

**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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# InterAction

The Official Publication of the Cleveland County Chamber December 2004

## Chamber Announces 2006 Board Chairman & Class of 2007

The Chamber Board of Directors recently selected Bill Plowden of First National Bank to head the Chamber in 2006. As chair-elect in 2005, he will serve on the Board's Executive Committee and will continue as an officer of the Chamber. Plowden served as secretary of the Chamber board in 2004. Plowden will succeed 2005 Chairman Mark Carter of Carter Chevrolet. He was nominated by a committee assembled by 2004 Chairman David Faunce of Faunce Realty. A separate committee appointed by Faunce has nominated five members to serve on the Board for three-year terms, expiring in 2007. The slate



Bill Plowden

includes Kitty Hoyle of Wellington-Hamrick, Suzi Kennedy of the Life Enrichment Center, Tim Mathis of PPG Industries, Dr. Gene Moore of Cleveland County Schools, and Scott Neisler of Dicey Mills. The Chamber would also like to thank those board members who are completing three-year terms this month. They are: Larry Hamrick, Jr. of Warlick & Hamrick Insurance, Jennie Lambert of *The Star*, and Dale McKillop of Mayflower Vehicle Systems.



Holiday decorations on display at Webbley.

## Cleveland County Celebrates the Holidays with Unique Events

It's the most wonderful time of the year to be in the greater Cleveland County area. From Shelby to Kings Mountain, the area is already buzzing with holiday festivities. Whether young or young at heart, local or guest, there is surely something to satisfy the holiday spirit within us all. The following local events are certain to tickle your holiday fancy.

At the beginning of December, one can hardly walk the streets of uptown Shelby without hearing the delighted squeals of children or the patter of horse hooves on the street. Each Friday night during the holiday season, children can visit Santa and Mrs. Claus in the First National Bank Santa house, located on the Square. Afterwards, children can then stroll down the street to Santa's Toyland, where the sights, sounds, and smells of evergreen will transport them directly to the North Pole. St. Nick will be taking gift requests from 6 p.m. to 9 p.m. on December 3, 10, and 17. Please call 704-484-6293 for more information.

In conjunction with this event, the Uptown Shelby Association is sponsoring carriage rides around the courthouse, also on the abovementioned dates from 5:30 p.m. to 9 p.m. Reservations are \$45 for a family of four, and \$25 per couple. Please call 704-484-3100 to reserve your ride. Both events present excellent opportunities to shop uptown and/or dine at an uptown restaurant.

If you miss Santa uptown, you can catch him at the Carrousel on December 5 from 5:30 p.m. to 9 p.m. Holiday carrousel hours are as follows: December through February, Fridays and Saturdays 1 p.m. to 5 p.m. and Sundays from 1:30 to five p.m. The Shelby Star also sponsors "Star Night" in uptown Shelby on December 3. It is sure to be fun for all ages. Please call 704-484-7000 for more information on this event.

The Cleveland County Choral Society will be holding a Christmas concert on December 4-5 at Malcolm Brown Auditorium. Saturday's concert will be held at 8 p.m. and Sunday's concert will be at 3 p.m. Admission is \$5.00. Be sure to experience these unique Shelby traditions!

Kings Mountain also has much to offer in the way of holiday fun. The annual Kings Mountain Christmas

## *Curves For Women Receives December Small Business of the Month Award*

The Small Business Council of the Cleveland County Chamber is pleased to announce this month's recipient of the recently established recognition program for small businesses in Cleveland County.

Curves for Women has received the Chamber's December 2004 "Small Business of the Month" award at a recognition ceremony on Thursday, December 2 at 4 p.m. The ceremony was held at Curves for Women's Shelby location, at 1517 South Lafayette Street.

Curves offers a 30-minute workout that combines strength-training and sustained cardiovascular activity through safe and effective hydraulic resistance. Curves also offers weight management counseling featuring a breakthrough, scientifically-proven method to raise metabolic rate and end the need for perpetual dieting. Gary Heavin, Curves' founder and CEO is the author of several books, including *The New York Times* best-sellers [Curves: Permanent Results Without Permanent Dieting](#) and [Curves on the Go](#).

