

**2004 Chamber  
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David Faunce

**Chair-elect**  
Mark Carter

**Secretary**  
Bill Plowden

**Treasurer**  
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**Past Chairman**  
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**Board of Directors**

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Greg Arrowood  
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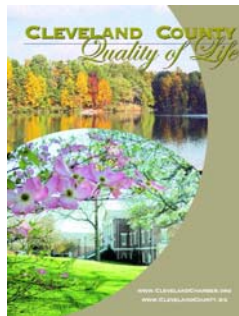
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# InterAction

The Official Publication of the Cleveland County Chamber September 2004

## *New Quality Of Life Magazine To Be Unveiled This Month*

The 2004 Quality of Life Magazine and Business Resource Guide combined publication will be delivered to member businesses later this month. The book was produced in Cleveland County by Westmoreland Printers, Inc. and features the work of local photographers and graphic designers. The book will be delivered this month as part of the annual Member



2004 Quality of Life Magazine

Appreciation Day, and additional copies will be available at the Chamber office.

The new magazine features a wide range of beautiful photographs and editorials. Again this year, the Chamber Business Resource Guide is located within the Quality of Life Magazine. The directory features Chamber members listed both alphabetically and by category. Also included in the publication this year are spe-

cial sections on Religion and Housing, along with standard sections on History & Culture, Entertainment & Recreation, Education, Healthcare, Business & Industry, and Economic Development.

We would like to extend a special thank you to the dozens of businesses and industries who supported the 2004 Quality of Life publication with their advertisements. For more information or for additional copies, contact the Chamber office at 704-487-8521.—From the Marketing & Communications Division

## *Business At Breakfast To Be Held September 24 at Shelby Savings Bank*

Over the years, the Chamber has offered a wide variety of networking opportunities and social events. But in recent years, the Business at Breakfast series has provided members with the perfect balance between socializing and structured networking.

This 90-minute event allows participants to share information about their businesses and services to more than 20 people. Attendees also have an opportunity to learn about other businesses and services offered in our community.

Participants walk away from this event excited about the business prospects they've gathered and looking forward to future opportunities. Don't miss our next Business at Breakfast event, which will be held at **Shelby Savings Bank**, located at 224 East Warren Street in uptown Shelby on Friday, September 24 at 7:30 a.m. If you are interested in attending or sponsoring a future event, call the Chamber at 704-487-8521.—From the Membership Services Division



Business At Breakfast was held at Shelby AmVets on April 29, 2004.

## *Annual Fair Preview Breakfast Scheduled For September 30, 2004*

The fair is back in town and welcomes all Chamber members to come out for the annual kick-off breakfast! The Cleveland County Fair and the Chamber invite you to preview the 80<sup>th</sup> annual Fair on Thursday, September 30<sup>th</sup> at 7:30 a.m. Chamber members who attend will get a sneak preview of the food and festivities!

The sponsors for this year's event are Willis Sandwich Shop, McDonald's and Jenkins Food. The breakfast will begin at Willis Sandwich Shop, across from the exhibit hall and performing arts stage.

This year the fair begins on Thursday, September 30 and runs through October 9. As one of the largest county fairs in the southeast, the Cleveland County Fair attracts visitors from many surrounding areas and all who attend enjoy a variety of entertainment, food and exhibits.

Reservations for the Chamber Fair Preview Breakfast are requested before Tuesday, September 28. Call the Chamber at 704-487-8521 to make a reservation or for more information.—From the Membership Services Division

## *FARS Program Offers New Opportunity To Assist Chamber Members*

The Cleveland County Chamber is proud to announce a new member benefit to businesses and industries who are current Chamber members. FARS (Federal Automated Check Recovery System) Marketing, Inc. is offering a reduced rate to Chamber members for collecting on bad checks.

A leader in electronic bad check recovery, FARS believes their bad check recovery system will work on behalf of the smallest entrepreneurs right on up to the larger corporate members in their efforts to recovery NSF check payments.

FARS collects 100 percent of the face amount of checks returned for non-sufficient funds and returns the entire amount to the merchant, plus any fees charged by the bank. FARS states they can recover 75 percent of NSF checks within five to seven days and another 10 percent within the next 20 business days, which adds up to an 85 percent success rate. FARS will provide special pricing for Chamber members, offering a one-time fee of \$49.

A representative from FARS Marketing will be contacting members to let them

know about the program and its benefits and will be offering area businesses an opportunity to participate in the program.

