

**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  
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Dave Hart  
Roger Holland  
Gregg Johnson  
Shannon Kennedy  
Jennie Lambert  
Dale McKillop  
Linda McKnight  
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Bill Plowden  
Holly Sweat  
Dr. Steve Thornburg  
Jim Toole  
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# InterAction

The Official Publication of the Cleveland County Chamber

July 2004

## *Win a Harley-Davidson On July 31 During Moonlight Par-Tee Night at Cleveland Country Club*

Chamber officials are gearing up for a unique raffle scheduled for July 31 during the annual summer special event, Moonlight Par-Tee Night at Cleveland Country Club.

Chamber President Stuart Gilbert and Board Chairman David Faunce were available earlier today for an opportunity to show off the prize. A 2004 Harley-Davidson XL 1200R Sportster® 1200 Roadster will be given away as part of a fundraising raffle to benefit various Chamber programs. The bike was purchased from the Harley-Davidson dealership in Concord, which is an affiliate business of the Rogers' car



dealerships located in Cleveland County. The retail value for the vehicle is approximately \$10,300--not including fees.

Only 500 tickets are available for the raffle, in which tickets will be sold for \$50 each or five tickets for \$200. Participants must be 18 years or older to

win. The winner of the bike is responsible for tax, tag, and title fees. Ticket purchasers need not be present to win the motorcycle.

For more information on the raffle or to purchase tickets, contact Vickie Fitch, VP of Membership Services, at 704-487-8521.—*From the Membership Services Division*

## *Kings Mountain International Announces Plans For Cleveland County Facility*

The Economic Development department of the Cleveland County Chamber is pleased to announce the addition of a new company to Cleveland County.

Kings Mountain International, a metal processing manufacturer, has announced plans to occupy the former Encompass/ABB Combustion building in Kings Mountain. The company expects a capital investment of \$5 million and will generate approximately 100 new positions within the next few years.

"We are excited to see Kings Mountain International become a part of the Cleveland County industrial community," said Scott Darnell, Senior VP of Economic Development for the Chamber.

"Their commitment to our county validates our strong workforce and the pro-business attitude of our community. We look forward to a long and prosperous relationship with this company."

Kings Mountain International will begin operations at the Kings Mountain facility in October. Applicants interested in employment at the facility should contact the Employment Security Commission for information on specific positions.

The company provides metal processing services for a variety of industrial applications. Per the company's request, no further information is available at this time. More information on the facility will be available in the coming months.—*From the Economic Development Division*

*Next Business After Hours: August 12, 2004  
Life Enrichment Center, Kings Mountain*

## Cleveland County Artist Unveils New Watercolor



The Cleveland County Chamber is pleased to announce the completion of the latest county note cards painted by local

S. Brutko artist and Chamber employee Shirley Brutko.

The painting commemorates the 80<sup>th</sup> anniversary of the Cleveland County Fair. Brutko says the fair served as an inspiration for the piece because of the wonderful memories it invokes. "The traditions of the fair have been passed on from generation to generation, and although the fair has changed over the years, it still generates the same excitement among county residents each fall," Brutko said.

The fair was the idea of the Shelby Kiwanis Club in 1923 while former North Carolina Governor O. Max Gardner was serving as club president. They formed a plan to combine the Boiling Springs Community Fair and the Union Community Fair into one large annual event. Dr. J. S. Dorton and Ed Barnes of Kings Mountain selected the site and a joint meeting of the Kings Mountain Chamber of Commerce and Shelby Kiwanis Club was called to organize and plan for the new project to be located on the main thoroughfare between Shelby and Kings Mountain.

On October 14, 1924 the gates opened to the first ever Cleveland County Fair on 46 acres of land under a ten-year lease for \$50 a year. Cleveland

County is now the home of the largest county fair in the state with over 175,000 visitors per year.

"Hopefully, this watercolor will remind everyone that Cleveland County is truly fortunate to have had such success with the event over the years," Brutko said. "No other event in Cleveland County has such an impact on the tourism economy as the annual fair."

Prints of the new watercolor are available by special order, and note cards can be purchased at the Chamber in sets of six. It will also be featured on the cover of the new area map available this fall. For more information on cost or ordering, call the Chamber at (704) 487-8521. —From the Travel & Tourism Division



The new watercolor is available by special order, and note cards can be purchased at the Chamber. Call (704) 739-4755 for details on how to buy your copy!

## "Retail Trends 2004" Conference Yields Positive Results for Cleveland County

An important function of the Chamber is to educate area citizens on the importance of buying locally. "The Buck Stops Here... Buy Locally" program was developed in 2001 and designed to help market the importance of buying goods and services in Cleveland County to both improve our retail shopping options and grow the local economy.

