

**2004 Chamber
Officers, Directors:**

Chairman
David Faunce

Chair-elect
Mark Carter

Secretary
Bill Plowden

Treasurer
John Harris

Past Chairman
Greg Arrowood

Board of Directors

Calvin Adams
Jim Allen
Greg Arrowood
Janet Berry
Mark Carter
David Faunce
Larry Hamrick, Jr.
Max Hamrick
John Harris
Dave Hart
Roger Holland
Gregg Johnson
Shannon Kennedy
Jennie Lambert
Dale McKillop
Linda McKnight
Brownie Plaster
Bill Plowden
Holly Sweat
Dr. Steve Thornburg
Jim Toole
Sam Wilson

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The Official Publication of the Cleveland County Chamber **JANUARY 2004**

Working for Common Goals in 2004

By: David Faunce, 2004 Board Chairman



David Faunce

It's hard to believe that 2004 is already here. Our county's economy has experienced a tremendous downturn because of job losses in manufacturing, primarily in the textile area.

Now more than ever, we need to emphasize the importance of economic development to create jobs for our citizens in Cleveland County. The Cleveland County Chamber and its leadership are doing their best to make certain that happens in this changing economic environment.

Take a look at our action plan

for 2004. You will see common denominators in every Chamber division. One of the unifiers is the Focus: Cleveland economic development strategy. This plan could be the key to our economic success over the course of the coming years. In an effort to ensure that the Focus: Cleveland plan is implemented, the Chamber will begin a feasibility assessment for funding of the strategy. This plan represents a prosperous future for Cleveland County, and assuring its implementation will be a major focus in 2004.

We need to build upon the foundation that was established in 2003. Let us remain united and resolutely work toward common goals in 2004.



Business After Hours

January 15, 2004

5:30 p.m.—7:00 p.m.

Shelby Savings Bank

224 E. Warren St.
Shelby, NC

2003 Accomplishments Are Foundation for 2004 Plans

By: Stuart Gilbert, Chamber President

"Thank you!" Gratitude is the most important thing I can convey to all of the volunteers of the Chamber for the support we received in 2003.

Starting with Chairman Greg Arrowood who served as the 2003 Chairman of the Board and Interim Chamber President from November 2002 until February 2003; to all our Division Chairs, Chamber Ambassadors, Board of Directors; public sector financial economic devel-

opment partners; advisory councils; all the Chamber volunteers; and last but not least, an absolutely excellent Chamber staff for the completion of the numerous accomplishments outlined in this year's annual accomplishments and action plan for 2004.

Last year was a transition year for both the Chamber as an organization and for me personally. While the economic development merger with our public

sector partners officially occurred in 2002, most of the organizational and staff changes happened in 2003!

The Chamber Board approved new fiscal policies to provide additional accountability of public sectors funds provided for economic development and the



Stuart Gilbert

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Annual Banquet On January 8 To Feature Danny Fontana

Local business leaders and community members will enjoy an evening of reflection and fun at the 66th Annual Banquet of the Cleveland County Chamber on January 8 at the **Leona Smith-Neal Senior Center** in Shelby. The event will kick off at 6:30 p.m. with a cash-bar cocktail reception and dinner will begin at 7:30 p.m.

The event's keynote speaker will be Danny Fontana. Fontana is a nationally known commentator on television and radio for CBS Radio and NBC Television News, and may be best known locally for his work as an economic commentator on WBTV Channel 3 in Charlotte. He is a managing director with Wachovia Securities and has been successfully managing money for his clients worldwide since 1985.

"Danny is one of the most gifted writers in America with business acumen second-to-none and a personality to back it up," says Mayor Pat McCrory of Charlotte.

The banquet will bring a

ceremonial end to a successful and productive year, and will include the traditional "passing of the gavel" by 2003 Chairperson Greg Arrowood of **Shelby Savings Bank** to 2004 Chair David Faunce of **Faunce Realty**.