The Chamber believes the FARS Electronic Check Recovery Program is an option for businesses that will save them time and money. You can earn more about the FARS program and how it could benefit your business by calling the Chamber at (704) 487-8521 or FARS Representatives Joan and Robert Adams at (877) 717-8844.—*From the Membership Services Division*

## *Youth Leadership Cleveland County Begins New Program Year This Month*

Plans are underway to kick-off the fourth year of a leadership program this month. Participants for the 2004-2005 Youth Leadership Cleveland County program will be selected this month, with a day-retreat for participants scheduled in October.

The Youth Leadership Cleveland program is a collaborative effort between the Chamber, the YMCA, and Communities In Schools. Five sophomores from each of the county's four high schools will participate in the upcoming year of the program.

Many other communities throughout the nation have established youth leadership programs in an effort to encourage students to consider the opportunities available in their home communities.

The mission of Youth Leadership Cleveland is: to identify Cleveland County students with leadership potential; to provide them with stimulating programs that will cultivate, nurture,



*Youth Leadership Cleveland's inaugural class graduated from high school in 2004.*

and develop leadership skills; to improve human relations and build a sense of community among the county's residents; and to challenge the students to apply those acquired skills within their own community.

The program will consist of a retreat and six day-sessions throughout the course of the school year. The Leadership Cleveland County Alumni Association will be involved with this program by helping to organize

day events or hosting Youth Leadership Cleveland activities. Leadership Alumni Karen Folk (Communities in Schools) coordinates a majority of the activities by utilizing former Leadership Cleveland County participants.

If you are interested in more information about the coming year of the program, contact Niki Bliss-Carroll at the Chamber at 704-487-8521.—*From the Education Division*

## *State School Board Chairman Howard Lee To Speak At Education Luncheon*

The Chamber's Education Division, the JobReady Partnership of Cleveland County, Education Station and the Kings Mountain Rotary Club will host NC School Board Chairman Howard Lee in October. The purpose of the luncheon is to increase awareness for the JobReady Partnership and its programs. Lee will address workforce preparedness and other statewide education issues, which have an impact on the business community.



The luncheon will be held Thursday, October 14, 2004 from 11:45 a.m. to 1:15 p.m. at the Patrick Senior Center in Kings Mountain. For more information about sponsoring or attending the upcoming Education Luncheon, call the Chamber at 704-487-8521. This is a wonderful event that you won't want to miss, so mark your calendar today.—*From the Education 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.*

### *Ribbon Cuttings*



Stateline Dollar Store, 218 S. Main Street, Grover  
July 29, 2004



Big Papa's Tire, 1715 E. Dixon Boulevard, Shelby  
August 09, 2004



Manelines Boutique, 1100 S. Washington Street, Shelby  
August 15, 2004



Trade Street Eatery, 103 North Trade Street, Shelby  
August 23, 2004



Papa's Pizza To Go, 1011-2 Grove Street, Shelby  
August 24, 2004



DeVoe Realty, 405 East Marion Street, Shelby  
August 26, 2004

### *Special Events*



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



Congressional Luncheon at North Lake Country Club  
August 19, 2004



Secretary Jim Fain (NC Department of Commerce) Luncheon at Cleveland Country Club  
August 24, 2004



Small Business Council's "Lunch-n-Learn" at Neal Senior Center  
August 26, 2004

## Member Renewals-July 2004

Affordable Suites of America, Inc. – 4 years  
 American Cancer Society – 4 years  
 American Safety Utility Corp. – 7 years  
 B & D Fitch Partnership – 7 years  
 Baker Family Dentistry Practice – 7 years  
 Baskets From The Heart – 4 years  
 Dr. G. Stephen Bell – 19 years  
 Boiling Springs Family YMCA – 6 years  
 Boiling Springs, Town of – 7 years  
 Bowen Collision Center, Inc. – 11 years  
 Boys & Girls Club of Cleveland County, Inc. – 6 years  
 Buckeye Fire Equipment Co. – 6 years  
 Buffalo Creek Bed & Breakfast – 3 years  
 Business Consulting Group, Inc. – 3 years  
 C & C Heating, Cooling and Insulation, LLC – 7 years  
 Carolina Chiropractic Plus – 9 years  
 Central United Methodist Church – 7 years  
 Choice USA Beverage, Inc. – 9 years  
 Clean It Up – 4 years  
 Cleveland Contractors, Inc. – 11 years  
 Cleveland County Dept. of Social Services – 4 years  
 Cleveland Funeral Services – 8 years  
 Cleveland Mall – 23 years  
 Cline Company, Inc. – 5 years  
 Coldwell Banker – Barbara Moore – 3 years  
 Complete Care, Inc. – 4 years  
 Council on the Aging Senior Center – 16 years  
 Davis Automotive Services, Inc. – 18 years  
 Diamond Springs Water – 3 years  
 EAP & Counseling Associates – 2 years  
 Eaton Corporation – 24 years  
 Electric Motor Service of Shelby, Inc. – 6 years

