

NEWS RELEASE

Max Hipp

Oxford-Lafayette County Economic Development Foundation, Inc.

P.O. Box 108

Oxford, MS 38655

662-234-4651; max@oxfordms.com; www.oxfordms.com

FOR IMMEDIATE RELEASE

July 6, 2009

Knapp Assumes Expanded Role with EDF

Oxford, MS — At the last meeting of the Oxford-Lafayette County Economic Development Foundation's board of directors on May 20th, a motion to expand Christy Knapp's position from Vice President of Economic Development to Executive Vice President for Economic and Community Development was unanimously approved. Until recently, Knapp's primary duties included serving as Director of the Retiree Attraction Program; working on Industrial and Business Recruitment efforts and EDF's Business Retention and Expansion program.

According to Max Hipp, President/CEO of the Oxford-Lafayette County EDF and Chamber of Commerce, "There is a growing need and expectation for a community-based professional to represent Oxford-Lafayette County to the media and local, regional, state and national entities." Knapp's expertise in working with the national media to promote Oxford as a retirement destination together with her extensive experience and knowledge of economic and community development principles and practices position her as an outstanding representative for Oxford-Lafayette County."

Knapp will continue her role as Director for EDF's Retiree Attraction Program in addition to her responsibilities with business recruitment and retention efforts. She will also assume more administrative responsibilities in managing the operations of the EDF

and Chamber of Commerce. “I’m incredibly honored to receive this vote of confidence from our EDF board of directors,” comments Knapp. “It seems that my job has been evolving in this direction now for quite some time, and I’m pleased that our board recognizes and supports the growing contributions our EDF and Chamber make on behalf of our L-O-U community.”

Knapp has been working with the EDF and Chamber of Commerce in Oxford as a volunteer or staff member for over 10 years. After moving with her family to Oxford and participating in the Chamber’s Leadership Lafayette program in 1998, she volunteered on the Chamber’s Education Committee, and served as its Chair for two years. The Chamber then hired Knapp as its Member Relations Director in 2000; followed by EDF’s request to head the Retiree Attraction Program in 2001. “It was obvious from the beginning that Christy had skills we desperately needed as the demands placed on our organization continued to grow,” commented Hipp.

Knapp will assume more responsibility for representing the EDF and Chamber on community-based initiatives, boards and programs, such as her work in representing Oxford and Ole Miss to the Japan-America Society of Mississippi (JASMIS); her position on Baptist Memorial Hospital – North Mississippi’s Physician Recruitment Committee; and upcoming role in promoting the importance of the 2010 Census for the City of Oxford and Lafayette County. “Anything that requires our expertise, input and involvement to make Oxford-Lafayette County a better place to live, work and raise a family is what we will strive to continue to do,” said Knapp. “Community and Economic development go hand-in-hand, and it’s my privilege to make an impact in the development and promotion of our city and county so that we can continue to create jobs for future generations and further raise the economic base of Oxford-Lafayette County.”

The Oxford-Lafayette County Economic Development Foundation strives to be a leader in creating opportunities for responsible economic investment, thereby raising the per capita income for all citizens of Lafayette County by being responsive to local business and industry; being a responsible vehicle to preserve a positive business environment in Lafayette County and the area; facilitating technology transfer at the University of Mississippi into the community; and supporting other positive community efforts which improve Oxford-Lafayette County's quality of life and yield economic benefits.

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