Each year at the banquet, several community members are recognized with special awards. This year, the **Athena Award** (sponsored by **Carter Chevrolet**) will be presented to an outstanding business-woman. *The Entrepreneur of the Year Award* will honor an outstanding small businessperson. *The Volunteer of the Year Award* is a tribute to the memory of Paul P. Limerick and will be given to the person who has made the most significant contributions of time and energy to Chamber programs and events in 2003.

The **Bridge Builder Award**, new to the banquet in 2002, will be given to a person who has worked to unite the community, and the brand new **Zenith Award** will be given in

honor of a person who deserves the distinction of "Citizen of the Year."

Two other awards are presented during the banquet to recognize the contributions of the Chamber's Ambassadors, a group of volunteers who assist in the recruiting and retention of members. The *Ambassador of the Year Award* and the *Rookie Ambassador of the Year Award* will be given to members of this outstanding group of Chamber volunteers.

Reservations are required for this event. The cost is \$50 per person or \$375 for a table of eight. Please contact the Chamber at (704) 487-8521 if you are interested in attending.

The Presenting Sponsor of the 2003 Annual Banquet is **Shelby Savings Bank**. Platinum sponsors are **Cleveland Regional Medical Center** and **First National Bank**.

Gold sponsors of the event are **BellSouth** and **Shelby Printing Group**. Sponsorships are still available. Please contact the Chamber if interested.

2003-2004 Chamber Events & Photos



The 2004 Cleveland County Chamber Board of Directors.



Be sure to stop by the Chamber office and pick up your copy of the 2003 Annual Report & 2004 Action Plan. This publication lets you know how your membership dollars have helped the community and the Chamber's plans to have a positive impact on your business in 2004.

2003 Accomplishments Are Foundation For 2004 Plans

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implementation of special restricted funds to use only on economic development projects. We also established separate budgets for tourism, economic development and made organizational changes to reflect the changing additional roles and responsibilities of our staff and divisions.

More importantly, thinking ahead to implement the action

plan for 2004, we will need strong, continuing volunteer and financial support of our members to bring a more vibrant economy to Cleveland County this year. We will need the leadership and strong assistance of our division chairs, subcommittees and the Board of Directors to implement actions that have never before been considered

possible by this Chamber.

In my short tenure here, I have discovered that Cleveland County is the most caring community in which I have ever lived. It is an honor for me to serve you and I look forward to an exciting, productive, chamber-business year with David Faunce as our 2004 Chairman.

"In my short tenure here, I have discovered that Cleveland County is the most caring community in which I have ever lived." —Stuart Gilbert, Chamber President

Our Mission Statement:

The Cleveland County Chamber will strive to provide effective membership services and proactive leadership to enhance economic opportunity and quality of life in our community.

Our Vision Statement:

The Cleveland County Chamber will be the community's premier advocate of business and a leader of public and private initiatives to sustain second-to-none living, learning, working, and leisure-time environments.

Member Renewals-November 2003

Alliance For Health – 4 years
 Boiling Springs Medical Associates – 2 years
 D. Brown's Automotive Service – 17 years
 Cleveland Family Practice, P.A. – 10 years
 Coldwell-Banker Horn Real Estate – KM Office – 3 years
 Commercial Data Systems, Inc. – 7 years
 Communities In Schools – 13 years
 Diamond Chevrolet – 3 years
 Diamond Springs Water Company – 2 years
 Edwards Concessions and Catering – 4 years
 Employment Staffing – 7 years
 Marvin B. Hamrick Const., Inc. – 4 years

Jim Horn – 4 years
 It Takes An Entire Village - 5 years
 Kings Mountain Farm Bureau – 2 years
 Kings Mountain Rotary Club – 5 years
 Tim Moore – Attorney, State Representative – 2 years
 Dr. Harold E. Plaster, Jr. – 19 years
 Public Service of North Carolina – 4 years
 Reno Chiropractic Center – 8 years
 Timothy's Home Furnishings – 5 years
 Travel Matters – 9 years
 Wal-Mart Distribution Center – 2 years
 Worthy Plumbing & Heating – 17 years