Paul S. Ellison – 7 years (as retired member)  
 Fitch Sign Company, Inc. – 15 years  
 Fox Distributing – 25 years  
 Glaize Components – 9 years  
 Go-Forth Services, Inc. – 13 years  
 H & H Industries – 5 years  
 Hallelujah Acres, Inc. – 7 years  
 Marvin B. Hamrick Construction – 5 years  
 Humphries Development Group LLC – 3 years  
 Interim Health Care – 3 years  
 Jackson Management Company – 7 years  
 Jackson's Cafeteria – 9 years  
 H. B. Jones Appraisals – 3 years  
 K.M. Pools, Inc. – 11 years  
 Kings Mountain Care Center, Inc. – 7 years  
 Kings Mountain Historical Museum – 5 years  
 Kenneth G. Lilly Fasteners, Inc. – 29 years  
 Kemp Mauney – 10 years  
 Medicine Shoppe – 6 years  
 MetalsAmerica – 15 years  
 Monroe Tire Company – 4 years  
 Al Moretz – 7 years  
 Morganton Eye Physicians, P.A. – 3 years  
 Morris & Daughter Fabrics – 6 years  
 North Carolina Association of Educators - Cleveland County – 18 years  
 Odom & Associates – 7 years  
 Oglebay Norton Specialty Minerals, Inc. – 4 years  
 Pine Grove Golf Club – 18 years  
 Steve Proffitt - 4 years  
 A. A. Ramsey and Son, Inc. – 16 years  
 Raymond James Financial – 6 years

RBC Liberty Agency – 4 years  
 Rylan C. Redding Jr., CPA – 5 years  
 Reliance Electric (Rockwell Automation) – 23 years  
 Retirement Alternative, Inc. – 7 years  
 Rogers Honda – 24 years  
 Sagesport – 11 years  
 Shelby Hardware – 26 years  
 Shelby Nursery, Inc. – 11 years  
 Shelby Post Office – 11 years  
 Shelby Radiological Associates, P.A. – 38 years  
 Shelby Shopper & Info – 19 years  
 SouthTrust Bank – Gastonia – 6 years  
 Charles C. Sperling – 15 years, as retired member  
 Stitzel Construction, Inc. – 6 years  
 Sumner Group – 11 years  
 Tedder Motor Company, Inc. – 4 years  
 Teddy & Meekins – 10 years  
 Ray Thomas Petroleum Company, Inc. – 20 years  
 Timms Furniture Co. – 4 years  
 Upper Cleveland County Chamber of Commerce – 11 years  
 Wellington Hamrick, Inc. – 7 years  
 Wesson Septic Tank Services, Inc. – 11 years  
 Westmoreland Printers – 6 years  
 Glenn Williams Construction Company – 3 years  
 Dr. James S. Wilson – 7 years  
 Youth Assistance Program of Cleveland County – 13 years

## New Members...

### PARKER FARM SERVICE

Mr. Billy McHenry  
 703 N. Post Rd., Hwy 180 N.  
 Shelby, NC 28150  
 Telephone: 704/482-7061  
 Fax: 704/441-9474  
 e-mail: [billymchenry@yahoo.com](mailto:billymchenry@yahoo.com)  
 Web: [www.tractorusa.com](http://www.tractorusa.com)  
 FARM EQUIPMENT & SUPPLIES

### FARS

Robert & Joan Adams  
 302 Sherwood Circle  
 Rock Hill, SC 29730  
 Telephone: 803/327-5530  
 Fax: 803/985-4818  
 e-mail: [jadams@telecomgt.com](mailto:jadams@telecomgt.com)  
 ELECTRONIC CHECK RECOVERY

