



Clarksdale doctor funds DSU scholarship

— See Page 11.

THE CLARKSDALE

Press Register

SERVING THE DELTA SINCE 1865



154th YEAR, NUMBER 28

Wednesday, July 10, 2019

24 PAGES IN ONE SECTION CLARKSDALE, MS \$1

Image Industries picks Clarksdale

Community gathers for second big jobs announcement in two months

Floyd Ingram
The Press Register

The Pinnacle was filled with movers and shakers from the community as Clarksdale made its second industrial/economic development announcement in two months.

Image Industries will move into the Metso Mineral building on Desoto Avenue and plans to bring a minimum of 50 new jobs to the community. Image Industries is from Chicago and will also bring their corporate headquarters to Clarksdale.

“We are a family-owned business that was founded by my father in 1976,” said Blake Hobson, who along with his sister Stacia Hobson, made the decision to bring Image Industries to Clarksdale. “In our selection process we were looking for a place that seemed right – that seemed like family. We found that in Clarksdale.”

Image is a leader in the

design and manufacture of stud welding equipment and studs. They will bring several presses that cold-form the studs to Clarksdale.

Hobson said plans are to be fully operational by the end of the year.

Stacia Hobson said she too, was drawn by the intense sense of community found in Clarksdale and the team effort that recruited them.

“It takes a village,” said Hobson. “We feel we have that village behind us in Clarksdale and we would not have chosen you without it.”

“We are very excited and grateful to for the opportunity to come to Clarksdale.”

Metso Minerals closed in November 2016 and big metal building south of town also employed about 50 people and was a manufacturing facility. The Clarksdale/Coahoma County Chamber of Commerce and Industrial

SEE IMAGE, PAGE 12



FLOYD INGRAM / THE CLARKSDALE PRESS REGISTER

Image Industries owners Blake Hobson and Stacia Hobson, from left, Clarksdale & Coahoma County Chamber and Industrial Foundation Executive Jon Levingston and Clarksdale Image Industries’ plant manager Mike Fleury announced Tuesday that Image Industries is relocating to Clarksdale and will bring 50 jobs to town.

Stud welding, cold-formed parts factory to host jobs fair July 23.

Floyd Ingram
The Press Register

Image Industries does more than make nuts and bolts and they serve a market that covers all 50 states and has both industrial and commercial customers.

“We basically cold-form weld studs,” said Image Industries co-owner Blake Hobson. “We are a fastener manufacturer and we also build and sell welding equipment.”

In layman terms

Image Industries was founded in 1976 by Stephan Hobson, the father of Blake and sister Stacia Hobson who now own the company.

Image was the first U.S. manufacturer to introduce digital stud welding equipment for quick, easy stud welding. They offers arc and capacitive discharge “weld guns” along with fasteners

SEE INDUSTRIES, PAGE 12

Go Fourth!

Moon Lake celebrates July 4th

Josh Troy
The Press Register

It was a three-peat at the annual Moon Lake boat parade on the Fourth of July when the same six boaters once again won first place with Mardi Gras costumes Saturday afternoon.

Georgia Antici, Rhodes Shaffett, Cherie Robinson, Phil Braun, Rhett Shaffett and Curt Robinson were



JOSH TROY / THE CLARKSDALE PRESS REGISTER

The Krewe do Moon crew took first place at the annual Moon Lake boat parade Saturday as they celebrated Independence Day. Event organizers hope for more boats and more fun next year. The regatta raised more than \$300 for The Care Station.

proclaimed the winners. They won with a Gilligan’s Island boat and costumes in 2018 and as Bill and Hillary Clinton in 2017.

“We just had so much fun,” Antici said. “We just

want everybody to join in, have fun and make Moon Lake the best.”

Moss Melton’s boat was in second place with patriotic decorations, while the Antici and Britt families

along with friends came in third with “A full moon on Moon Lake” boat.

The first-place winners said they decided on the Mardi Gras theme because

SEE FOURTH, PAGE 7

Clarksdale names superintendent

Josh Troy
The Press Register

Dr. Earl Joe Nelson was unanimously selected to be the new Clarksdale Municipal School District Superintendent Wednesday, July 3, and has hit the ground running.

Nelson, a 26-year education veteran, comes from the Pass Christian School District and succeeds Dennis Dupree, who was in the position for 12 years. He worked from 7 a.m. to 10:30 p.m. his first day on the job Monday.

Nelson said one of his top goals is to improve the district’s grade with the Mississippi Department of Education, which was an “F” last year, and to find educa-

tors to help him meet his goals.