Curves franchises are independently owned and operated. With more than 7,700 locations and three million members worldwide, Curves is the world's largest fitness center franchise.

The Shelby Curves has been in operation for three years. Their eight fitness

technicians are trained to assist you in your total workout. They invite you to come join the fun!

Curves for Women is the fastest growing fitness franchise in the world with a new location opening every 18 hours. More than 1800 facilities can be found in all 50 states, Canada, and Spain. The facility is built around a breakthrough in exercise--a truly complete workout in just half an hour.

The Curves circuit is a system of exercise that alternates hydraulic resistance machines with aerobic recovery stations. As you move around the circuit, enjoying the music and being motivated by an instructor, you perform both a cardiovascular and strength-training workout at the same time. The workout concludes with a stretching routine. This 30-minute total workout burns as much as 500 calories, and because you move fluid rather than weights, it's safe for any age or condition.

Local owner Susan Kollmar says that when you diet alone, 40 percent of the

weight you lose is muscle. "Muscles are the engines of our bodies and require fuel. If you drastically lower your body's energy needs each time you diet, you will always gain your weight back. The key to permanent results is lean muscle. When a woman loses 20 pounds with us, it is predominantly body fat. Strength training protects and increases lean tissue while raising metabolism. The Curves workout is strength training women will do."

Curves on-site weight loss guidance program is the first international program to blend exercise and diet. Simply dieting to lose weight does not work over the long haul. People know that you must also exercise for lasting results. Company officials say that Curves for Women is the first program to meet both these needs in the same place for the same price.

"We're winning the weight-loss war," says Kollmar. "A 30-minute total workout, in a women's-only environment, with complete weight-loss guidance makes health and fitness an achievable goal. And our \$29 monthly fee makes it a great value as well."

For additional information about Curves, call owner Susan Kollmar at (704) 480-6367. — *From the Small Business Council of the Chamber*



*Kollmar & Curves staff members*

## *Cleveland County Celebrates the Holidays With Unique Events-Cont'd*

Parade takes place on December 4 at 3 p.m. Please call (704) 730-2103 for more details. The Kings Mountain Historical Museum will be sponsoring "Christmas at the Cabin" on December 4 from 10 a.m. to 3 p.m. The event will include demonstrations, dulcimer music, spinning, basket making, and even more. Please call 704-739-1019 for more information. The Kings Mountain Historical Museum will also be open on that day and those interested should call 704-739-1019. In addition, the Kings Mountain Art Center, located at the depot, will be open for Christmas shopping, as well as a display of children's pieces. Admission is free. Please call 704-739-2056 for further information.

The Greater Cleveland County area is also bustling with holiday events this time of year. Gardner-Webb University will be

celebrating its Centennial Festival of Lights on December 2 at 7 p.m. The event will feature GWU Choirs and the lighting of the campus tree. Come celebrate 100 years at Gardner-Webb.

The Cleveland County Arts Center will present their Art and Soul Holiday Art Sale on December 3 through the 23. The show will feature work from regional and local artists. A portion of the proceeds will benefit the Cleveland County Arts Council. Hours are Monday through Friday from 9 a.m. to 5 p.m. Please call 704-484-2787 for further information.

For more information on what is happening in the area to celebrate the season, contact the Chamber's Travel & Tourism Department at (704) 487-8521. — *From the Travel & Tourism 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.*

### Chamber Events



Ribbon Cutting: The Looking Glass  
on October 28, 2004



Ribbon Cutting: Blimpies  
on October 29, 2004



Business at Breakfast: White Oak Manor  
on October 29, 2004



Small Business of the Month: Cleveland Physical Therapy  
Associates on November 4, 2004



Lunch-n-Learn: Neal Senior Center  
on November 17, 2004



Business After Hours: Sagebrush Steakhouse (co-sponsored  
by PSU) on November 18, 2004



Ribbon Cutting: Harvest Works  
on November 19, 2004



Grand Re-Opening: Cleveland Mall  
on November 20, 2004

### *Chamber Events*



The Economic Forecast luncheon was held on November 9 at North Lake Country Club and featured regional economist Gina Martin of Wachovia Bank. The event was sponsored by Wachovia, Westmoreland Printers, Coldwell-Banker, Craig & Barry, and Creative Signs.