### PICNIC PEOPLE WESTERN CAROLINAS

Ms. Lori Lewis  
 121 Wilkie Street  
 Forest City, NC 28043  
 Telephone: 828/245-0315  
 Fax: 828/245-9544  
 e-mail: [loril@picnicpeoplewesterncarolinas.com](mailto:loril@picnicpeoplewesterncarolinas.com)  
 Web: [www.picnicpeoplewesterncarolinas.com](http://www.picnicpeoplewesterncarolinas.com)  
 CATERERS / EVENT PLANNING

### WOMEN AT THE WELL

Ms. Elizabeth Bridges  
 Location: 4221-7 W. Dixon Blvd., Shelby, NC 28152  
 Mailing: P.O. Box 1064  
 Boiling Springs, NC 28017  
 Telephone: 704/434-2324  
 MINISTRY

### FARM BUREAU INSURANCE - SHELBY

Mr. Tony McClure  
 1503 W. Dixon Blvd.  
 P.O. Box 126  
 Shelby, NC 28151  
 Telephone: 704/482-2436  
 Fax: 704/480-8310  
 e-mail: [Anthony.mcclure@ncfbins.com](mailto:Anthony.mcclure@ncfbins.com)  
 Web: [www.ncfbins.com](http://www.ncfbins.com)  
 INSURANCE

### MEDSCREEN

Ms. Michele Graham  
 224-F S. New Hope Road  
 Gastonia, NC 28054  
 Telephone: 704/836-8378  
 Fax: 704/868-3778  
 e-mail: [medscreenmg@aol.com](mailto:medscreenmg@aol.com)  
 EMPLOYMENT SCREENING

## Members On The Move...

The following members have changed their membership to include:

**Shelby Rotary Club** – Dr. Dottie McIntyre – address: Cleveland Community College, 137 S. Post Rd., Shelby, NC 28152  
 - telephone 704/484-4000.

**Value Incentives, Inc.** – Patrick Tiernan

**Anchor Marine** – Judy Walker

**Kings Mountain Business & Professional Assoc.** – JoAnn Hall

**Parker Hydraulic Gear Pump Div.** – Ken Mooney

**Pioneer Motor Bearing Co.** – Robert Swisher

### New Address:

**DeVoe Realty, Inc.** - (Gaye DeVoe) - has moved her office to 405 E. Marion St., Shelby, NC 28150. Telephone number is 704/487-5540.

## Thank You Corner...

**Shagreen Nursery & Arboretum** – Donation of two mandevillas for the front area of Chamber for the season.

**John Barker Realty** – Landscaping donation.

**Moss Lake** – Hosted the Kings Mountain Advisory Council's August meeting.

**Faunce Realty** – Provided lunch (from The Sub Factory) for Kings Mountain Advisory Council's August meeting.

## Board Action...

The following action was taken at the July 20, 2004 meeting of Cleveland County Chamber's Board of Directors:

- Approved a new benefit to offer Chamber members: an "electronic" check recovery program presented by Federal Automated Recovery Systems, Inc.
- Approved the sponsorship of a Small Business of the Month Award as proposed by the Chamber's Small Business Council.

# CLEVELAND COUNTY CHAMBER

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We're on the Web!  
[www.ClevelandChamber.org](http://www.ClevelandChamber.org)

**Stuart Gilbert**  
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



## Economic Impact Reports Completed By UNC-Chapel Hill

The Cleveland County Chamber and University of North Carolina-Chapel Hill are unveiling the results of two studies that measure the negative economic impact of lost jobs as well as the positive economic impact of new industrial investment and job creation in Cleveland County.

The Economic Development Council met on Monday, August 9 at the Charles F. Harry Administrative Building in Shelby to hear the results of both reports. Officials with UNC-Chapel Hill examined a variety of factors relating to the Cleveland County economy. According to leaders, this is the first report of its kind generated to study the economic impact of job losses in a specific county of the state.

"The meeting provided an opportunity for local citizens and public sector leaders to hear this crucial information and more fully understand what we can do to bring economic prosperity to Cleveland County," said Chamber President Stuart Gilbert of the reports. "In addition, the material presented does more to quantify the economic crisis we are in than anything else I have seen. This is a compelling reason for intensifying our economic development public/private partnership and support."

Each of the reports utilize IMPLAN software, which measures the multiplier effect of both job losses and gains. The negative economic impact report measures a variety of elements that led to job losses, and how those losses have financially impacted the local economy. In addition, the report provides detailed information on how Cleveland County ranks in comparison to other counties in the region as well as to the state average in several areas.

