

MDA E-News March 2, 2009

United Chair New Jobs, 1.3 Million of Funding, ADDY® Awards

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United Chair Adds Approximately 125 New Jobs at its Bruce, Miss., Facility

Governor Haley Barbour and officials from United Chair, owned by Haworth, Inc., have announced the addition of at least 125 new jobs at its Bruce, Miss., facility due to a consolidation of Haworth's North American operations. The facility in Bruce currently employs approximately 180 people.

MDA has provided \$500,000 to assist with infrastructure improvements. In addition, the Appalachian Regional Commission has committed approximately \$219,000, and the City of Bruce and Calhoun County have committed approximately \$115,000 for public infrastructure improvements for the facility. Garrick Combs with MDA's Existing Industry and Business Division served as the project manager.

A global leader in the design and manufacture of office furniture and organic workspaces, Haworth products include raised access floors, moveable walls, systems furniture, seating, storage and wood casegoods. United Chair is a division of Groupe Lacasse, and both are owned by Haworth. To learn more, please visit www.haworth.com and www.grounelacasse.com.

MDA Awards over \$1.3 Million in Funding for Six Improvement Projects in Communities throughout the State

MDA's Community Services Division recently awarded Capital Improvements Revolving Loan (CAP), CDBG Economic Development (ED), CDBG Emergency Public Facilities and Rural Impact (RIF) funding for six improvement projects located throughout the state. The CAP Program is designed for making loans in order to finance capital improvements. CDBG ED funds help local units of government ensure basic community services, environmental quality and economic opportunities for their residents. In order to receive CDBG Emergency Public Facilities funding, a project must prove a particular urgency due to existing conditions that pose a threat to the health or welfare of a community. The RIF Program is designed to assist with the location or expansion of businesses in rural areas by providing grants to rural communities.

The awards, which total approximately \$1.3 million, include:

- Town of Blue Mountain - \$125,000 for sewer improvements

CDBG ED

- City of West Point (Fabricators Supply, LLC) - \$600,000 for access road improvements and a lay-down yard at a site owned by the city
- City of Louisville (Louisville Brick Company) - \$370,000 for working capital

CDBG Emergency Public Facilities

- Town of Tremont - \$100,000 to repair and replace water wells
- Town of Walnut - \$21,045 to replace sewer lines

RIF Grant

- City of Macon - \$103,000 for access road improvements

To learn more about the funding programs available through MDA's Community Services Division, please visit www.mississippi.org, and click on the Community and Asset Development link located near the top of the page.

MDA and The Ramey Agency, MDA Tourism Division and Frontier Strategies Recognized at Jackson Advertising Federation's ADDY® Awards Ceremony

MDA and The Ramey Agency, along with the MDA Tourism Division and Frontier Strategies, were recently honored with 12 ADDY® Awards and the "Best of Show" Award at the Jackson Advertising Federation's annual awards ceremony in Jackson. According to the American Advertising Federation website, The ADDY® Awards "are the world's largest and arguably toughest advertising competition," and they "represent the spirit of creative excellence by recognizing all forms of advertising from media of all types, all sizes and entrants from every level." The winning entries for MDA and The Ramey Agency include:

- Mississippi Blues Road Trip "Box Bomb" Invitation - Best of Show
- Mississippi Blues Road Trip "Box Bomb" Invitation - Gold ADDY® in its class
- Mississippi Presidential Debate Website - Silver ADDY® in its class
- Mississippi Workforce Commercial - Silver ADDY® in its class
- Mississippi Toyota Commercial - Silver ADDY® in its class

The Ramey Agency worked collaboratively with MDA's Marketing and Communications Division on each of the submitted projects, particularly MDA's designers on the Mississippi Blues Road Trip "Box Bomb" Invitation. Both the "box bomb" invitation and the Mississippi Toyota commercial will be advanced to the district-level ADDY® Awards.

The winning entries for MDA's Tourism Division and Frontier Strategies include:

- "Camping" print ad photography - Gold ADDY® in its class
- "Music" print ad photography - Gold ADDY® in its class
- "Follow Your Passion" print ad campaign - Silver ADDY® in its class

- "Camping" print ad - Silver ADDY® in its class
- "Culture" (Wyatt Waters) print ad - Silver ADDY® in its class
- "Music" print ad - Silver ADDY® in its class
- "Bridal" print ad photography - Silver ADDY® in its class
- "Culture" print ad photography - Silver ADDY® in its class

The Tourism Division's two entries that won Gold ADDY® Awards will be advanced to the district-level ADDY® competition. The print ad campaign will also be forwarded to the district-level competition.

To view MDA's "Mississippi Workforce" and "Mississippi Toyota" commercials, please visit www.mississippi.org. To learn more about the Jackson Advertising Federation and the ADDY® Awards, please visit www.aafjackson.org. Also, the Jackson Advertising Federation is planning to have a downloadable "winner's book" on its website in the near future, so please check the site regularly to view a complete list of this year's winners.

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