



# Building for the Future



DeSoto County Economic Development Council

October 2009

*The DeSoto Council's mission is to facilitate, promote and provide effective, unified leadership for economic development and improved quality of life.*

## CE-Bio LLC Locates Nutritional Supplements Manufacturing Facility in Olive Branch

Officials with CE-Bio LLC announced today their decision to locate a nutritional supplements manufacturing facility in Olive Branch, Miss. The Olive Branch location will become the company's principle manufacturing facility.

ating Inc. to accommodate its manufacturing operations.

CE-Bio manufactures and distributes nutritional supplements. The company currently produces Newcell™, an anti-aging and energy supplement, and company officials anticipate introducing additional products within the next year.

being a part of this community," said Daniel Bradford, manager of CE-Bio's Olive Branch operations. "I want to thank the Mississippi Development Authority and Jim Flanagan with the DeSoto County Economic Development Council, as well as Mayor Rikard and the City of Olive Branch, for the warm welcome they have given us and for their cooperation as we worked to purchase a facility in the area."

CE-Bio began leasing a small office and warehouse space in Olive Branch six months ago. In late September, the company purchased a larger 57,000-square-foot facility in the Metro Industrial Park from American Fabri-

"We are excited to be locating our manufacturing operations in Olive Branch and look forward to

For more information, visit [www.ce-bio.net](http://www.ce-bio.net).

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### DeSoto County Economic Development Council

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## Canadian National Railway Upgrades, Renames Rail Yard

Canadian National Railway has invested \$100 million in an up-



grade of its Memphis rail yard, railway's second-largest rail yard in the United States. CN honored retiring CEO Hunter Harrison by naming the upgraded rail yard for him. Harrison joined CN in 1963 and has been CEO since 2003.

The upgrade to Harrison Yard is the first since 1948. It will enable the yard to handle almost two times more traffic in a 24-hour period. Harrison Yard is key to serving the Gulf Coast

region, which includes DeSoto County.

For more information about CN Railway, visit [www.cn.ca](http://www.cn.ca).

## Kuehne + Nagel to Work with Lexmark

Kuehne + Nagel, a third-part logistics provider, has won a contract with Lexmark International, a Lexington, Ky.-based developer, manufacturer and supplier of home and office printers. Kuehne + Nagel has an 865,120-square-foot warehouse in the DeSoto Trade Center in Southaven, which is located in a foreign trade zone. For more information, visit [www.kuehne-nagel.com](http://www.kuehne-nagel.com) and [www.lexmark.com](http://www.lexmark.com).

## API Launches Partnership with Cirrus, Expands Relationship with LHTEC

A ribbon-cutting ceremony was held Wednesday, September 23 to celebrate a partnership between Cirrus Aircraft and Aerospace Products International (API). API will distribute Cirrus spare parts from its Global Distribution Center on Stateline Road in Southaven.

Under the brand Cirrus Parts by API, API will provide all field supply chain services and logistics solutions for Cirrus Aircraft spare parts and related materials in support of the SR-Series piston aircraft product line. Additionally, AOI will manage procurement and parts inventory for the field, forecast all spare parts demand and plan global inventory levels in order to provide guaranteed spare parts availability of Cirrus Aircraft parts to the global network of Cirrus Aircraft Authorized Service Centers. API will also handle customer returns, manage all rotatable exchanges, and administer warranty claims and parts replacements on behalf of Cirrus Aircraft.

Brent Wouters, Cirrus Aircraft President and CEO, noted the importance of the new partnership and the enhancement it will provide to Cirrus Aircraft customer service. "Much of Cirrus's past growth and success has been the result of innovative aircraft designs, new customer relationships, and key supplier partnerships. Our future success will depend on continuing with those initiatives while we also focus on strong customer loyalty and satisfaction. This new agreement with API represents a strategic relationship that addresses a critical component of providing world-class support and services. We explored all the available technology in the aerospace aftermarket and

support industry and chose what we believe to be the most innovative solution to servicing our aircraft. This program goes beyond anything previously provided to aircraft operators, and we are very pleased to be partnering with API."

