up
- Residential & Commercial
- Special Events
- Septic Tanks

**842-4478**

Cell Phone 231-4618

# Business Directory

## Pressure Washing

Does Your Parking Lot Need To Be Cleaned?

### Sartin's Pressure Washing FREE ESTIMATES

Housing, Parking Lots, Trucks,  
Equipment, & More.

Owner: Thad Sartin 662-419-4147



## Restaurant

### Kids Eat FREE at McALISTER'S DELI

- Max 2 FREE Kids with Adult Entree
- Drink Not Included
- 12 Years and Under
- Kid's Menu Only

Tupelo • Tuesdays 3 - 9 pm • 495 S. Gloster • 680-3354  
New Albany • Thursdays 5 - 9 pm • 534-2700  
Corinth • Tuesdays 4 - 9 pm • 286-9007

## Storage

### S•A•F•E STORE

OF TUPELO INC  
"Since 1988"

17 Years Experience

506 S. Spring • Tupelo  
662-844-6163

Specializing in Storage For:  
Medical Records  
Accounting Records  
Legal Records  
Manufacturing Records  
Architectural Records

Pick Up & Delivery

R. FRED PITTS,  
PRESIDENT

## Problem Flooring & Foundation Repair



Roger Rakestraw  
1-877-288-7395  
662-534-6698  
312 Highway 15 North  
New Albany, MS 38652  
Insured, Licensed, Bonded/ Certified

Concrete Bell Bottom Pier System  
Helical Steel Pier System  
Conventional Flooring Leveling  
Sill, Joist and Beam Repairs  
Totally Rebuild Floor Foundations

## Restaurant

• Pizza Spaghetti  
• Salad Bar • Sandwich

### 365-7059

709 S 4th St. • Baldwyn, MS  
Mon.-Thurs. 11-10 • Fri.-Sat. 11-11 • Sun. 12-10

## Tobacco & Beer

2 LOCATIONS

K's TOBACCO & BEER  
Monday-Saturday 7 am -10 pm • Sunday 10 am -6 pm

Town Creek Center  
2546 Hwy 145 #A Saltillo • 662-869-0086

K's TOBACCO & BEER TOO  
Monday-Saturday 7 am -10 pm • Sunday 1 pm -8 pm  
204 Starlyn Avenue • New Albany, MS  
662-534-4500

## Restaurant

Party Trays  
for all Occasions!

1101 W. Main • Tupelo  
842-3774

## Restaurant

### The Rib Shack

Specializing in Ribs & BBQ!

Fried Pickles, Cheese and Sausage Plate, Cheese Steaks, Hoagies, Chicken Salad, Fish, Steaks, Kid Menu, BBQ Nachos, Homemade Desserts and much, much more.

We're a family owned business and appreciate all of our customers

3061 Tupelo Commons • Tupelo, MS • 840-1700  
920 Hwy 72 East • Corinth, MS • 284-4646

## Uniforms

Keeping Professional People Looking Professional

795 S. Gloster, Tupelo • (662) 844-4272  
2316 Hwy. 45 N. Columbus • (662) 328-7777  
1151 D. Frontage Rd. Oxford • (662) 513-0341

www.scrubsandco.com

## Restaurant

We make  
working lunches  
work better.

HONEYBAKED HAM  
... CAFE

499 Gloster Creek Village,  
Tupelo, MS 38801  
Phone: (662) 844-4888  
Fax: (662) 844-3006

## Restaurant

NOW OPEN

### Sweet T's

Full Menu of All Your Favorites

Seafood Buffet • Friday and Saturday Nights  
Country Buffet • Sunday Afternoon

1182 Hwy 30 E., Booneville ( Located in Burton )

### (662) 728-0250

## Video Production

IF YOU CAN DREAM IT WE CAN CREATE IT!

662-423-3954 OR 866-807-6020

Hi8mm & i8mm Film, VHS, VHS, & Hi8, Mini DV Conversion to DVD  
Unlabeled Vinyl, 8 Track, & Cassette Conversion to CD  
Photo Montage - Not just a slideshow  
Corporate Video, & TV Commercials  
Weddings & Special Event

119 E. Front St.  
Juka, MS 39852

Multi Award Winner

WEVA

2008 Videomart Country  
Business of Year

www.civideo.com  
smelling@civideo.com

## Restaurant

WE ROAST,  
YOU BOAST

Dinning • Carryout  
• Catering

BREAKFAST  
6:00 - 10:00 AM  
840-8800

203 Commerce St. • Tupelo, MS • 841-1524 fax  
Across from BancorpSouth Arena  
Mon. - Wed. 6:00 am - 6:00 pm • Thu. - Sat. 6:00 am - Until

Now Open at Mall at Barnes  
Crossing Food Court • 690-8009

## Salon Services

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

### The Creative Touch

### DAY SPA & SALON

662-844-3734 • 844-6204  
2613-A TRACELAND DR. • TUPELO, MS 38801

## Window Coverings

Tupelo Tint's  
The Blind Side  
www.tupelotint.com

Blinds • Shades  
Plantation Shutters • Window Film

1512 West Main • Tupelo  
662-844-8771

www.tupelotint.com  
tupelotint@gmail.com  
STEVE & TERESSA BRAUN Phil. 4:13



## Cellular South is now C Spire Wireless.

What if a wireless network, that's always been focused on its customers, decides to change the game completely? They start personalizing your wireless experience — by adapting to you, and bringing you things that are right for you. Like apps that fit you, reward points for doing things you already do and services that anticipate your needs. And because it's kind of like a whole new beginning, they even change their name.

[cspire.com](http://cspire.com)



*Thank you.*

**mabus**

MARKETING • ADVERTISING • DESIGN

320 SOUTH SPRING - SUITE B  
TUPELO, MISSISSIPPI 38804

662.823.2100

WWW.MABUSAGENCY.COM