New Members

CAROLINA FARM CREDIT

Mr. Gary A. Hastings
 1216 Fallston Road
 P.O. Box 1970
 Shelby, NC 28151
 Telephone: 704-482-6321
 Fax: 704-482-6322
 e-mail: ghastings@carolinafarmcredit.com
 Web: www.carolinafarmcredit.com
 FINANCIAL – MORTGAGE LOANS

CLADDAUGH HOME CARE, INC.

Mr. Dennis McMillan
 232 S. LaFayette St.
 P.O. Box 519
 Shelby, NC 28151
 Telephone: 704-480-6506
 Fax: 704-480-8187
 e-mail: mcmillancladdaug@aol.com
 HOME HEALTH AGENCY

DIGITAL RESULTS

Mr. Earl D. Parker, II
 1213 Starlight Dr.
 P.O. Box 306
 Shelby, NC 28151
 Telephone: 704-482-7588
 Fax: 704-482-7588
 e-mail: eparkerII@carolina.rr.com
www.digitalresults.net
 COMPUTER CONSULTING, TRAINING, WEB
 DEVELOPMENT

KINGS MOUNTAIN TRAVEL PLAZA

Mr. Jim Testa
 185 & Dixon School Road
 P.O. Box 846
 Kings Mountain, NC 28086
 Telephone: 704-739-6415
 Fax: 704-739-0732
 e-mail: ttesta9585@aol.com
 DIVERSIFIED

TRUE'S KIDS CLINICAL SERVICES

Ms. Laura Rudisill
 323 S. Washington St.
 Shelby, NC 28150
 Telephone: 704-487-0016
 Fax: 704-487-0021
 COUNSELING SERVICES

Members on the Move

The following members have changed their membership to include the following representatives:

Interim Healthcare—Ms. Tammy Hunt
 KM Pharmacy—Mr. David Dellinger
 Premier Federal Credit Union—Ms. Sam Bellew
 Coldwell Banker Horn Real Estate—Eric Gay

New address for **Shelby Pools** is: 2310 Kings Rd Ext., Suite A, Shelby, NC. Telephone number remains 704-481-8400.

New street address for **Cleveland Home Health Agency, Inc.** is 105 T.R. Harris Drive, Shelby, NC 28150. (They are not moving from the existing physical location, only the street name is changing.) Telephone number remains 704-487-5225.

Trendsetter's Hair Styling has moved to new location: 1632 S. DeKalb St., Shelby, NC 28152. Telephone number remains 704-482-8626.

Coldwell Banker Horn & Associates Inc. name has changed to **Coldwell Banker Horn Real Estate**. Shelby office address remains 213 S. DeKalb St., Shelby, NC 28150, and office telephone remains 704-482-7316.

Board Action

At the November meeting of the Chamber Board of Directors, the following action items were approved:

- To present the first annual Zenith Award at this year's annual banquet to a citizen who throughout his/her lifetime has set a standard for extraordinary service and community involvement, thereby improving the quality of life for all citizens of Cleveland County.

- Several changes to the Chamber's organization structure: (1) That the EDC serve as the Economic Division; (2) that Marketing, Travel & Tourism be separated into two divisions: Marketing & Communications and Travel & Tourism; and (3) that the Small Business Council be moved to the Membership Services Division.

Thank You Corner

- Frame Masters Gallery – gift for Chamber intern
- Greg Arrowood & Shelby Savings Bank - hosted December Board luncheon meeting
- Glenda Greene and other Staff Members at Shelby Savings Bank – assistance with Board meeting

Reception Desk Volunteers in December:

- Rose Blackburn
- Danell Scruggs – **GDS**
- Deek Alexander – **Springboard Telecom**

- Wayne & Judy Hall (parents of Misti Humphries) – Use of their Lake Lure vacation home for Chamber Staff Retreat.