"The API-Cirrus Agreement formally joins two of the most innovative companies in General Aviation, a combination that will set new standards for aftermarket product support and sustainment in the aerospace industry," said Dr. Ahmed Metwalli, API's President and COO. "API is committed to deploying our state-of-the-art supply chain capabilities to provide world-class, personalized customer service in the expansion of our long-term Supply Chain Management Programs with leading aerospace OEMs worldwide."

Cirrus Aircraft, headquartered in Duluth, Minnesota, is a member of the global portfolio of Arcaipa companies, is a recognized leader in personal aviation aircraft. Its popular SR20, SR22 and TURBO composite airplanes incorporate innovative and advanced performance and safety technologies, including the unique Cirrus Airframe Parachute System (CAPS™). As of April 2009, total time on the worldwide Cirrus Aircraft SR-series fleet surpassed 3 million hours with 18 CAPS deployments resulting in 35 lives saved. The Cirrus Aircraft Vision Jet, with nearly 500 positions reserved to date will provide a new personal and regional business transportation solution – the "personal jet." Cirrus has a direct sales force in North America and sales centers in more than 40 countries around the world. For

additional information on Cirrus Aircraft and its products, please visit [www.cirrusaircraft.com](http://www.cirrusaircraft.com).

API has also announced an expansion of its relationship with Light Helicopter Turbine Engine Company (LHTEC), a joint venture between Honeywell International and Rolls Royce. API will be the sole distributor of spare parts for the CTS800 engine, which powers various helicopters. API already provides after-market supply chain management for LHTEC.

API, headquartered in Memphis, is the leading provider of innovative distribution and supply chain services for the aviation industry. API distributes aircraft parts and related products and components to manufacturers, maintenance providers, and operators of some of the most widely-used commercial, corporate and general aviation aircraft. In addition to its product supply services, API offers the aviation industry extensive supply chain management and third-party logistics services and solutions, including forecasting and procurement services, inventory management, rotatables management, and product sales. API also offers overhaul and repair services for brakes and starters/generators, and builds custom hose assemblies. Its parent company, First Aviation Services Inc., is a worldwide leader in providing services to the aviation industry. More information is available at [www.apeworldwide.com](http://www.apeworldwide.com) and [www.firstaviation.com](http://www.firstaviation.com).

## Congressman Childers Announces \$1.1 Million EDA Grant to Promote Economic Development in DeSoto County

Congressman Travis Childers (D-MS) has announced a \$1.1 million Economic Development Administration (EDA) grant to promote economic growth and development in DeSoto County. The funds will be used to construct a railroad spur and related infrastructure to accommodate the expansion of Newly Weds

Foods in Horn Lake. The project will create an estimated 20 jobs, retain an estimated 300 jobs, and leverage an estimated \$1.3 million in private investment.

"I am extremely pleased that EDA has in-

vested in one of North Mississippi's top contributors to our economy, helping to attract more industries and promote economic growth and development throughout the region," said Congressman Childers. "These funds will

*Continued next page*

## 2009 Calendar of Events

*Dates Subject to Change*

### November

6 Executive Committee  
19 Salute to Industry Committee  
26-27 Holiday - Thanksgiving  
TBD Leadership DeSoto Opening Session & Ropes Course

### December

4 Infrastructure Committee  
8 Governmental Affairs Committee  
17 Salute to Industry Committee  
18 Board of Directors Meeting  
18 Annual Membership Luncheon  
24-25 Holiday - Christmas  
TBD Leadership DeSoto County Bus Tour  
TBD Education Committee

