

**2005 Chamber
Officers, Directors:**

Chairman
Mark Carter

Chair-Elect
Bill Plowden

Secretary
Roger Holland

Treasurer
Bill Plowden

Past Chairman
David Faunce

Board of Directors

Calvin Adams
Janet Berry
Mark Carter
Kim Duren
David Faunce
Max Hamrick
John Harris
Dave Hart
Roger Holland
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Gregg Johnson
Suzi Kennedy
John Lattimore
Tim Mathis
Dr. Gene Moore
Scott Neisler
Brownie Plaster
Bill Plowden
Holly Sweat
Dr. Steve Thornburg
Jim Toole

Inside This Issue:

- Small Business of the Month Recognition Award Ceremony at Value Incentives, Inc.
- Lunch-n-Learn Planned on November 16
- Darnell Receives Certified Economic Development Designation
- November 2005 Calendar of Events, Pictures & More

InterAction

The Official Publication of the Cleveland County Chamber November 2005

Chamber Continues with Programs & Initiatives to Help Businesses

By: *Stuart Gilbert, CEcD; Chamber President*



S. Gilbert

Wow. Talk about a busy month. Since the Fall Planning Retreat hosted by Chair-Elect Bill Plowden, we have had many Chamber events including the new Chamber Vision of Hope award offered by the Chamber Ambassadors, the Candidates Forums held at Cleveland Community College and the Washington D.C. Trip hosted by our Government Affairs Division and led by Chairman Mark Carter and Dave Hart, 2005 Governmental Affairs Division Chair..

On the Economic Development side, the Cleveland 20/20 Advisory Council elected their Execu-

tive Committee, and new Chairwoman Adelaide Craver is moving the executive committee forward as a working group. They have just picked the seventh and final member of the executive committee and the Cleveland 20/20 newsletter will soon be online in a special section only available for Cleveland 20/20 investors. Scott Darnell just received his Certified Economic Developer (CEcD) designation so our office now has two nationally certified economic developers. As we work together to bring in new business, we will continually see some businesses grow and some decline. This past month Ultra Machine & Fabrication, Inc.

Continued on page 7

New Web Site Marketing Program to be Unveiled This Month

The Cleveland County Chamber is launching a new interactive web site and advertising program. The Chamber's new virtual headquarters advancements have been made in Web Technology by Chamber WebLink, the nation's largest provider of chamber Web sites and interactive online products. Chamber WebLink's database technology creates a highly interactive experience for members and promotes our outstanding businesses in our re-



gion to the world. It includes many membership retention advantages.

Chamber members can take advantage of the many online opportunities and participate in an interactive referral program. The new site allows members to update their directory listings and provides them with specific performance referral reports. Other features of the new site include both a new events and community calendar with full, descriptions, contact information, personal

Continued on page 7

Board Selects Chairman for 2007 and Board Slate for 2006-2008



R. Holland

The Cleveland County Chamber's Board of Directors recently selected Roger Holland of Holland Hamrick & Patterson Architects, P.A. to serve as chairman of the board in 2007. As chair-elect in 2006 he will serve on the Board's Executive Committee and will continue as an officer of the Chamber. Holland is married to Robin and has three children, Emily, Annie, and Winnie. He lives in Shelby and is a partner at Holland Hamrick & Patterson Architects, P.A. Following his selection by the board, Holland said, "It is a tremendous honor to serve, and I

Continued on page 7

**Business After Hours: Two Doors Down, 12 E. Warren St., Shelby
November 17; 5:30 p.m.—7 p.m.; Beverage Sponsor: Fox Distributing Co.**

Bliss-Carroll Steps Down from Duties as VP of Marketing/Communications



Bliss-Carroll

After more than five years as Vice President of Marketing and Communications for the Cleveland County Chamber, Niki Bliss-Carroll has resigned in order to be at home full-time with her two-year-old daughter. Her final day in the office will be Friday, November 18.

