

**PANOLA
PARTNERSHIP, INC.**

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MONTHLY NEWSLETTER

SEPTEMBER 2009

From the Director's Chair by Sonny Simmons

In today's extremely tough economic environment, the roll of the successful economic development organization is getting tougher and more challenging than ever. One of the strengths of Panola County, that cannot be underestimated, is the unified effort that is portrayed by all that are evolved. The Board of Supervisors and the Boards of Aldermen throughout the county have always given their undivided support to help us meet the challenges of this very competitive business. There has not been a single time in the four years that I have had the pleasure of serving as CEO of the Panola Partnership that these highly qualified elected officials have not done what is necessary to help put us in the position to be the leader in landing new projects and helping our existing industry base with the tools needed to support their expansion efforts. The truth is, there are not

many counties in the state that can say this. Even with tax revenues declining, the county leadership and other political subdivisions clearly understand the need to continue to invest in our quest to encourage new investment and to create new jobs for our citizens and have agreed to meet our funding needs as requested. Simply put, we could not do our job without this understanding and support. Panola County is growing and as the old saying goes, "it takes money to make money". Our intent is to use our money wisely and to make sure we do everything possible so we see a significant return on this investment. It takes everyone working together to be successful and the recent developments of growth that have taken place during the past few months are a clear indication of this unity.

Sponsor Spotlight



Aaron's offers access to high quality furniture, appliances, electronics and computers for sale or as a lease-ownership agreement. Customers have the option of buying their merchandise for an attractive cash price, or opting to lease their merchandise for even greater flexibility. With a lease option, customers make modest monthly payments and have the immediate use of the items they need. There is no credit required to bring

home merchandise from Aaron's, and everyone is pre-approved; so customers can get what they need without waiting for credit checks or other delays. Plus, Aaron's will take care of delivery, set-up, repairs and more for the duration of a customer's lease! If you are looking for top quality, name brand merchandise at the guaranteed lowest price, then stop by the Aaron's store nearest you!

Aaron's
540 Highway 6 East
Batesville, MS 38606
662-561-0095
www.shopaaron.com

Census 2010 Corner



As another school year has begun, the new [Census in Schools](#) program, "2010 Census—It's About Us," will kick into high gear. The program will provide educators with resources to teach the nation's students about the importance of the census, so children can help deliver this message to their families.

To promote participation, the Census Bureau is mailing Census in Schools program kits to all principals and superintendents this fall. These kits provide school administrators, teachers and educational organizations with the resources needed to deliver

supplemental educational activities about the decennial census. The K-8 principal kits and grades 9-12 social studies kits, mailed to every school across the country, will include maps, brochures and mini-teaching guides to help educators integrate census activities into existing lesson plans. All of these materials and more will also be available for download on the Census in Schools Web site, www.census.gov/schools.

This mailing is only one vehicle for getting the word out about these free, standards-based supplemental materials for

schools. As a Complete Count Committee member, Panola Partnership is asking for your help in encouraging schools within our community to participate in the Census in Schools program. By engaging America's youth in the decennial census, we can help ensure that every child and every household member is counted in 2010.

Download the Census in Schools program fact sheet now on 2010census.gov/partners to identify the many ways you can become involved in the Census in Schools program.

Holiday Shopping Guide coming soon!

Christmastime will be here before we know it! To assist local and visiting shoppers, the Panola Partnership will publish its first Retail Holiday Shopping Guide in November. In addition to our regular monthly newsletter, we will also send out a Holiday Shopping Guide to all members, as well as display copies in member businesses.

This Shopping Guide will give holiday shoppers gift ideas for everyone on their shopping list from friends to family and co-workers too!

If your business is interested in sharing a gift idea offered by your business in our first Holiday Shopping Guide, contact Meredith Fleming at 662.563.3126 or meredithfleming@cablone.net.

Deadline for submitting information for our Holiday Shopping Guide is November 1, 2009.

The Guide will also be available ONLINE so don't miss out on this free marketing opportunity!

Como receives second Blues Trail Marker



MDA Tourism Heritage Trails Program, the Mississippi Blues Commission, the Town of Como, the Turner Family, and over 200 supporters and fans honored Otha Turner, the late local area fife and drum musician, with a handsome Blues Marker installed in Downtown Como. Mayor Judy Sumner and many others

organized a community-wide celebration to follow the installation ceremony on Saturday, August 29th at Como Inn on Main and the Como Public Library lawn.

