



- ▶ RiverFest schedule and 2006 sponsors
- ▶ Exclusive advertising offer for UCDA members



Governor Barbour visits New Albany



UCDA Executive Director Glenn Duckworth presents Governor Barbour with a special gift basket of local items from the Union County Heritage Museum and High Point Coffee Roasters.

On Tuesday morning, August 22, Governor Haley Barbour visited New Albany to talk to local industry, local elected officials, and civic leaders about his administration's accomplishments.

Governor Barbour reiterated his support of the Wellspring project although acknowledging differences of opinion regarding funding. The Governor stated, "I'm very bullish on Wellspring" and predicted positive things for the Wellspring site.

Approximately 80 local and regional leaders attended the 8:00 a.

m. meeting to hear the Governor's address. The meeting was very informative and the Governor was very impressed with the turnout and our community.

Special thanks to the Bank of New Albany for the breakfast refreshments, Diane Tate Designs for the floral arrangement, and to Dan Skinner of High Point Coffee Roasters for the coffee.

Incubator consultants visit

On August 14-15, Lynn Stacey and Geoff Stacey of Stacey and Associates visited New Albany as a part of the business incubator feasibility study the firm is preparing for UCDA. Their visit consisted of tours of the community (both unguided and guided), a Leadership Consensus Briefing, and meetings with local financial institutions and resource organizations. They also viewed some available existing buildings and industrial park property as possible locations for an incubator facility.

The consultants had done secondary statistical research prior to coming to New Albany. The purpose of their visit was to gain first hand knowledge about the community, the local economy, and resource organizations available as well as to gauge local support for the incubator project. Preliminary results of the feasibility study are expected in a few weeks.



Would you like to receive this newsletter and other community news and events via e-mail?

You can register online @ www.ucda-newalbany.com or call the UCDA office (534-4354) with your email address.

Special advertising offer for UCDA members



Are you looking for an inexpensive, effective way to market your business and reach potential customers? If so, UCDA and Sunny 93.3 have a can't miss opportunity for you!

UCDA and Sunny 93.3 have teamed up to bring UCDA members an exclusive advertising offer with unbelievable discounted rates. This offer is for UCDA members only and no one else will be able to receive these special rates. The advertising will begin the end of September and will continue through December; that includes the special time that Sunny 93.3 plays only Christmas music. The holiday music will begin playing on November 20 and has consistently been an advertising sell-out with the station due to its popularity.

Here is the offer exclusive to UCDA members:

The following is a 3 month contract: Sept/Oct, Oct/Nov, Nov/Dec

- ▶ Your business will receive 196 commercials over the three month period. Each advertising day will have 4 commercials that will feature your business.
- ▶ Each advertising day two of these commercials will air in the premium 6:00 a.m. to 10:00 p.m. time slot and two commercials will air in the 6:00 a.m. to 6:00 a.m. time slot. (24 hour rotator)

TOTAL Advertising days: 49
TOTAL Commercials: 196

The following calendars outline the advertising schedule:

September 2006						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
				4 Ads	4 Ads	

October 2006						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
		4 Ads		4 Ads	4 Ads	
8	9	10	11	12	13	14
		4 Ads		4 Ads	4 Ads	
15	16	17	18	19	20	21
		4 Ads		4 Ads	4 Ads	
22	23	24	25	26	27	28
		4 Ads		4 Ads	4 Ads	
29	30	31				
		4 Ads				

November 2006						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
				4 Ads	4 Ads	
5	6	7	8	9	10	11
		4 Ads		4 Ads	4 Ads	
12	13	14	15	16	17	18
		4 Ads		4 Ads	4 Ads	4 Ads
19	20	21	22	23	24	25
		4 Ads	4 Ads	4 Ads	4 Ads	4 Ads
26	27	28	29	30		
		4 Ads		4 Ads		

December 2006						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
					4 Ads	
3	4	5	6	7	8	9
		4 Ads		4 Ads	4 Ads	
10	11	12	13	14	15	16
		4 Ads		4 Ads	4 Ads	4 Ads
17	18	19	20	21	22	23
		4 Ads	4 Ads	4 Ads	4 Ads	4 Ads
24	25	26	27	28	29	30
4 Ads		4 Ads		4 Ads	4 Ads	4 Ads
31						

Here's how it works:

A 60 second advertisement will be shared by 3 UCDA members. The following is a sample:

“The Union County Development Association invites you to visit New Albany and Union County and see what true Southern hospitality is all about! Be sure to stop by:

- 15 Second Business Commercial
- 15 Second Business Commercial
- 15 Second Business Commercial

See you soon at _____, _____, and _____ in New Albany and Union County!”