"This decision was a remarkably clear one for me to make, but I want everyone to understand that it in no way is a reflection of the current staff or leadership," Bliss-Carroll stated in her letter of resignation. "I am so excited to see what God has in store for me as I embark on this new journey and am grateful for all of the support I have received from family, friends, and coworkers."

Throughout her years of service at the Chamber, Bliss-Carroll has taken the organization to new levels of success in the marketing and communications area. She was instrumental in the design and implementation of the new Chamber web site and has worked tirelessly to improve communications, both internally and externally. Most recently, she has also contributed 50 percent of her time with the economic development department to assist with communication and marketing of the Cleveland 20/20 public private partnership as well as recent announcements in economic development.

"She has a great talent in both writing and marketing the economic development efforts," said Scott Darnell, Senior VP of Economic Development. "We are going to greatly miss Niki and her talents."

During her tenure, Bliss-Carroll provided notable leadership for many of the Chamber's key initiatives including Leadership Cleveland County, Quality of Life magazine production, International Festival, JobReady Partnership, Small Business Council,

newsletters, television programs and much more. "Niki is very innovative and creative and we have truly molded the marketing and communications position to her strengths," says Chamber President Stuart Gilbert. Bliss-Carroll is also responsible for many of the advertising pieces for both the Chamber and Economic Development programs. Each month, Niki gathers important events and stories from all staff, organizes the materials, composes the articles, and designs a very informative and eye-catching Chamber member newsletter.

"Niki has been instrumental in taking the Chamber to a new level in both the marketing and communication of our activities, programs, and events; and she has done an outstanding job providing coverage 'behind the camera' for the special events with which she's been associated," said Gilbert. "One of Niki's most valuable contributions has been her keen understanding of the community and her ability to understand the message that needed to be transmitted to our members at any given time and to ensure that the community understood the efforts of our organization."

Bliss-Carroll began her job at the Chamber in October of 2000. Prior to her work at the Chamber, she was an anchor and reporter with Cleveland Headline News, which brought her to Cleveland County in 1997. She has been married to Ron Carroll for seven years and has a two-and-a-half year old daughter, Rylie.

Gilbert said that the staff and entire community will miss Bliss-Carroll's creativity and contributions to the Chamber. "Those associated with both the Chamber and Cleveland 20/20 are fortunate to have had the opportunity to work with Niki," Gilbert said. "We do not like to lose her, but we are all very supportive of her decision and wish her the very best in her most important new position and environment."

Small Business of the Month Recognition Ceremony at Value Incentives, Inc.

As November kicks off, the well-deserving Value Incentives, Inc. was awarded with the monthly honor that recognizes small businesses in Cleveland County. On Thursday, November 3 at 11 a.m. the Small Business Council of the Cleveland County Chamber held a ceremony to celebrate Value Incentive's success and invited everyone to attend. Following the ceremony, tours of the facility were offered and lunch was served.

Value Incentives, Inc. emerged into the business world in 1996 and over the past 10 years has been providing a variety of incentive award programs to businesses of all types and sizes. The corporation is known for the outstanding value and service it provides to its customers. Competitive pricing has also assisted in establishing a positive service relationship for VIP.

President Buford Ellis cites the main reason for the company's success as the ability to change and adapt to evolving economic conditions and customer requirements. With 36 full-time employees, Value Incentives also prides itself on their own effective employee award and recognition programs, which Ellis believes are contributing factors to an improved company bottom line.

The community also reaps various benefits from Value Incentives, Inc.

Due to seasonal business over the past couple years, VIP has been able to hire many temporary personnel in the southeast, thus adding to a positive economic impact in the area. In recent months, VIP became the award sponsor for the Chamber's Vision of Hope award. This new award presents a Kaleidoscope each month to a special resident of Cleveland County who is making a positive impact in the community.