Como is one of the few places on the Mississippi Blues Trail to have TWO markers—one for Fred McDowell and one

for Otha Turner! Both markers are located on the Main Street median in front of Como Town Hall.

For more information on the Mississippi Blues Trail and other markers in and around the state, visit them at www.msbluestrail.org.

Lakewood Place hosts August Mixer



Many thanks to Lakewood Place Apartments for hosting our August After Hours Business Mixer at their location on Shamrock Drive in Batesville. Area business representatives along with Panola Partnership board members, staff

and ambassadors were in attendance. We encourage ALL our members to join us the third Tuesday of each month from 5:00-7:00 p.m. for our mixers. They are a great way to network with fellow members and learn more about their businesses and their roles in our community.

Upcoming Mixers:

Sept. 15: Café Ole Restaurant

Oct. 20: Como Inn on Main & Como Inn on Oak, Como

Nov. 17: Covenant Bank



Member Businesses and Individuals should keep their membership info up-to-date. Please verify your information on our website and email us any changes to partnership@cablone.net !

Partnership Ambassador Program

Do you wonder why you often see red jackets in pictures of our Partnership events? Who are these people?

They are our wonderful Panola Partnership Ambassadors. The Panola Partnership's Ambassador Club is a prestigious public relations booster and goodwill organization dedicated to a better community. The Ambassadors serve as a liaison

between the Partnership and its members and enhance the image of the Partnership, create solidarity within the membership, and bring a greater appreciation among community citizens of what the Partnership stands for in terms of goodwill, civic participation, recognition and appreciation.

The 2009-2010 Ambassadors include: Glenda Bailey, Barbara Broome,

Anne Davis, Calvin Flint, Tracy Goforth, Cecelia Webb, Bob Kent, Renee Lawrence, Frank McCosh, Belinda Morris, Bobbie Jean Pounders, Vernetta Price, John Reed, Mary Troxler and Marguerite Williams.

Be on the lookout for the Red Jackets at our next event!

Industry Appreciation Golf Tournament Reminders

If you are an industry in Panola County and have not registered for our annual Industry Appreciation Golf Scramble....it's not too late! Please submit your players (up to 4 per industry) and your handicaps to meredithfleming@cablone.net by Friday, September 4th. You may also call or fax in your information to us at 662.563.3126 or 662.563.0704.

Details:

- * Thursday, September 17, 2009
- * Mallard Pointe Golf Course
- * Check-in: 12:00 to 12:45 p.m.
- * Shotgun Start at 1:00 p.m.
- * A-B-C-D Scramble Format
- * Cash prizes for top 3 teams
- * Amenity bags for each player donated by our sponsors

* Dinner & Door prizes for players and their guests starting at 6:00 p.m.

YOU WILL NOT WANT TO MISS OUT ON THIS FANTASTIC EVENT! CALL TODAY!



New Members and Coming Events

Welcome to our New Members

**Alfa Insurance/
The Miles Agency, LLC**
Mr. Jim Kelly Miles
635 Highway 6 East, Suite D
Batesville, MS 38606
662.563.0101
www.alfains.com

Power Savers, Inc.
Mr. John Phillips
275 Nosef Road
Batesville, MS 38606
662.578.2002
powersaversinc@hotmail.com

Premier Computers
Mr. Clay Fisher
103-11 Woodland Road
Batesville, MS 38606
662.578.8040
clayfisher@cableone.net

Sardis Florist & Gifts
Ms. Amanda Wolfe
211 Dunlap Street
Sardis, MS 38666
662.487.2531
sardisflorist@yahoo.com

Zaxby's Chicken
Ms. Wesley Simpson
Mr. Austin Mitchell
101 Medical Center Drive (temp)
Batesville, MS 38606
www.zaxbys.com
Opening Soon!

Coming Events

September 1 (5-7pm): Sardis Florist & Gifts Grand Opening, 211 Dunlap Street, Sardis

September 12: Junior Auxiliary 3-Man Golf Scramble @ Panola Country Club

September 15, (5-7 p.m.): After Hours Business Mixer @ Café Ole Mexican Restaurant, Batesville

September 17 (1 p.m.): Panola Partnership Industry Appreciation Golf Scramble @ Mallard Pointe Golf Course

October 20 (5-7pm): After Hours Business Mixer @ Como Inn Bed & Breakfast (@ both locations: Main & Oak)



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Batesville, MS 38606

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