## DeSoto Council Board of Directors

Judy Beard, *Center Stage Fashions*

Steve Beene, *Great River Beverage*

Derick Biglane, *BancorpSouth*

Barry Bouchillon, *State Farm Insurance*

Mark Brannon, *Brannon Professionals*

Mary Lee Brown, *Walker Brown, Brown & Graves PA*

Dan Cordell, *L&T Construction*

Beth Corl, *Marietta*

Karen Cummins, *Atmos Energy*

Kevin Doddridge, *Northcentral MS EPA*

Harvey Ferguson, *Trustmark National Bank*

Jimmy Gray, *Jimmy Gray Chevrolet*

Tracy Huffman, *Waggoner Engineering*

Kim Knop, *Residence Inn*

Mick Leazer, *Smith & Nephew*

Gary Murphy, *Murphy & Sons, Inc*

Bruce Orpet, *Cellular South*

Ken Purvis, *Renasant Bank*

Doug Ray, *Conair*

Darlene Regan, *Sherwin Williams*

Bill Renovich, *DeSoto Bank*

Chuck Roberts, *Chuck Roberts Commercial Real Estate*

Greg Ryan, *Pinnacle Real Estate LLC*

Lee Smart, *BankPlus*

Cecil Sowell, *Askew Hargrave Harcourt & Associates*

Wayne Spell, *Entergy*

Brian Walhood, *BancorpSouth*

Simon Weir, *Community Bank*

Charles Wright, *CSI*

## DeSoto Council Executive Committee

Brian Walhood, Chairman  
*BancorpSouth*

Beth Corl, Vice Chairman  
*Marietta*

Simon Weir, Treasurer  
*Community Bank*

Ken Purvis, Secretary  
*Renasant Bank*

Chuck Roberts, Past Chairman  
*Chuck Roberts Commercial Real Estate*

## DeSoto Council Staff

**Jim Flanagan**  
President/CEO

**Deborah Morgan**  
Office Administrator

**Cynthia Ramsey-Short**  
Administrative Assistant

**Mary Phillips Neyman**  
Bi-Monthly Newsletter

**Lisa Biglane**  
Leadership DeSoto

## Greenways Update *continued*

North side of Johnson Creek for their east-west interceptor line. Current plans for this trail include hiking/walking and equestrian. Trail construction is slated to begin after the utility construction is complete in 2010-2011. Once the trail is finished, users could literally get on their horse at Baldwin Road and ride to the banks of the Mississippi river.

The Coldwater Canoe and Kayak Trail [www.coldwatertrail.org](http://www.coldwatertrail.org) is now a reality. The first official float trip sponsored by DCG was in early June beginning at MS 305 and floating down river. Now the trail is basically cleared of debris and log jams from MS 309 (Byhalia – Collierville Rd) in Marshall County all the way to Arkabutla Dam. The “Blueway”, which is simply a water-based version of a greenway, has received a lot of

local interest from canoe and kayak enthusiasts and now has its own volunteer committee led by Mark Babb from Nesbit. This group operates under the umbrella of DCG and they are working on marketing, advertising, signage, trail maintenance, access points and also maintain a web and face book page with river and trip information.

The Arkabutla Lake Wildlife Rehabilitation and Nature Center (ARK) is a collaborative effort between the United States Army Corp of Engineers, Mississippi Wildlife Rehabilitation, Inc. and the DCG. The ARK will be able to repeatedly connect children with nature and wildlife. When constructed, the 27,000 square foot LEED certified facility will be located on 154 acres of Corp land on Highway 304 West of Hernando and will offer nearly 2 miles of

walking trails. The trails construction is now complete and the bridges and parking area are under contract with construction to begin later this month. Construction of the ARK will guarantee a place of beauty and wonder for children to learn and explore nature. Education is critical to the mission of ARK and its construction will give ARK the ability to reach thousands of children and give them a permanent place to learn about the outdoors, experience it, and love it for generations to come. The ARK will become an integral part of DCG and the resulting economic benefits would increase the amount of area visitor spending and make the center a tourist destination for Desoto County. A grand opening celebration picnic and press conference of the trail system partnership between the ARK and the DCG is planned for November 3, 2009.