There's more:

What is ingenious about this opportunity, besides the unbelievable rate, is that by businesses teaming up to get the special rates, more advertising is being placed for New Albany and Union County as a destination, thereby increasing top of mind awareness about our community and all it has to offer. So the next time someone thinks of shopping, dining or visiting a special place, New Albany and Union County are fresh on their mind. There is a compounding effect to this type of partnership that cannot be missed.

What's your investment?

For only \$180 a month (total \$540 for the three month period) your business and our entire community can increase its name recognition in North Mississippi! Your business will not ever be able to receive such a special rate alone. Plus, this is exclusive to UCDA members. But don't wait, because this offer ends soon. **You must complete the form on the next page and return it with the first month's payment to UCDA by September 15, 2006.**

Special Advertising offer for UCDA members

DEADLINE: SEPTEMBER 15, 2006

Business Name: _____

Contact Person: _____

Address: _____

Phone: _____ Fax: _____ Email: _____

Key information to be included in 15 second commercial (*the same 15 second commercial will run for the entire 3 month period*)

I agree to the three-month contract of \$180 per month. (Total of \$540)

Client Signature Date

INSTRUCTIONS:

1. FAX this form to: Stephanie Hall at 662-842-0197 by September 15, 2006
2. MAIL a copy of this form and the first month's payment to:
 UCDA, Special Ad Campaign,
 PO BOX 125
 New Albany, MS 38652
UCDA will bill you for the remaining months.



Community Calendar

The events listed below are not necessarily UCDA sponsored events.



New Albany/Union County Farmer's Market

The New Albany/Union County Farmer's Market officially opened on June 28, 2006. The Farmer's Market will be open every Wednesday beginning at 7:00 a.m. and will officially close after November 29, 2006.

This year the Farmer's Market will be located at the Union County Fairgrounds.

Want to be a vendor at the market? Call 534-1916 for a list of rules and an application.

Cellular South Museum Moments

September 21, 2006
NOON

Union County Heritage Museum
114 Cleveland Street
662-538-0014

Cellular South Museum Moments will present Shelby Lowry who will speak on The Art of the Knife - From Collecting to Whittling. Light refreshments will be served, public is invited to this free event.

Tallahatchie RiverFest

September 22 & 23, 2006

Around the Courthouse Annual Festival featuring arts, crafts, KidsFest, Literary Events, Music, Food, Fun and much more.

Free Little Big Town concert on the Cellular



South music stage Saturday.
662-534-4354
www.tallahatchieriverfest.com

"Dial M for Murder"

Presented by
The Tallahatchie River
Players



Magnolia Civic Center
127 East Bankhead Street
October 20 & 21 at 7:30 p.m.
October 22 at 2:30 p.m.
For ticket information: 662-534-3438
To volunteer or participate: 662-317-0561

21st Annual Mississippi on Wheels Charity Car Show

October 21, 2006

Historic
Downtown New
Albany
Come see over
200 classic cars
from across the
Southeast.



Entertainment, food and more
A family event to be enjoyed by all
For more information, call 662-534-7663

Holiday Street

October 11
10/10-11/2006, 9:00 a.m.
662-534-1916



Shop early for Christmas! This year's Holiday Street will be held at the Ladies Building at the Union County Fair Grounds. Come shop local crafters booths, or take home some home made jellies and jams. There will be decorated Christmas Trees and ornaments on display and for sale.

If you have an event you would like included, please email Amanda Kent at amanda@ucda-newalbany.com or call 534-4354.

UCDA reserves the right to exclude any events deemed not appropriate for its newsletter.



Sponsors



- City of New Albany Tourism Grant**
- Cellular South**
- Community Ford**
- Pepsi Americas**
- New Albany Gazette**
- Porter TV, Furniture and Appliance**
- Easy Find Directories**
- Holiday Inn Hotel and Suites**
- WCBI**
- WTVA, WKDH, WLOV**
- Clear Channel Radio**
- (Wizard 106.7, KZ105, 92 Jamz, WTUP)**
- Suddenlink Advertising**
- Union Lumber Company and Jimmy Snyder**
- Sugaree's Bakery**
- Twitty Insurance**
- Sumners, Carter and Mueller**
- Bankhead Flower Shop**
- Hospital Pharmacy**
- Renasant Bank**
- Friendly City Tire**
- Graceland Care Center**
- Image Screen Printing**
- Precision Engineering**
- Beulah Hawthorne**
- Network Printing**
- The Mississippi Arts Commission**
- The Bank of New Albany—5K Run and Fun Run**
- New Albany Main Street—Paint the Town**
- Tallahatchie River Players**
- Union County Development**
- Association**



UCDA News



Schedule

Friday, September 22, 2006

SCHEDULE OF EVENTS

10:00 a.m. - 11:30 a.m.

"Exploring Faulkner's Union County"

A panel discussion including:

Ben McClelland, Moderator

Anna Quinn, Sherra Owen, Angie Quinn and Kate Stewart - Panelists

Magnolia Civic Center - Cine' Theatre

Bankhead Street

FREE, open to the public

No need to reserve seats.