For more information on Value Incentives, Inc. visit www.vipawards.com or call 704-730-8885 or you can email President Buford Ellis at buforde@vipawards.com.

The Small Business of the Month award is co-sponsored by the Chamber's Small Business Council, the Small Business Center at Cleveland Community College, Carolina Trophies, Shelby Shopper & Info, and The Star. Each month, the winner receives a plaque, provided by Carolina Trophies, and a banner to display at their business.

If you have any questions about this program or wish to nominate a business to be considered, please contact Misti Humphries at (704) 487-8521. — *From the Small Business Council of the Cleveland County Chamber*

Our Mission Statement:

The 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 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.

Scott Darnell Receives Certified Economic Developer (CEcD) Designation



Scott Darnell, Senior Vice President of Economic Development at the Cleveland County Chamber, recently earned the designation of Certified Economic Developer (CEcD), a national recognition that denotes a mastery of principal skills in economic development, professional attainment, and a commitment to personal and professional growth. The CEcD exam was administered by the International Economic Development Council (IEDC) on September 24-25 in Chicago, in conjunction with the 2005 IEDC Annual Conference.

Chamber President Stuart Gilbert, also a Certified Economic Developer, says the distinction speaks volumes about Darnell's abilities. "I am pleased and proud of Scott for all of his hard work in achieving this national certification," said Chamber President Stuart Gilbert. "I have known many economic developers that have worked for years and have tried to obtain their national economic development certification yet have never succeeded. Congratulations to Scott for a job well-done!"

With eight years of economic development experience, Darnell has served on the state, regional and local levels for economic development organizations in North Carolina and Georgia. Most recently, he works in the areas of new business recruitment, existing business retention and expansion, small business development, marketing, and workforce development.

The CEcD designation recognizes qualified and dedicated practitioners in the economic development field and sets the standard of excellence within the profession. Candidates must pass a rigorous and comprehensive three-part, two-day exami-

nation, which tests a practitioner's knowledge, proficiency and judgment in the key areas of economic development, including business retention and expansion, marketing, finance, workforce development, community development, real estate, strategic planning, and management. As highly competent economic development practitioners, Certified Economic Developers work with public officials, business leaders and community members to create leadership to build upon and maximize the economic development sector. Excellence in the economic development profession improves the well-being, quality of life, and opportunities for individuals, businesses and communities.

There are currently only 1,160 CEcD's in the United States. The International Economic Development Council is the premier organization for the economic development profession. Serving over 4,000 members, IEDC is the world's largest professional membership organization providing a diverse array of economic development services, including research and advisory services, conferences, professional development and legislative tracking.

IEDC provides economic developers with the information and tools they need to build local economies and strives to draw upon and increase the collective expertise and influence of its diverse membership. IEDC also manages the National Association of Installation Developers (NAID) which brings together public and private sector professionals involved with the redevelopment of closed military bases and privatization of military infrastructure. For more information on Cleveland 20/20 or the IEDC certification process, contact the Cleveland County Chamber at 704-487-8521. —From the Cleveland 20/20 Economic Development Partnership

Terry's Tourism Tips for Cleveland County: A Monthly Look at Upcoming Activities

By: Terry Brown, Manager of Travel & Tourism for the Cleveland County Chamber



If you were not in Cleveland County during the month of October, you missed out on a load of fun all over the county. Every event for Muskets Music & Merriment went off to perfection. There was rain on one day, the opening ceremony of the 225th Battle of Kings Mountain celebration and the quilt show, but the crowds were just great regardless of the weather. Each event, all month long grew in attendance, over the previous year and the first time event, Broad River Greenway ghost walk, had an overwhelming 700 who attended that event alone. I want to commend our fellow residents who left the comfort of their own backyard and visited their neighbors across county or around the corner to support the activities planned for their enjoyment. This is the way our county will become bigger and better by growing from within and bring others to enjoy our great corner of the world!