Nelson said everyone on the school board made him feel he could move the

CMSD forward. “Clarksdale has a rich history and heritage,” he said. “A part of that rich history and heritage is

education and so I want to rebuild that structure back where the citizens in Clarksdale and our community are very proud of the educational process that we will be making here in the Clarksdale Municipal

SEE NELSON, PAGE 6



CLARKSDALE SCHOLAR:
Sydney Cohen named to
National Honor Society.

See Page 11



CENTENIAL CELEBRATION:
Clarksdale Rotary Club
marks 100 years of
service to community.

See Page 5





Local elected officials and economic development leaders shared the front row with Image Industry owners and managers at Tuesday’s announcement that Image Industry was coming to Clarksdale.



Image Industries owners Blake Hopson, from left, and Stacia Hopson share the podium with Mike Fleury, who will be plant manager for the Clarksdale facility.



A modest crowd of city and county residents showed up at The Pinnacle on the campus of Coahoma Community College to welcome Image Industries to town.

Image

Continued from Page 1

Foundation was notified by the Delta Council and Delta Strong and started the negotiations that filled that building in Clarksdale. It was Clarksdale constant inquiring and quickly providing answers that helped seal the deal.

Chamber Executive Jon Levingston said – as with all economic development projects – it was a team effort.

“From the start the two men who were absolutely committed to bringing this project to our community were (Clarksdale) Mayor Chuck Espy and (Board of Supervisors) President Paul

Pearson,” said Levingston. “They worked tirelessly to solve problems and bring this company to our community.”

Levingston also pointed to state efforts that will provide the grants that will actually move most of Image Industries presses and machinery to Clarksdale.

Ed Peacock, President of the Industrial Foundation, pointed back to Levingston. “Clarksdale and Coahoma County are fortunate to have someone like Jon Levingston who can make all the connections for our community,” said Peacock. “He has kept

his board informed and solved numerous situations that could have stalled this deal.”

Tom Gresham, President of the Delta Council and a Clarksdale native, said industrial announcements are not made every day, but Delta Council was making two on Tuesday.

“The Delta Council and Delta Strong have taken control of our economic development destiny,” said Gresham. “For years people wrote the Delta off. I believe the best days for the Delta are yet to come.”

Industries

Continued from Page 1

in a variety of shapes, sizes and gauges, including special-ty fasteners.

They also have cold forming capabilities, which provide instant, repeatable forming of metal into predetermined shapes. Image’s engineering and manufacturing also prides itself on developing solutions to meet just about any fastening need.

Their mission statement

says they do more than sell parts, they sell expertise.

Hobson said Image will pay employees between \$13 and \$23 an hour, depending on skill level. He said Image is partnering with Coahoma Community College to teach those specific skills to its future employees.

“We have already gotten a few people on the ground and will bring about 10 of our

people to Clarksdale,” said Hobson. “We plan to hold a job fair July 23 and will round out or workforce at that time.”

When asked what Image needed from the community, Hobson’s reply was simple.

“We want people to come check us out and put in an application at the job fair,” said Hobson. “We’re looking for people to be part of our family.”

Photos by

Floyd Ingram

Clarksdale Press Register



Clarksdale and Coahoma County celebrated the announcement of Image Industry relocating to this community with the southern tradition of breaking bread together at noon Tuesday at the Pinnacle.



Ten Reasons to Advertise During Tough Economic Times

- 1. You’re Open.** You still turn your lights on; why not invite people in? If you are open for business at all, you must market that business.
- 2. Opportunity.** When the pool gets smaller, your visibility increases your odds of being the vendor of choice and seizing share from your competitors.
- 3. Reliability.** Media mix is a desirable goal except during tough times when you need to rely more heavily on your base medium: newspaper.
- 4. Proven Results.** During tough times, your advertising needs to be focused on ROI and not other nice options. Newspaper advertising is a proven ROI vehicle.
- 5. Fish Where the Fish Are.** Newspapers offer the best local reach and that means that newspapers are the first place to look for consumers for your services.



- 7. Credibility.** Advertising in a credible medium is an indication that you are as well.
- 8. Bravado.** Never show your fear. Advertising indicates confidence in your business.
- 9. Convert Wants into Needs.** During tough times, consumers buy what they need and not merely what they want. It is up to you to convince consumers they need what you offer.

- 6. Tough Customers.** Be among the considered choices. The newspaper is the marketplace for shoppers and if you aren’t there, you may not be considered as a choice for those who are buying.
- 10. Start the Funnel.** Even if customers are not buying today, advertising is your opportunity to start people thinking about what is important to buy and where they should buy it. It will pay off later.