The annual Farm-City Breakfast was held on November 23, 2004. Joe Goforth was announced as the recipient of the annual Excellence in Agriculture Award.

## *Member Renewals-October 2004*

Barrett Business Services, Inc. – 19 years  
 Challenger Three Golf Club, Inc. – 11 years  
 Cleveland Vocational Industries – 18 years  
 Hampton Inn – 16 years  
 MetLife – Kathryn Hamrick – 7 years  
 Mial's Tree Service & Crane Service, Inc. – 15 years  
 Republic Newspapers (Kings Mountain Herald) – 11 years

## *Members On The Move...*

The member listed below has changed the membership to include the following:

New Location and New Mailing Address:  
**Yount Graphic Design** – new location and new mailing address is 1606 Sulphur Springs Road, Shelby, NC 28152. Telephone number remains 704/484-9968. New email address is: [pyount@direcway.com](mailto:pyount@direcway.com)

New Mailing Address:  
**Christ Covenant North** – mailing address is 3046 Ramseur Church Road, Shelby, NC 28150.

New Location:  
**Commercial Data Systems, Inc.** has moved to a new location: 410 S. Post Road, Shelby, NC 28152. Mailing address remains P.O. Box 326, Shelby, NC 28151. Telephone number remains 704/482-4006.

## *Thank You Corner...*

### **BUSINESS AFTER HOURS**

October Host: First Charter Bank

October Beverage Host: Fox Distributing

November Host: Sagebrush SteakHouse, co-sponsored by PSU

November Beverage Host: Fox Distributing

## *New Members...*

### **R & L COLLISION CENTER**

Mr. Richard Smith  
 1207 S. Battleground Ave.  
 Kings Mountain, NC 28086  
 Telephone 704/739-2500  
 Fax: 704/739-1781  
 e-mail: [custominc@bellsouth.net](mailto:custominc@bellsouth.net)  
 Webpage: [www.rltruckbody.webpointusa.com](http://www.rltruckbody.webpointusa.com)  
 AUTOMOTIVE, REPAIR SERVICES

### **SUCCESS INTERVENTION SERVICES, INC.**

Ms. Kymme Davis  
 292 West Main Avenue  
 P.O. Box 1121  
 Gastonia, NC 28053  
 Telephone: 704/866-0325  
 Fax: 704/864-1499  
 e-mail: [kdavis@successinc.org](mailto:kdavis@successinc.org)  
 BEHAVIORAL HEALTHCARE

### **THE LOOKING GLASS**

Ms. Amanda Holloway  
 233 S. Battleground Ave.  
 Kings Mountain, NC 28086  
 Telephone 704/739-2528  
 SALON

### **FOOTHILLS HOME CARE, LLC**

Mr. Brad Whitener  
 212 W. Dixon Blvd.  
 Shelby, NC 28150  
 Telephone: 704/471-9940  
 Fax: 704/471-9941  
 e-mail: [carefoothills@bellsouth.net](mailto:carefoothills@bellsouth.net)  
 RETIREMENT HOMES

### **KIRCO**

Mr. John Barker, Jr.  
 4600 Park Road, Suite 109  
 Charlotte, NC 28209  
 Telephone: 704/529-1518  
 Fax: 704/529-0375  
 REAL ESTATE

# CLEVELAND COUNTY CHAMBER

200 South Lafayette St.  
Shelby, NC 28150

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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 Moun-  
tain Office

**Terry Brown**  
Manager of Travel & Tourism

**Jean Bettis**  
Office Manager

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

**Jean Canipe**  
Receptionist



## Customer Service A "Must" This Holiday Season

By: Niki Bliss-Carroll, VP Programs/Communications



Bliss-Carroll

As the holiday season approaches, residents across the county will begin to flock to area retail stores and supermarkets to stock up on clothing, toys, and groceries. Since this is one of the most profitable times of the year for many area businesses, I feel it is only appropriate to discuss a topic that we will cause shoppers either disgust or delight: Customer Service.