Next, I want to alert you about all of the activities planned during the first weekend in November. You will find our area loaded with thousands of soccer players and over 8000 attending the Hog

Happini' event at the fairgrounds. Put on your best smile and let them know we appreciate their visit! We will also have over 600 firefighters here that same week.

It is obvious that our motels will be full or nearly full that weekend. From my desk I have seen a growing need for more motels in our county. We will try to focus on this problem next year. More motel rooms mean more occupancy tax, which in turn will allow us to have more revenue to enhance economic development and much needed money for tourism projects.

Some odds & ends:

- We have just received from the printer the new brochure for the Central Shelby Historic District Walking Tour. It is a wonderful piece of work and also includes great history of Shelby.
- Don't forget to read your "Our State" magazine. Uptown Shelby is featured on page 95, along with other listings on page 263.
- Shelby hosted Preservation North

Carolina's annual conference, titled "New Life for Old Mills: The Economic and Community Benefits of Adaptive Use." This was a four-day conference and the group came here on one of those days.

- Kings Mountain is excited about two new openings! A new bed & breakfast is about to open as well as Mi Pueblito Mexican Restaurant.
- The Southern Governors Association recently introduced the "Soul of the South" initiative, which plans to focus on the music and cultural heritage as driving forces behind tourism in the South.
- Pinehurst Resort topped the list of Travel & Leisure's Reader Survey of best U.S. Golf Resorts.
- Soon www.visitnc.com will have a link to assist visitors with leaf watching across the state.

We will be sure to keep you apprised of all of the upcoming activities and events on the Cleveland County Community Calendar, located online at www.ClevelandChamber.org

Ribbon Cuttings & Chamber Events



Small Business of the Month Ceremony at Arnold's Jewelry on October 6, 2005.



Ribbon Cutting at Bayada Nurses on October 19, 2005.



Vision of Hope Award Presentation to Jerry Thurman of Cleveland Country Club on October 12, 2005.



Ribbon Cutting at A to Z Telecom (Suncom Wireless) on October 20, 2005.



U. S. Senator Richard Burr Luncheon on October 13, 2005 at Cleveland Country Club.



Business After Hours on October 20, 2005 at Pharr Technologies.



Ribbon Cutting at Edward Jones-Fallston Office on October 18, 2005.



Lunch-n-Learn with Laura Hamilton, CSP on October 26, 2005 at Neal Senior Center.

Member Renewals-September 2005

5 East Restaurant – 3 years
 Vance Clark – 7 years
 Cleveland County Branch, NAACP – 12 years
 Cleveland Vocational Industries, Inc. – 19 years
 District 27-B Judges – 6 years
 GoFish Christian Store – 2 years
 Machine Builders & Design, Inc.- 8 years
 Kemp Mauney – 11 years

Modern Densifying, Inc. – 10 years
 Rick's Old Country Store - 2 years
 Rockwell Automation – Reliance Electric – 24 years
 The Bridge – 2 years
 Trendsetters Salon & Gift Gallery – 3 years
 Wesson Septic Tank Service, Inc. – 12 years
 Glenn Williams Const. Co., Inc. – 4 years

New Members . . .

A TO Z TELECOM LLC / SUNCOM

Ms. Angela Tucker
 Location: 1506 E. Dixon Blvd.
 Shelby, NC 28152
 Telephone: 704/487-9292
 Fax: 704/487-5459
 WIRELESS

AMERICINN LODGE & SUITES

Ms. Rebecca Dye
 428 E. College Ave.
 P.O. Box 896
 Boiling Springs, NC 28017
 Telephone: 704/434-9996
 e-mail: beckydye@netzero.net
 Webpage: www.americinn.com
 HOTELS/MOTELS

AXEL ALLIANCE COMPANY

Mr. Don Tautfest
 140 Riverside Court
 Kings Mountain, NC 28086
 Telephone: 704/481-4400
 Fax: 704/481-4441
 e-mail: Don.Tautfest@axlealliance.com
 Webpage: www.axlealliance.com
 MANUFACTURING

