



Well guys, it is not what happens to you, it is what happens next that counts. Our world has been dealt a huge blow with the COVID-19 outbreak and no one is immune from the consequences. However, our nation, state, and community are full of loving, caring, resilient people who pull together in crises so that we can make it through to brighter days that lie ahead. Your Area Development Partnership (ADP) team is working diligently to promote our member businesses, help our local companies, and yes still proactively working with new companies that may want to locate here.

Our health and our finances are inextricably linked. We must heed the advice of our healthcare experts and elected officials so that the pandemic subsides as quickly as possible. Each day of uncertainty leads to more economic losses. The silver lining is that by working together, we will get through these challenging times and will then hit the accelerator and grow our economy once again. I know that many of you are struggling right now and we want to do everything that we can to assist. Please take a moment to complete the attached survey so that we can do our best to match needs with the proper resources.

The ADP is extremely adept at tracking and conveying information and matching needs with resources. Even during these trying times, the ADP is and will continue to be the voice of the business community. Our mission is to enhance the quality of life in Greater Hattiesburg through economic progress. Our mission has always been vital to the health of our great region, but our mission's importance has now been magnified. Your regional chamber of commerce and economic development agency will play a significant role in our recovery. During the crisis, we are pivoting to stay relevant in continuing to meet the needs of our 850 members. Through April 10th, we have canceled all ADP chamber and economic development events. However, we are still hard at work for you through our incredible network of business leaders, non-profits, and elected officials. There is no better convener than the ADP even if it is through digital means.

We are promoting businesses like never before through The Rundown, The Navigator, our ADP website, and extensive social media reach. We are also disseminating pertinent information so that you can stay abreast of COVID-19's impact and providing resources that can help your business survive and hopefully thrive in the post-pandemic era. While many business sectors are seeing negative repercussions, we actually have some members who are hiring now. As more people become unemployed, we need to work diligently to match those seeking jobs with those who have jobs available. If you happen to be a member in a hiring mode, please let us know immediately so that we can disseminate the information.

No one knows exactly when the pandemic will end but we do know that by collaborating, helping those in need, and being willing to pivot with our business models, we will make it through and build a stronger future together. We have been dealt a significant blow that has shaken the world to its core, but we now must pull together like never before to help each other, be there for those who are downtrodden, and work strategically together to achieve the desired outcomes. Please call, e-mail, or reach out to us on social media if we can help you or your business in any way. We are fighters in Mississippi and no strangers to adversity, so now is not the time to quit but rather just the opposite, let us keep the faith, adhere to advice from our leaders, and work like never before to fight for our families, friends, colleagues, and team members. We are praying for you and cheering you on because I know that the healthcare and economic storms will dissipate and that our work ethic, ingenuity, and faith will prevail. Thanks so much for choosing to be a member of the ADP. We greatly value the partnership. Keep the faith!

Chad Newell
ADP President