



Chamber Talk
P. O. Box 551
Louisville, MS 39339

The bi-monthly newsletter of the Louisville/Winston County Chamber of Commerce



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APRIL/MAY 2010 • P. O. BOX 551 • LOUISVILLE, MS 39339 • 662-773-3921

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A Division of the Winston County Economic Development District Partnership

Red Hills Festival upcoming

Look what's new for the festival this year!!

Meetings have begun for the 2010 Red Hills Festival to be held May 29, 2010. Just as the whisper of the word "festival" was uttered exiting events are beginning to take shape. Oh yes we will have our usual fun events – arts and crafts, carnival, car show, food, art show and entertainment but new things are on the horizon.

The Junior Auxiliary will be holding a 5K Run/Walk and a Fun Run. Brochures are printed and plans are well underway for the run to be held on May 29 along with the Red Hills Festival. If you have any question please contact Candice Cooper at 662-803-3848.

Darlene Bane mentioned on Facebook that it would be fun to have a Winston County Homecoming and everyone got really excited about it. A meeting was called and plans are underway to have a "Homecoming Day" on May 29 along with the Festival. Market Café is going to open that day and provide a space for registration for the homecoming.

There is no need to plan a trip for the Memorial Day Holiday because there will be plenty going on right here in our own little piece of paradise that we call home – Winston County.



Shop Louisville, MS

GIFTS, ANTIQUES, ETC.



Support your Mississippi Main Street Association

UPCOMING COMMUNITY EVENTS

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WINSTON COUNTY JOURNAL

- April 10th - Barrel Racing at Coliseum
- April 12th- Open House at Louisville Fire Dept.
- April 11-17- National Library Week
- April 17th - Little Britches Rodeo at Coliseum
- April 19th – April 24th - Winston County Clean-Up
- May 14th – 15th – Relay for Life
- May 18th-20th - Your Town MS at Lake Tiak O’Khata
- May 22nd - Little Britches Rodeo at Coliseum
- May 29th – Red Hills Festival
- July 1st – Red White and Blue Parade
- July 7th – July 10th – Delta Shows Carnival
- November 6th - Veteran’s Day Parade
- November 6th – Stew Stomp
- November 25th - Happy Thanksgiving
- December 6th – Louisville Christmas Parade
- December 25th – Merry Christmas

We Need to Know of Your Upcoming Events

The Chamber Office is making a concerted effort to include all community wide events on its website. If your organization has an event scheduled please contact the Chamber Office so that it may be included. Our number is 773 3921. Call Now!

Your Chamber Needs Your E-Mail Address

There are times when we need to contact our members quickly with information important to our area. Our E-mail and fax communication is limited by a lack of numbers and addresses. Please complete the information below and provide it to our office. Your contact information will not be disseminated to any other person or group.

NAME: _____

E-MAIL ADDRESS: _____

FAX NUMBER: _____

Fax To: 773-8909 / e-mail Linda L. Skelton linda@winstoncounty.com

Mail to: P. O. Box 551, Louisville, MS 39339

Chatting with the Chamber/Main Street

by Linda Skelton

Do you think that spring is just around the corner??

The daffodils are blooming and the tulip trees are beautiful!

I would like to say congratulations to all the Annual Banquet award winners. Everyone was truly deserving. I would like to add my Thank You for all that you do for Winston County.

To recap a bit:

2009 was a great year. I am truly grateful for my Board of Directors, under the direction of President, Mike Cournoyer. With the guidance of this board we had many accomplishments in '09 such as:

- We recruited 12 new members and held 8 ribbon Cuttings
- Completed shopping brochure and sent them to all 12 Welcome Centers around the State
- Added a Farmers Market to Events each

Saturday in downtown

- Added a new mural to the Downtown Area
- Successfully completed the usual events
- Red Hills Festival
- Downtown Promotions
- Red White and Blue Parade
- Sturgis Motorcycle Ride through Louisville
- Veteran’s Day Parade
- Stew Stomp
- Christmas Parade

As you can see we feel that we completed a very successful 2009.

Also, I know that you have seen our new mural at the corner of Main and Church Streets.