## The DeSoto County Foundation for Excellence in Education Thanks the Generous Donors Who Made Salute to Education Possible

AERC PLLC • AFCO Millwork Products • Allen & Hoshall • AT&T Mississippi • Atmos Energy • BancorpSouth • BankPlus • Baptist Memorial Hospital – DeSoto • Barry Bouchillon State Farm Insurance • Butler Snow O’Mara Stevens & Cannada PLLC • Cellular South • Chuck Roberts Commercial Real Estate • City of Horn Lake • Comfort Keepers • Commercial Bank & Trust Company • Community Bank • Covenant Bank • Cowboy Corner • Dalton Young • DeSoto County Chancery Clerk Sluggo Davis • DeSoto County Bank • DeSoto Family Dental Care • Diagnostic Imaging • Donna & Barry Bouchillon • Senator Doug Davis • Employer Support of Guard & Reserve • Entergy • Eric Irmscher State Farm Insurance • First Tennessee Bank • Florence & Hutcheson Inc. • Future Electronics • Garnett West State Farm Insurance • Government Consultants Inc. • Gresham Smith & Partners • Hall Blake & Associates • Harvey P. Cook & Kelly L. Bolton/Merrill Lynch • JBHM Architects • John Abadie • Katt Worldwide Logistics • M&F Bank • Marc Montgomery State Farm Insurance • Marietta Corporation • Michael Jones • Murphy & Sons • Neal Cannon State Farm Insurance • Neel-Schaffer Inc. • Neverleak Company LP • Northcentral Mississippi Electric Power Association • Parkwood BHS • Pickering Inc. • Renasant Bank • Rhodes Lauck & Associates Inc. • Rose Baenke • Ryan T. England State Farm Insurance • Sam Lauderdale State Farm Insurance • Schering-Plough Workplace Giving Campaign • Select Staffing • Sherwin Williams • Smith Phillips Mitchell Scott & Nowak • Southaven Pontiac GMC • State Farm Mutual Automobile Insurance • Stephanie Morrison State Farm Insurance • Sycamore Bank • Timothy Dalton • TVA • United Way of the MidSouth • Walker Brown Brown & Graves • William Gorman State Farm Insurance • Yates Construction

## EDA Grant *continued*

create and save an estimated 320 jobs throughout DeSoto County by improving critical infrastructure and expanding business. During today’s tough times, this is a prime example of the kind of project that will spur growth and put North Mississippians back to work.”

Newly Weds Foods is the largest producer of customized food coatings in the United States. The new rail spur and other improvements will help retain existing businesses and attract new businesses to the region.

Many thanks to North Delta Planning and Development District for their application and administration of this grant.

## Congratulations!

**Bill Renovich**, President and CEO of DeSoto County Bank, has been elected to a three-year term on the Mississippi Bankers Association Board of Directors. MBA’s membership includes 103 commercial banks and savings institutions, representing 99 percent of the bank deposits in Mississippi.

tion for increased education funding, including full funding for the Mississippi Adequate Education Program.

**Hernando Mayor Chip Johnson** has been named a Regional Health Champion by the Community Foundation of Northwest Mississippi and the Regional Health Council for his efforts to secure grants and make improvements to the city benefitting physical fitness.

**Delta Technical College** was given the School of Distinction Award, the highest honor given to a career college by the Accrediting Commission of Career Schools and Colleges of Technology. The 802-member organization evaluates performance in areas

such as job placement, graduation rate, faculty management and facilities. Delta Tech was one of only 21 schools to be given the School of Distinction classification this cycle.

The **City of Hernando** has been designated a Preserve America Community. Preserve America is a national initiative begun by President George W. Bush in 2003 that encourages and supports community efforts to preserve and enjoy cultural and natural heritage. Hernando received the designation specifically for its Farmers Market, held each Saturday on the square, a project used to promote historical tourism. Hernando joins 750 communities nationwide and 18 Mississippi communities that have received the honor.



State Representative **Wanda Jennings** received the “Friend of Education” Award from the Mississippi Association of School Administrators.