CLEVELAND COUNTY CHAMBER

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Shelby, NC 28150

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Kings Mountain, NC 28086

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We're on the Web!
www.ClevelandChamber.org

Stuart Gilbert
President

Scott Darnell
Senior VP-Economic Development

Niki Bliss-Carroll
VP-Programs/Communications

Misti Humphries
VP-Membership Services

Tim Waters
VP-Existing Industry/Kings Mountain Office

Cindi Cannon
Manager-Travel & Tourism

Jean Bettis
Office Manager

Shirley Brutko
Administrative Assistant-Kings Mountain Office

Jean Canipe
Receptionist



Business Support · Economic Development · Travel & Tourism

Membership Services A Top Priority in 2004

By: Misti Humphries, VP Membership Services



Misti Humphries

As our 2004 Board Chairman David Faunce indicates in his message, many challenges and opportunities are ahead for our businesses and community this year. Please know that your Chamber has also felt effects from the economic conditions. Now more than ever, the Chamber needs your continued support, and you need a strong viable organization to continue turning many of the challenges into further opportunities.

Some of the wonderful direct benefits designed to assist you in meeting this year's challenges include:

- Networking available through **Business-At-Breakfasts**, which is a structured networking program held five times a year.
- **Ambassadors** program, which is a team of vibrant and professional people interested in helping you access many

Chamber benefits offered to you as a member.

- **Chamber Checks**, which is our member gift certificate program. These certificates are valid at most local member businesses and are great gift ideas.
- A fully-updated and user friendly **Web site** to better serve you, other members, prospects and others who are interested in our community. You receive a free hot link from the site to your Website and e-mail address.
- And many **additional opportunities** to promote your business as a volunteer or event sponsor.

The following benefits that you've come to expect will continue at no charge:

- Over fifteen additional networking events with food and beverages.
- Referrals of your business to newcomers, visitors and local consumers.
- Use of the Chamber meeting rooms at any time—day or night.
- Professional counseling and

mentoring.

- Access to the county's largest pool of business contacts (750+).
- Discounted long-distance telephone service and access to an on-line employment program.

The benefits listed above are designed to address your direct member needs and are prominently noted in the Chamber's action plan (complete document available upon request.).

And while these programs and events offer you important tangible benefits, it is the broad-based work of the Chamber—including our strategic initiatives—that will truly address the continuing business and community development needs in Cleveland County. (A complete copy of our strategic plan is also available upon request.)

Thank you again for the opportunity to serve you as a member. The entire staff appreciates your continued support and wishes you a happy and prosperous new year.

January 2004 Chamber Calendar of Events

Jan. 01	New Year's Day: Chamber Offices Closed
Jan. 08	Chamber Annual Banquet: Leona Smith Neal Senior Center, 1266 Fallston Rd., Shelby; 6:30 p.m.-cash bar, 7:30 p.m.- Dinner; Cost \$50/person; ★
Jan. 15	Ribbon Cutting: Trendsetters Salon, 1632 S. DeKalb St., Shelby; 11 a.m.
Jan. 15	Business After Hours: Shelby Savings Bank, 224 E. Warren St., Shelby; 5:30 p.m. to 7 p.m., ★
Jan. 19	Martin Luther King, Jr. Holiday: Chamber Offices Closed

In The Coming Months...

Feb. 06	Business at Breakfast, Ribbon Cutting & Open House: Helps One-to-One in Shelby
Feb. 12	Business After Hours: Comfort Inn, Kings Mountain
Feb. 24	"Chamber Pride in Kings Mountain" Business Showcase & Reception, Kings Mountain City Hall

We're on TV too! Watch Time Warner Cable Channel 33 on Saturdays for the latest business news on "News & Views," courtesy of **Cleveland Headline News**.