The very phrase "customer service" brings to mind a negative image. But what so many business owners and managers fail to realize is that customer service is what brings people back into their stores. I cannot count the number of times a friend or acquaintance has told me, "I'll never go there again. I was treated horribly." When they shared their complaint with me, it was a simple matter of customer service that was handled inappropriately.

Here at the Cleveland County Chamber, we strive to provide friendly and helpful customer service. Probably the most difficult aspect of helping a customer occurs when they are requesting something that falls outside of one's capabilities. In that instance, staff members do their best to offer an alternative to the customer. I am sure that some people will never be pleased, but the great majority leaves our office with a sense that we did our best to assist them.

I have been the victim of some of the worst customer service, and the beneficiary of some of the best. But I truly believe that any of us would be qualified to share a few words about our own experiences as consumers. I recently ran across an article titled "Seven Things to Never Tell Your Customers," by Jeff Wuorio. The article was intended to be used as a tool for business managers and owners, and I now realize that there are some common mistakes committed by many experienced--and inexperienced--employees.

According to Wuorio, a customer or client should never hear any of the following things at your business:

**"Why are you doing that for him?"** Service for a customer, be it run-of-the-mill or beyond the call of duty, should never be questioned in front of the customer. It is not only rude, but it implies that the businessperson either doesn't know what customer service is, or doesn't care whether his/her employees provide it or not.

**"Are you sure you can afford this?"** Questioning a customer's capacity to pay for an item, or showcasing laziness to display an item that may end up back on the shelf because it is too expensive, is never appropriate. Certainly, letting a client know that an item is expensive

can be a courtesy, but not when it is done with the connotation that it's probably beyond their means.

**"What an idiot that last guy was!"** We've all heard this one. And often times, we've witnessed the truth in that statement ourselves. However, commenting on a customer to another employee, or worse, to another customer, is gossipy and terribly unprofessional.

**"We don't have it."** Of course, businesses may run out of a certain item, but just hearing "no" leaves a customer feeling as if their business is not wanted if they are going to be "trouble." A better alternative is to suggest another option that is comparable to the product they need. Or let them know about another store--even a competitor--that may offer the product they want. Your goodwill will be remembered by the customer, and they will certainly return to your business for their future product needs.

**"What a \_\_\_\_\_ name." (Choose "different," "funny," "unusual," "bizarre," etc.)** I am a generally good-natured person, but I must admit I have grown tired of commentary about my last name. Most clerks don't mention it, but I have had some well-intentioned people ask if it was my "stage" name. (For all who are now wondering, I don't work "on stage" and my name is my God-given and married name rolled into one.) Other customers may not be as thick-skinned as I, so make it a policy to never remark on a customer's name, even out of curiosity.

**"I haven't a clue what I'm talking about, but I'll ramble on regardless."** Don't strangle your employee's eagerness to help clients and customers, but urge them to stick to topics and advice with which they are familiar. And if they don't know something, make certain they refer customers to an employee who does.

**"I only work here."** In these four words, the employee conveys a complete absence of enthusiasm or involvement, and an unwillingness to address a problem. Make sure your people know that there's someone else available who can tackle something that is beyond their means.

In summary, businesses in Cleveland County truly can provide customers with a reason to spend their hard-earned money at home. It won't have to be through markdowns and sale prices. If employees at local businesses would take it upon themselves to look customers in the eye and try to provide the service they expect when making a purchase, Cleveland County will certainly experience a tremendous increase in retail shopping this holiday season. Let's make sure that area customers leave local businesses not in disgust, but in delight.

### December 2004 Chamber Calendar of Events

- Dec. 7 Ribbon Cutting: Just Cuts, 302-4 E. Dixon Blvd., Shelby; 3 p.m.
- Dec. 8 Ribbon Cutting: REMAX Select, 331 S. Lafayette St., Shelby; 4 p.m.
- Dec. 9 Business At Breakfast: Holiday Inn Express, 2001 E. Dixon Blvd., Shelby; 7:30—9 a.m.
- Dec. 24-27 Christmas Holiday: Chamber Offices Closed
- Dec. 31-Jan. 3 New Year's Holiday: Chamber Offices Closed