NOON - 1:00 p.m.

Ben McClelland, Featured Speaker

Presentation of Winning Entries in the William Faulkner Writing Competitions

Magnolia Civic Center - Magnolia Room

Ticketed Event

\$5.00 Ticket includes boxed lunch with choice of chicken salad sandwich, ham or turkey sandwich, chips, cookie and a drink.

No ticket sales at the door.

Must complete reservation form. [PDF]

Seating for first 85 registered only.

Questions? Call 662-534-4354.

MUSICAL ENTERTAINMENT: 6:00 p.m. - 11:00 p.m.

Cellular South Bob Johnson Music Stage (Courthouse Lawn)

Featuring local favorite the PAUL RAINEY BAND!

Bring your lawn chair or blanket! FREE entertainment!

6:00 p.m. - Local entertainment

7:00 p.m. - Cherry Creek Band

8:00 p.m. - Family Tradition

9:00 p.m. - The Paul Rainey Band



FOOD VENDORS: 6:30 p.m. - 11:00 p.m.

Enjoy great food while you listen to the entertainment!

KIDSFEST: 7:00 p.m. - 11:00 p.m.

Inflatables and more!

Behind the Courthouse

Saturday, September 23, 2006

Bank of New Albany 5K RUN AND FUN RUN 8:00 a.m./8:30 a.m.

Race begins in front of the Bank of New Albany (across from Courthouse)

662-534-8171

ARTS AND CRAFTS 9:00 a.m. - 5:00 p.m. or until items sold

Around the Courthouse



GOLLYWHOPPER'S STORYTELLING:



Schedule

9:00 a.m.

Join Kay Bain and members of the Gollywhoppers for some tall tales, moon pies and colas! Special Guest: Rosia Crisler, storyteller with the Mississippi Arts Commission

Cooper Park, Downtown (Bring your lawn chair)



KIDSFEST: 9:00 a.m. - until

Pony rides, train rides, inflatables, entertainment and lots of fun activities for the young and young at heart!

Great talent on the KidsFest Stage

Main Street, Behind the Courthouse

NAMSA Paint the Town

Magnolia Civic Center

534-3438

PLAYS:

Winning Entry in the William Faulkner One-Act Playwriting Competition

Brought to you by the Tallahatchie River Players

Magnolia Civic Center (Across from Courthouse)

2:00 p.m.

Production of the winning entry in the play writing competition, "Joe at the Bar"

Reading of 2nd place winning entry, "Nuts about the South"

Magnolia Civic Center/Cine Theatre

Bankhead Street

Downtown New Albany

FREE

ENTERTAINMENT: Noon - 10:00 p.m.

Cellular South Bob Johnson Music Stage (Courthouse Lawn)

Featuring local, regional and NATIONAL entertainment

Come early for a good seat! Bring your lawn chair or blanket!

FREE!

11:00 a.m. - Dulcimers

Noon - Patriotic Remembrance

12:15 p.m.- Gospel Hour with local talents, including Alan

Cousar, Pat Hancock, Layla Verrell and more!

1:30 p.m. - Area Talents, including the winner of the Union County Fair Talent Show, Braden Gray. Plus, Madison and Sarah Hickman and many more!

2:30 p.m. - Front Porch Rockers

3:45 p.m. - Clint and Brandi Reed

4:45 p.m. - Northeast Community College Campus Country

6:00 p.m. - Recognition of Special Guests

6:15 p.m. - Nash Street

8:00 p.m. - Little Big Town



Little Big Town



FOOD VENDORS: 9:00 a.m. - until

Enjoy a variety of great food!



UCDA News

UCDA

Union County Development Association

P.O. Box 125
135 East Bankhead Street
New Albany, MS 38652

Phone: 662.534.4354
Fax: 662.538.4107
Email: info@ucda-newalbany.com

Bulk Rate
Permit
#25
New Albany,
MS 38652

President, Mike Staten

Executive Director, Glenn Duckworth

*Administrative Assistant, Nancy
Moore*

*Tourism/Community Development
Specialist, Amanda Kent*



For all the latest news and events, be sure to visit UCDA online at www.ucda-newalbany.com and the City of New Albany online at www.visitnewalbany.com!



Calling all Volunteers!



UCDA and the RiverFest committee need volunteers to assist with festival activities in the UCDA office prior to the event and/or during the festival on September 22 & 23. If you are interested in helping with this fantastic community event, please call Amanda at 534-4354 or email her at amanda@ucda-newalbany.com.



Looking for home grown vegetables,
canned items, jellies and more?

Visit the New Albany/Union County
Farmer's Market.

Every Wednesday

7:00 a.m. till Noon or all items sold

Union County Arena Fairgrounds

Call 534-1916 for more information.