



***Amber L. Sukhbaatar, 30, Marketing Director,
Jackie's International Inc., in Canton.***

Amber Sukhbaatar has four very specific goals: to travel the world, write a children's book, take Bumpers Drive-In to the next branding level — and to learn conversational Mongolian.

"My husband is from Mongolia," explained Sukhbaatar. "I'm excited about the chance to visit his country in the next few years to see and learn more about his culture first-hand."

A Forest native, Sukhbaatar, the daughter of Steve and Sara Manus, excelled at the University of Southern Mississippi, where she was a member of the Gamma Beta Phi and Alpha Lambda Delta honor societies, president of the Public Relations Student Society of America, winner of the George W. Godwin Public Relations Award and four academic scholarships and inducted into the prestigious Kappa Tau Alpha Journalism Honor Society, based on scholarship and character.

But Sukhbaatar's major was undecided until midway through her five-year college career.

"I worked at Forrest General Hospital during the first three years of

college and loved working with patients and their families in that hospital environment," she said. "I wanted to capture the same feeling in my career but knew that the medical field wasn't for me. I found my calling in public relations and marketing through that job. I knew this field would allow me to have that same contact and relationships with people I enjoyed while working at the hospital, but would also allow me to use my creativity, communication skills and writing skills."

After earning a journalism degree in 1998, Sukhbaatar earned a master's degree in public relations in 1999 from Southern Miss.

That August, Sukhbaatar joined Jackie's International as the assistant marketing director. The following year, she was promoted to marketing director. "She's been a true asset to the organization," said Monica Harrigill, vice president of Jackie's International. "A self-starter, she takes on projects and makes them her own. She always

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goes beyond the call of duty. She's ... part of our family."

For Jackie's International, Sukhbaatar coordinates, develops and plans the marketing for the 35-restaurant family-owned and Mississippi-based chain, Bumpers Drive-In. She also oversees marketing for the company's Western Sizzlin and hotel division and Jackie International's new partnership, Pan-Asia restaurant. She also creates training materials and oversees in-store employee training, and coordinates the company's scholarship programs, including the Bumpers scholarship contest.

Sukhbaatar has immersed herself in community projects, particularly in Canton, where the company is based. She's a board member for the Canton Chamber of Commerce/Main Street Association, and has chaired several chamber committees, including the ambassadors and the highly successful annual tea party and fashion show.

"I've known Amber for many years and I can say without a doubt that the total number of days that make up a year are simply not enough for the enthusiasm, commitment and dedication to her job and this community," said Canton Convention and Visitors Bureau and Film Office director Jo Ann Gordon. "I've had the privilege of working with Amber on a continual basis during the

year and her attention to detail and desire to create a perfect event is second to none."

For the Junior Symphony League's 2005 spring luncheon, she chaired the publicity committee and was instrumental working with Ronda Rich, a Southern author and guest speaker of the event.

Over the last six years, Sukhbaatar has also assisted Harrigill with several fundraising projects and community organizations, including the India Association of Mississippi's annual Taste of India fundraiser and the Junior League of Jackson's Mistletoe Marketplace.

She has facilitated company donations to Madison County Stewpot, Mississippi Museum of Art spring/fall family days and the Brain Injury Association of Mississippi's annual safety fair.

Most recently, Sukhbaatar organized the Labor Day 2005 event that fed more than 600 Hurricane Katrina evacuees at the Western Sizzlin of Canton.

Sukhbaatar and her husband, Mike, parents of one-year-old Amaya, have a list of travel destinations they'd like to visit in their lifetime, from Japan to Tiger Island to Fiji.

Sukhbaatar can be found at the gym several times a week and at the movies on weekends. In between, she loves shopping, reading, writing, taking photographs and singing. "I have a pretty good voice," she admitted. But on Sundays, it's all about family. "I love being with our daughter and watching the changes she's experienced in her first year," she said.