Our contest to “name the mural” will be complete soon and you will see new wording at the top to complete it’s look – so keep an eye on that corner.

Design committee keeps busy

The Design Committee has been busy at work for the last few months!!

The committee consist of Amanda Taylor, Rebecca Ashley, William Smith, Susan Ard and Leigh Bullock. We are excited to have this group on board.

As you can see by the new mural they are a group with good ideas and do not waste any time once they have their plan in place. They have worked tirelessly getting the new meter tops in place and getting the mural “almost” finished. Not finished is no fault of this group -- we sponsored a “Name the Mural” contest and are

waiting for the winner to be announced.

Plans are underway for new baskets, more meter toppers, new plantings and a beautiful fresh look spring downtown.

They will be putting a step by step plan together to present to the Chamber/Main Street

Board and the City Aldermen for approval.

Thanks to this committee for all the hard work.



Supporting the Chamber

GOLD MEMBERS

A T & T
Ashley Wholesale Motors
Bee Hive Homes of Louisville
Cellular South
Charley McCool Prescriptions
Citizens Bank
City of Louisville,
Hardee's
Joe H. Hodge, CPA, LLC
K & W Auto & Appliance
Kirkpatrick & Eaves, PLLC
Lake Tiak-O'Khata
Discount Electronics and
Repair
Louisville Electric System
Louisville Rotary Club
Michael Cravens
Mr. and Mrs. Hubert Hunter
Mrs. Joyce Kirkpatrick
Pizza Hut
Porter Funeral Home
Renasant
Rives and Reynolds Lumber
Rogers Law Firm
Rhonda Bookout-Rogers
Southern Natural Gas
Sen. and Mrs. Giles Ward

Senator Sampson Jackson
Sunflower Store
Taylor Machine Works
The By Pass
Verizon Experts
W. G. Yates & Sons Const.
Watkins, Ward & Stafford
Winston Medical Center
Winston Co. Board of
Supervis.
Winston County
Businessmen's Club

SILVER MEMBERS

Anchor Bail Bonding
Cournoyer's Office Supply
Crowson Auto World
Discount Video
Factory Connection
Hickman Academy
Home Gate Inn
Hughes Management
Louisville Brick Company
Kemp & Associates, PA
Main Street Junction
McNeel & Ballard Attorney
McNeel CPA
McReynolds Orthodontics

Mr. Joel O'Briant
Mr. & Mrs. Charles Clark
Radio Store
Renasant Insurance
Swain Printing Company
Tabor Drugs
TEMTCO
The Dynasty
Total Tree Service
Verizon Wireless
Winston Co. Library
Yarbrough's Garden Center

New Silver Members

Papa Vic's Donuts
Cock of the Walk
Market cafe at Lyle Grocery
KFC/Taco Bell

New Members

Quality Inn
Woodmen of the World Lodge
102
Cloverleaf Liquidators
Fringe Salon
Julie Cunningham
Gwynn Hall
Decorators Extra

Incubator continues to grow, offer services

Prairie Opportunity has moved from Old Robinson Road into the front four offices at the Spartus building. Prairie Opportunity helps people "get back on their feet" by encouraging them to attain a GED and/or continuing their education with ECCC's Career Advancement Center courses. They also help qualifying individuals in various ways, help with a heating/cooling bill, construction of a handicap ramp, etc.

ECCC is offering Microsoft

Word Computer Class, IT Troubleshooting Certification, Landscape Management, pharmacy tech, HVAC and Industrial Maintenance and customer service classes at this time. If you are interested in a class ECCC is offering or if you wish for a specific class to be offered.

For more information please contact:

Shelly Thomas...662 580-4424...stthomas@eccc.edu
Joseph Knight...662 389-0832...jknight@eccc.edu.

As always, if you need office or manufacturing space to start a new business, call 662.773.3921. Our incubator offers: affordable office space, use of office equipment, secretarial help, advisory services and business mentoring. Winston Community Development Inc. may be able to help provide funding for your new business. If you need help with business or marketing plan contact Ronnie Westbrook at ECCC 601.635.6297.