As part of this continuing effort, economic development officials recently attended the International Council of Shopping Centers annual conference, "Retail Trends 2004." The event was held in Nevada, and Scott Darnell, the Chamber's Senior Vice President for Economic Development, was among approximately 100,000 of the top developers and retailers around the world who attended.

"Our participation in this event provided Cleveland County with a wonderful opportunity to discuss upcoming trends and opportunities in the

retail industry," said Darnell of the event. "Cleveland County has a thorough retail base, but it is one that we can continue to build upon to attract a diversified mix of retailers."

"Our cities have done an excellent job of developing the uptown/downtown areas and we see a wonderful opportunity to attract new businesses to our county," Darnell continued. "We have many vacant retail buildings that need to be filled which will add to our tax base and offer new employment options for our citizens."

Chamber President Stuart Gilbert also believes that the buy-local initiative is the first step to attracting a broader retail base for the community. "Our Chamber membership is made up of many retailers and restaurants in the county," said Gilbert. "If we are doing our job as an organization to grow Cleveland County, we must have an economic development approach that reaches all corners of our community and touches every citizen, and growing the local buy-

ing opportunities is a necessary strategy for achieving that objective."

Darnell agrees, but says that economic development staff initially delayed a strong push into retail sector strategies until county unemployment levels had dropped below double-digits. "Our strategy for Cleveland County is a comprehensive approach to grow the community in many areas," said Darnell. "We didn't want to focus too heavily on the retail sector until some of the manufacturing jobs were recovered. Now is the time to implement a formalized retail strategy, and we believe it will be of tremendous value to the future quality of life of our community."

Each year, retail shopping figures show that Cleveland County is losing sales tax revenues and local sales to neighboring counties. "This trend must be addressed if we want to strengthen retail in



S. Darnell

Cleveland County," Darnell said. "It's sort of the 'if we build it, they will come' philosophy. We have to build the buying power in order to attract the specific retail stores and restaurants we want. And to do that, we must shop locally."

Positive results from the Chamber's economic development efforts are currently coming to fruition at the Cleveland Mall. Economic development officials have worked closely with mall developers and the results include a new Cinemaplex as well as commitments from several restaurants to locate in Cleveland County.

The Chamber's economic development team will continue to look closely at proactive ways of increasing existing retail sales and to attract the targeted new retailers that will add to the quality of life and success of various business sectors in Cleveland County.

For more information on retail development efforts, call the Chamber at (704) 487-8521. —From the Economic Development Division

### 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-May 2004*

Cummings Furniture Company – 20 years  
Hoke Electric Company – 5 years  
Nuway Laundry- 6 years

Optimist Club of Shelby – 50 years  
ProFitness- 3 years

## *New Members...*

### **CAROLINA FIRST BANK**

Mr. Jamey Davis  
142 N. Watkins Dr.  
Forest City, NC 28043  
Mailing: 411 Johnsfeld Rd.  
Shelby, NC 28150  
Telephone: 704-472-5626  
Fax: 828-245-8270  
e-mail: [jameydavis@carolina.rr.com](mailto:jameydavis@carolina.rr.com)  
Web: [www.carolinafirst.com](http://www.carolinafirst.com)  
BANK

### **CAROUSEL ICE CREAM LLC**

Mr. Michael Sowell  
2001 E. Dixon Blvd. #44  
Shelby, NC 28152  
Telephone: 704-481-8575  
RESTAURANT

### **HEALING HANDS THERAPY CENTER**

Ms. Glenda S. Waters  
105 Regal Dr., Suite 6  
Kings Mountain, NC 28086  
Mailing: 107 Country Meadow Lane  
Kings Mountain, NC 28086  
Telephone: 704-730-9797  
e-mail: [gwaters2@carolina.rr.com](mailto:gwaters2@carolina.rr.com)  
MASSAGE THERAPY

### **GENE LEGRAND**

106 Park Circle  
Shelby, NC 28150  
Telephone: 704-487-5561  
RETIRED INDIVIDUAL

### **SQUEAKS 'N SQUAWKS**

Ms. Deanna Marshall  
105 N. LaFayette St.  
Shelby, NC 28150  
Mailing: 416 Leander St.  
Shelby, NC 28152  
Telephone: 704-482-5663  
Fax: 704-487-4527  
e-mail: [svencat@shelby.net](mailto:svencat@shelby.net)  
PET STORE

## *Members On The Move...*

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

- **Verizon Wireless** — Rusty Carringer
- **True's Kids Clinical Services** — Kimberly Thornburg
- **Cingular Wireless** — Ben Swann
- **Helps 1 to 1** — Dianne Whisnant.

New addresses:

- New mailing address for **Hall Builders, Inc.** is 238 Landry Dr., Kings Mountain, NC 28086. Telephone number remains 704-730-9696.
- New mailing address for **Cingular Wireless** is 2550 West Tyvola Road, Suite 120, Charlotte, NC 28217.