According to Dr. Michael Luger, Professor of Public Policy, Business, and Planning for the Carolina Center for Competitive Economies (C3E) at UNC-Chapel Hill, the Chamber's proactive response to the economic situation is particularly promising. "Rather than blaming the problem on free trade or other external factors, the leadership at the Chamber has simply asked 'what can we do' to create more and better jobs," said Luger. "They have put forward an ambitious program of recruitment and expansion in targeted industries that our analysis shows will indeed restore economic vitality if successful."

The positive economic impact study examines how the Economic Development Plan of Action would affect the county, assuming the goals for investment and job creation are achieved. Both reports include direct, indirect, and



*Economic Impact Meeting on August 9, 2004*

induced effects on the economy, and not surprisingly, the negative impact study's results show exponential losses with an estimated 5,552 job-years, over \$637.5 million in output, and \$175 million in labor income have been lost in Cleveland County due to plant closings and business downsizing between 2001 and 2003.

"The change in demand is caused by the loss of payroll and output in the Cleveland County economy resulting from plant closings and business downsizing," the report states.

"The implicit assumption in the model is that direct, indirect, and induced losses would not have occurred in the absence of plant closings and business downsizing."

By the same token, similar benefits are also discussed in the positive economic impact model. Since February of 2003, the Cleveland County Chamber's Economic Development division has assisted in the generation of over \$75 million in new investment (both existing and new industry projects) and the creation of 750 new jobs. The positive impact study reviews the Economic Development division's strategic goal of \$500 million in new investment and over 2,500 new jobs over the next several years, and the impact of such investment in the county.

"Various economic challenges require an aggressive response from local leaders," the report states. "The leadership of the Cleveland County Chamber is developing an economic strategy to position the county to be competitive in the 21<sup>st</sup> century-knowledge economy."

Scott Darnell, Senior VP for Economic Development at the Chamber believes the reports provide community leaders with a compelling reason to continue to work as a team with regard to economic development efforts in Cleveland County. "In order to achieve our \$500 million investment goal, we need full support from the private sector," said Darnell. "Not only do these reports show that we are on the right track, but that our failures and successes up to this point share a strong correlation. We are in a better position to capitalize on our strengths and tackle our weaknesses."

Chamber board chairman David Faunce says now is the time for citizens and businesses to support the efforts of the Chamber. "Without question, the Cleveland County Chamber is the catalyst for economic development," said Faunce. "By supporting the Chamber through a new membership or additional involvement, every business can help our community. We must increase the job opportunities for the thousands of unemployed and underemployed citizens throughout Cleveland County."—From the Economic Development Division

### September 2004 Chamber Calendar of Events

Sept. 02	Small Business of the Month: Life Enrichment Center, 1270 Fallston Road, Shelby; 10 a.m.
Sept. 06	Labor Day Holiday: Chamber Offices Closed
Sept. 16	Ribbon Cutting: Shelby Camera & Video, 2 East Warren Street, Shelby; 10 a.m.
Sept. 16	Business After Hours: Location TBA; 5:30 – 7 p.m., Beverage Sponsor: Fox Distributing Co.
Sept. 21	NCCBI Area Meeting at Cleveland Country Club; 5:30 p.m. (Evening Reception and Meeting)
Sept. 22	Lunch-n-Learn at Neal Senior Center; \$10 for members; 12 p.m.—1 p.m.
Sept. 24	Business At Breakfast: Shelby Savings Bank, 224 East Warren Street, Shelby; 7:30 – 9 a.m.
Sept. 24	Ribbon Cutting: Blimpies (inside WalMart); 705 E. Dixon Boulevard, Shelby; 4 p.m.
Sept. 30	Fair Preview Breakfast: Cleveland County Fairgrounds; 7:30 a.m.

### In the Coming Months...

Oct. 08-10	Kings Mountain Antique Festival; Downtown Kings Mountain
Oct. 12, 19	Candidates Forum at Cleveland Community College; 6 p.m. – 9 p.m.
Oct. 14	Education Luncheon with State School Board Chair Howard Lee at Patrick Senior Center
Oct. 14	Business After Hours: First Charter National Bank
Oct. 21-23	Fall Planning Conference in Blowing Rock, NC
Oct. 28	Workforce at Cleveland Community College; 8:30 a.m. – 2 p.m.
Nov. 02	Election Day! Be sure to vote!