Partnership Footsteps

by Gerald Mills

February has been an extremely busy month. We began by cleaning out our incubator building to get ready for Southern Conveys to move in. That is a work in process.

Recently, we had the Mississippi Economic Development Council meeting in Jackson. Along with this we had a chance to showcase three of our sites to not only MDA Project Managers but the TVA Target Marketing specialist.

We spent one on one time with those recruiters and have had two follow up request for information. We also toured the Telepak and Cellular South facilities to get an extra insight as the driving factors for data centers.

In the past few weeks, I testified before the Public Service Commission on behalf of the Kemper County Power plant that is so important to our region.

We had a great meeting with Stephanie King of Mississippi State University at our "Getcha Head in the Game" committee meeting that is promoting higher education for our children either vote or academic. We are in the process of field trips for putting students on college campuses.



Visiting D.C.

Our Incubator Board met and we have recruited several new board members, Steve Sinclair, Fred Stokes, Ronnie Westbrook and Grady Suttle.

Our trip to Washington, DC was cancelled due to bad weather and was rescheduled for March 9th – 11th. It was a great trip.

We met with Thad Cochran, Roger Wicker, Gregg Harper and had a good meeting with Tom Hunter at ARC.

We continue to work on our Winston Community Development Inc. application to Rural Development Administration for \$250,000.00. Our board met to ratify a relending policy

that we have to submit.

Our Red Hills Festival committee is now meeting and has begun work on our upcoming 2010 event.

I attended the TVA Valley Forum for economic developers this week. This is two days of schooling on TVA resources, current economic development topics and interaction with TVA recruiters. This meeting is in conjunction with the TVA incubator network meeting.

James Davis has received his licenses for his Red Hills Winery which adds another industry to our community and opportunities for local businesses and farmers.

2010 Award Winners for 2009 efforts



Mike Skipper (second from left) awards the Fulcher Family as Farmers of the Year.



Michelle Bellew congratulates Joanne Agent.



State Senator Giles Ward presenting Juanita Hight with the Lifetime Achievement Award.



Mike Skipper awarding Terry Reynolds with the Forestry Award.



Phil Harrison presents Al Massey the Retailer of the Year award for Noxapater Hardware and the Other Side.



Martha Mills and David Mills after David accepted the Polo Custom Products award for Industry.

Competing in a sea of change

In 2010, it is imperative that business owners carefully re-examine all of their business strategies. In this “sea of change,” coupled with prevailing strong economic headwinds, the forecast looms uncertain with market changes, technology changes, sales and marketing changes, and necessary operational changes, among others. Management must find ways to adapt and embrace these changes.

It is essential for business owners to reflect on their ability to change. Too often business owners become overly complacent, happily believing they have figured everything out or, even worse, just waiting for things to get better. This wishful thinking has no place in today’s fast-paced, ever-evolving marketplace. Change will remain a constant. Determine what type of change that threatens your business.

Below is a 12 step approach that might help you determine the direction of your business.

WHERE WE’VE BEEN AND WHERE WE’RE GOING

- 2009 would be rated as poor ___ fair___ good ___ or excellent ____.
Your sales were up ___% or down ___% from 2008.
Your profitability was up ___% or down ___%

- The single thing that most positively affected your business in the last 12 months was _____

- What was the worst thing that happened to the business in the last 12 months?
_____.

- What four (4) goals have been set (or should have been set) to make this year better for your business? (Be specific)
 - _____
 - _____
 - _____
 - _____

- List three of the biggest challenges or threats to your business that you foresee in the near future?
 - _____
 - _____
 - _____

- How do you plan to better position your business with enhanced marketing initiatives?
- Who do you consider your top two competitors? What are those two competitors doing that will potentially affect your business?
- What new trend or strengths do you plan to use to enhance your business in 2010? (be specific)
- How are you using customer feedbacks to help grow your business, i.e., focus groups, advisory boards, mystery shopper, etc?
- What adjustments will you make to better tailor your products to meet your customers’ changing needs and lifestyles?
- What can you do to enhance your own skills and those of your team to help grow your business?
- What is the most critical thing you need to implement in your business in 2010?

As you reflect on your answers, remember “change takes time”.