## *Thank You Corner...*

- **Judy and Wayne Hall** (parents of Misti Humphries) – flowers for office, and help with sign distribution for Moonlight Par-Tee event.
- **Dwayne Humphries (Humphries Development Group)** – volunteer work at Chamber (putting up shelves in small storage area)

### *Chamber Photos & Events*



*El Paso Mexican Restaurant: June 24*



*Sharonview Federal Credit Union: June 25*



*Mountain Wash Laundry: May 14*



*Industry Safety Awards Banquet: June 22*



*Business After Hours at Trendsetters Salon: June 10*



*Past-Board Chair's Luncheon: June 29*

*Additional photos will be published in the August 2004 Chamber Newsletter.*

# CLEVELAND COUNTY CHAMBER

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

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President

**Scott Darnell**  
Senior VP-Economic  
Development

**Misti Humphries**  
Economic Development Project  
Manager

**Niki Bliss-Carroll**  
VP-Programs/Communications

**Vickie Fitch**  
VP-Membership Services

**Tim Waters**  
VP-Existing Industry/Kings  
Mountain Office

**Terry Brown**  
Manager of Travel & Tourism

**Jean Bettis**  
Office Manager

**Shirley Brutko**  
Administrative Assistant-Kings  
Mountain Office

**Jean Canipe**  
Receptionist

## Kings Mountain "State of the Community" Breakfast

The Cleveland County Chamber's Board of Directors has unanimously adopted a resolution urging voter support of the local issuance of self-financing bonds.

Also known as Amendment One, state and county leaders believe the measure would establish the creation of quality jobs, the revitalization of communities, and new economic opportunities for North Carolina. Voters will be asked to amend the state constitution to allow for the local issuance of self-financing bonds. Currently, Arizona is the only other state in the nation that doesn't allow this form of borrowing.

Amendment One would authorize the use of self-financing bonds for economic development. Chamber officials unanimously endorse the concept and believe that the bonds will give the local governments the flexibility to pursue multiple types of economic development projects, including industrial site development, redevelopment of existing industrial sites, retail and mixed use development, and more.

The concept of self-financing bonds is supported by former governors Jim Hunt, a Democrat, and Jim Martin and Jim Holshouser, both Republicans, the N.C. Association of County Commissioners and a non-partisan umbrella organization of state leaders in business and government called North Carolinians for Jobs & Progress.

The change would allow local governments, development groups or businesses to designate a development district and create a public-private partnership to shape the project's scope. The Local Government Commission would authorize issuance of the self-financing bonds.

According to North Carolinians for Jobs & Progress, no local bond approved by the commission has defaulted in over 50 years. The Cleveland County Chamber believes the bonds can be used as a means to significantly strengthen the county's ability to create new jobs and investment here at home and across the state.

It is expected that property in the development zone would appreciate, thus providing local communities with a gain in property taxes, which is used to pay off the bonds. Once the bonds are paid off, the increased property tax revenue goes back to the local government, thereby increasing the tax base.

Improvements like water and sewer lines, sidewalks or street beautification are common projects that are supported by the bonds. In addition, the bonds can be used for projects relating to the reuse of abandoned factories or to help build affordable housing.

The Board of Directors of the Chamber has pledged to work to educate the citizens of Cleveland County about the local importance of approving Amendment One at the polls on November 2, 2004.—From the Governmental Affairs Division

## July 2004 Chamber Calendar of Events

Be sure to check our web site at [www.clevelandchamber.org](http://www.clevelandchamber.org) for event updates!

- July 05 Independence Day Holiday: Chamber Offices Closed
- July 28 Lunch-n-Learn Series at Neal Senior Center in Shelby; \$10 for members; Call 704-487-8521 to register.
- July 31 Moonlight Par-Tee Night at Cleveland Country Club; Golf begins at 2 p.m., Par-Tee kicks off at 7 p.m. and continues through Midnight. Hawaiian Luau, music, food, and much more! Don't forget to purchase your ticket for the hottest event of the year! Call the Chamber at (704) 487-8521 for details.
- July 31 Harley-Davidson Motorcycle Raffle at Moonlight Par-Tee Night; Midnight at Cleveland Country Club. Tickets can be purchased at the Chamber for \$50 each or five tickets for \$200. Call (704) 487-8521 to purchase tickets or for contest rules.

## In the Coming Months...

- Aug. 12 Business After Hours at Life Enrichment Center in Kings Mountain; 5:30 p.m.
- Aug. 19 Congressional Luncheon; Time & Location TBA
- Aug. 26 Leadership Cleveland County Kick-Off & Alumni Reception at Chamber



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.