Jennings has introduced and supported legisla-

## Welcome New Members!

The DeSoto Council welcomes its newest members:  
Edward Jones – Hernando • UrbanArch Associates PC

## Greenways Update *by Larry Jarrett*

We are in the early stages of a new economy that involves new technology developed by innovative people that focuses on sustainability. In this new economy, communities develop advantage based on their ability to quickly mobilize the best people, resources, and capabilities required to turn innovations into new business ideas and commercial products while protecting our environment. Communities that can generate, retain and attract the best talent have the competitive advantage. Studies also show that natural, recreational, and lifestyle amenities are vital in attracting knowledge workers and supporting leading technology firms and industries. Amenities and environmental quality that greenways provide help to attract talent; while making a better place for all of us to live, work, and raise our families. DeSoto County is fortunate to have an economic development strategy that involves resources such as parks, greenways, rivers, and open space that encourages smart growth and sustainable development. This strategy not only enhances the County's image, but moves us ahead of the rest of the State and Mid South region with a plan that will help us continue to prosper in the new economy.

sarily have to include trails and can simply be protected areas of wildlife habitat or forests for aesthetic value. For example, research by the National Association of Realtors shows that homes in communities with protected open space appreciate more and home sites in the vicinity of parks and recreation areas are enhanced by 15-20%. Key community factors attracting new residents & businesses are open space amenities, access to outdoor recreation, clean environment and aesthetic appeal.

The DeSoto County Greenways (DCG) [www.DeSotogreenways.org](http://www.DeSotogreenways.org) mission is to establish a greenway system that connects public and private open and green spaces throughout DeSoto County Mississippi while protecting, restoring and linking the natural features and their functions in order to achieve



a healthy natural environment and ecological diversity. With the support of the DeSoto County Board of Supervisors, the DCG program began in earnest following the Mississippi River and Greenways Symposium last year, which the Community Foundation hosted along with other groups. We are fortunate that the DeSoto County Board of Supervisors had the foresight to initiate funding for the DCG effort and to have the DeSoto County Economic Development Council responsible for administering the funding and program.

This past spring we conducted a Green Infrastructure Training workshop geared toward developers, engineers and elected/governmental officials at the DeSoto Civic Center. This training program was made possible from a grant received from the U.S. Forest Service in conjunction with the Natural Re-

sources Initiative of Mississippi, the North Central Rural Conservation & Development District and the Nature Conservancy. This workshop helped us to begin developing a training program that would help our communities and their partners make green infrastructure an integral part of local and regional plans and community decisions by utilizing GIS layers that will help us plot existing and future green space within a community. This program has been a huge success and has been a catalyst for our greenways program by helping to identify existing open space, rivers, streams and forested areas in need of protection.

The North Mississippi Land Trust (NMLT) [www.nmslandtrust.org](http://www.nmslandtrust.org) is now an official 501c-3 nonprofit entity and has its Board of Directors and By-Laws in place. The purpose of the North Mississippi Land Trust is to conserve, promote and protect open spaces. One way of doing this is through the conservation easement. Conservation easements are voluntary legal agreements between a landowner and another

party (often a Land Trust) that restrict the development of a tract of land. The Land Trust will hold conservation easements and land acquired from landowners that will enable us to expand the greenways program in DeSoto County. This is a critical element for the greenways program since most of the land in DeSoto County is privately owned.

The future Johnson Creek Trail is getting closer to becoming a reality now that we have landowners and developers donating conservation easements that will run for several miles from Baldwin Road to Highway 61 along Johnson Creek in a first phase of construction with plans to eventually go all the way to the Mississippi River. The DeSoto County Regional Utility Authority (DCRUA) is also following this same basic route along the

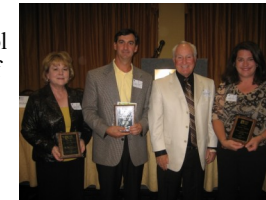
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## Salute to Education Honors Teachers

On October 2, 2009, the DeSoto Council hosted its annual Salute to Education program, where it awarded more than \$54,000 in grants to 123 teachers from throughout DeSoto County. Tate Reeves, Mississippi State Treasurer, served as keynote speaker.



In addition to the teacher grants, education awards were presented to Rhonda Guice, Administrator of the Year; Jennie Taylor, Teacher of the Year; Cecelia Hale, Parent of the Year; Freddie Joseph, Mississippi High School State Principal of the Year; Dr. Janice Barton, Mississippi's National Distinguished Principal; and Vickie Barksdale, Adult Educator of the Year.



