



EXECUTIVE TEAM

Company leadership with a track record of success

Joe Garner

President

Joe Garner, founder and CEO of Garner Media, Inc. found his passion helping businesses realize their potential by marketing in new and creative ways.

While working for one of Mississippi's first ISP's, Joe was able to increase the revenue of the company three fold by developing an agent network that focused on two vertical markets.

Moving to a more technical role, Joe worked 2 ½ years as a contractor for the premier engineering IT laboratory in the Department of Defense. Working with the latest technologies available, Joe researched and tested many first of kind products before they reached the market.

Joe next went to work for the nation's largest DSL provider as a Sales Engineer. After only 3 months, he was promoted to Sales Manager over two major markets, increasing sales to the highest level ever attained in those markets which also captured top ranking in the region.

Joe started Garner Media in January 1999 with the company's first large client, Horseshoe Casino, developing and managing their websites. Joe is respected among the business community and his peers. His strong belief in creating lasting relationships with his clients has put the company at the forefront of their market.

Joe is a graduate of Mississippi College with degrees in Business Administration and Computer Science. He lives in Jackson, MS with his son Will.

Ellison Belt

VP, Production

Originally from Nashville, TN, Ellison studied English and Philosophy at Belmont University. Through his college years, he worked as a solo musician, a survival instructor, and summer camp director for the YMCA of Middle Tennessee.

In 1996, he began work in the

marketing industry as VP of Internet Business Development for Mississippi Delta advertising agency Creative Visions, where he increased that department's client base threefold in just under one year.

Ellison next branched out on his own and founded Lakota Group, Inc., a web and graphics boutique. Within two years, the company added field offices in Monroe, LA, and Franklin, TN, and grew to serve more than 250 clients across the Southeastern U.S. The company maintained a specialty in e-commerce and internet marketing.

During this time, Ellison created a community seminar program designed to educate small business owners on the value and principles of internet commerce. In addition, Ellison developed a support system for a growing Mississippi Delta ISP, Cable One. Ellison was key in helping the business establish the largest market share and the most favorable support rating of all Cable One franchises in the U.S.

As an outgrowth of his work at Lakota Group, Ellison designed a specification for an e-commerce software product and, along with a group of investors, co-founded eDatCat, Inc. eDatCat was featured alongside Viking Range and Delta Pine in a 2001 tri-state Delta development study as a growing technology-based firm. In addition, the company's flagship product claimed the top developer rating worldwide for three straight years. The product was also featured on Good Morning America and in the book "Inside Dreamweaver MX," the #1 reference for Macromedia's renowned web development tool. Ellison was successful in securing celebrity endorsements and in establishing successful foreign distributors in Ireland and the Netherlands. Ellison also made numerous appearances across the Southeastern U.S. at industry trade shows and seminars as keynote speaker.

In 2001, Ellison made the decision to return to his roots in creative production. He sold most of his interest in both of his companies and came to Garner Media. He now resides in Flowood with his wife of nine years and their three dogs.

