

MBC Publisher addresses YUPS



Left to right: Dave Lowery, Amanda Moss, Michael Armstrong, Hope Kennedy Allen, Jack Criss, Scott Harrison, Ginna McIntyre, Phillip Husky, and Ira Murray. The above photo was taken from the Young Up and Coming Professionals Society (Y.U.P.S.) November luncheon held on November 10 at the Capital Club in Jackson. Jack Criss, editor and publisher of the Metro Business Chronicle, was the guest speaker for the event. Criss discussed entrepreneurship, successful business tactics, and key points to help grow for the future.



Watkins Ludlam Winter & Stennis, P.A. employees volunteer by serving hot plate lunches at Stewpot Community Center.

Jackson law firm volunteers

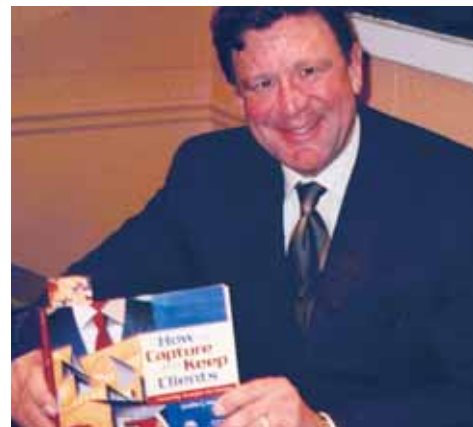
Employees from Watkins Ludlam Winter & Stennis, P.A., volunteered on Friday, November 11, to serve a hot lunch to members of the community at Stewpot Community. Watkins Ludlam Winter & Stennis joins forces with the Stewpot four times a year and encourages their employees to dedicate their time to supporting

this worthy lunch ritual. Volunteers from the firm included: Angie Artman, Stephen Hernandez, Sharon Herrington, Linda Bounds Keng, Megan Lehman, Emily Merrill, Uvonda McMurtrey, Patsy Murphy, Pamela Prather, Whit Rayner, Dawn Rodgers and Tommy Shepherd.

Jackson attorney contributes article to ABA compilation

JACKSON — Mark Chinn, Jackson attorney and one of the nation's leading and most celebrated family law practitioners, recently authored a chapter in the book *How To Capture and Keep Clients: Marketing Strategies for Lawyers* published by the American Bar Association. Chinn's article, entitled "Marketing Is Not a Dirty Word", addresses in detail various strategies and methods of promotion for attorneys and business people in general. The book, released over the past summer, addresses several topics of marketing concerns for a profession that has historically eschewed advertising and promotion. In his especially powerful and well-written chapter, Chinn bluntly states that marketing "must become a way of life" and then goes step-by-step into how attorneys should incorporate promotional strategies into their daily work habits.

Among the points covered in Chinn's 22-page article are: Determining your target audience; profiling and targeting clients and referral sources; speaking and writing; handling and utilizing various media outlets; and much more. Written in jargon-free, common sensical



Mark Chinn on "Business Brio" show.

prose, Chinn's article contains valuable advice for business people of all stripes, not just attorneys. The book as a whole, and Chinn's article in particular, must be viewed as a milestone in advertising and marketing literature, not only for the audience it targets but also for the information contained within. Highly recommended. Available on amazon.com.

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