### 2009 Grant Winners:

**Center Hill Elementary School:** Evelyn Cleveland, Christian Fezell, Michele Hughes, Jennifer Martindale, Kerry Matthews

**Center Hill High School:** Jaclyn Day, Alisha Green, Michelle Jones, Nancy Josey, Sharra Longhofer

**Center Hill Middle School:** Brooke Hornsby

**Chickasaw Elementary School:** Kimberly Bridges, Ashley Lawrence

**DeSoto Central Elementary School:** Kelley Densford, Jessica Gregory, Tiffany Lyles, Renee Pepin, Emma Powell, Nancy Schuldt, Cynthia Smith

**DeSoto Central High School:** David Boone, Christy Rochelle, Mary Kylie Ruff, Brandi Spencer

**DeSoto Central Middle School:** Michelle Corbin, Bonnie Crabtree, Cynthia Dixon,

Tanya Griffin, Priscilla Jones, Amanda Parks, Lindsey Raburn, Shannon Rawson, Cindy Risher, Joshua Russell, Sharon Simpson

**DeSoto County Alternative Center:** Ashley Henley, Amanda Payne

**DeSoto County Career & Technology Center:** Cathy Graves

**Greenbrook Elementary School:** Stephanie Benton, Clydean Hardy, Shelly McLaughlin, Jennie Taylor & Meagan McGuire

**Hernando Elementary School:** Tracy Marshall, Becky Young

**Hernando High School:** Rona Eckles, Sarah Little

**Hernando Hills Elementary School:** Leanna Clark, Scottie Ellis, Jean Kuykendall, Angela Thompson

**Hernando Middle School:** Gay Briggs, Darla Corley & Cherie Fowler

**Hope Sullivan Elementary School:** William Bray, Amanda Duggin

**Horn Lake High School:** Pam Bagwell, Jennifer Boyce, Carolyn Frazier, Amanda Fuchs, Laura LaPorte, Tobie Pillstrom, Sherie Mauney & Stephanie Meacham, Justin Wilson

**Horn Lake Intermediate School:** Corrie Beene, Patti Watson,

**Horn Lake Middle School:** Mike Cavataio, Mary-Grace Grantham, Shannon Lam, Susan Powell, Linda Straw

**Lake Cormorant Elementary School:** Leanna Bailey, Diane Fraccastoro, Nicole Humphries

**Lake Cormorant Middle School:** Melissa Howard, Jamie Young

**Lewisburg Elementary School:** Bonnie Jones, Tammy Pinnow

**Lewisburg High School:** Rodney Carver, Terri Collins, Lisa Phillips

**Lewisburg Middle School:** Jeremy Boler, Jason Burkes, Laura Creager, April Dailey, Michael Evans, Michelle Laxton, Rebecca Treadway, Kim Wilson

**Magnolia School:** DeDe Norwood & Charles Waller, Jessica Johnson

**Oak Grove Elementary School:** Tanya Muselwhite, Beth Pharr

**Olive Branch Elementary School:** Stacey Allen, Sherry Barnes, Kristi McCoy

**Olive Branch High School:** Deborah Fields, Wade Hinton

**Olive Branch Intermediate School:** Pamela Guthrie, Tamara Howard

**Olive Branch Middle School:** Joanna Dickson, Michelle Kinggard

**Overpark Elementary School:** Shannon Piercey, Jama Smith



**Pleasant Hill Elementary School:** Tonya Creech, Jennifer Smith & Debra Gray, Martha Liston, Candy Robertson

**SBEC:** Renee' Camp, Melissa Vanderford

**Shadow Oaks Elementary School:** Anna Holland, Susan Webster

**Southaven Elementary School:** Virginia Campbell, Lori Umstadd,

**Southaven High School:** Ada Cates, April Holifield-Scott

**Southaven Intermediate School:** Sharyn Brewer-Jackson, Taylor Storment

**Southaven Middle School:** Valerie Freeman, Justin McCandless

**Walls Elementary School:** Melissa Burnside, Donna Damore, Jennifer Williams