MOUNTAIN VIEW RESTAURANT

Mr. Elton Braho
 100 W. King St.
 Kings Mountain, NC 28086
 Telephone: 704/734-1265
 RESTAURANT

THE AWNING COMPANY

Mr. John LaLonde
 103 Cameron Street
 P.O. Box 2572
 Shelby, NC 28151
 Telephone: 704/482-1407
 AWNINGS

JEFFERIES & SONS PAINTING

Mr. John Jefferies
 1536 Suite B Union Road
 Gastonia, NC 28054
 Telephone: 704/861-0188
 Fax: 704/861-1588
 e-mail: bjspikes@carolina.rr.com
 Webpage: www.jefferiesandsons.com
 PAINTING

Members On The Move . . .

The following member has changed its membership to include the following representative:

BellSouth – Mitchell Cline (his e-mail address is: mitchellcline@bellsouth.com)

Thank You Corner . . .

A special thank you to the nice people at **HOLIDAY INN EXPRESS** for their thoughtfulness in bringing a box of cinnamon rolls to the Chamber.

Cleveland 20/20 Executive Committee Selects Citizen Representative

Gary Boggs of Fallston to Serve as Seventh Member of 20/20 Executive Committee

The seven-member Cleveland 20/20 Executive Committee is now complete after the group unanimously approved the nomination of Gary Boggs as the citizen representative within the new structure for economic development efforts in Cleveland County. Boggs resides in Fallston and says he is looking forward to an opportunity to represent the interests of county citizens.

"Being a part of the new economic development movement in the county is a tremendous honor," said Boggs. "I will work hard to further the growth and strength of the entire community through my work with this committee and hope to continue Cleveland County's record of outstanding leadership."

In August, private sector business representatives who support the Cleveland 20/20 Economic Development Partnership at the benefactor level selected three people to serve as members of the executive committee. The three private-sector leaders joined three public sector representatives who were also named to the committee by the government entities they represent. The six members were charged with the task of selecting the seventh member of the committee who was to serve as a 'citizen' representative. During a meeting in October, the group unanimously recommended that Gary Boggs be appointed to fill the available seat.

The public sector representatives to the Cleveland 20/20 Advisory Council Executive Committee are Cleveland County Commissioner Willie McIntosh, Kings Mountain Mayor Rick Murphrey, and Shelby Mayor Ted Alexander. The private sector representatives selected during the meeting in August are Adelaide Craver of First National Bank, Sandra Keeter of Keeter Motors, and Lloyd Williams of RE/MAX Select. Commissioner McIntosh, Mayor Alexander, and Chairperson Craver will also serve as new representatives to the Chamber Board of Directors, the governing body over economic development.

The new structure of economic development was officially adopted on August 2 after a restructuring proposal was approved by the Chamber Board of Direc-

CLEVELAND 20/20 A Clear Focus on Economic Prosperity for Cleveland County

tors and by Cleveland County Commissioners in June. The meeting held on August 25 was comprised of benefactor-level public and private sector investors in economic development. According to the plan, the three private sector representatives will join the three public sector representatives as part of a seven-member group known as the Cleveland 20/20 Advisory Council Executive Committee. The seventh member of the committee was voted upon by the six-member group at a recent meeting and is considered a 'citizen representative of the community at large.'

On June 15, officials unveiled the new plan which calls for an overhaul in the existing structure for economic development. The proposal provided for private sector representation in economic development for the first time in county history. In addition, the public sector representation was enhanced to include ex-officio members as well as appointed officials.

Cleveland County Commissioners held a public hearing on the proposal during a meeting on June 21. Many local business leaders spoke in favor of the plan which had been unanimously endorsed by a restructuring committee before its public unveiling. A copy of the structure is available online on the Cleveland 20/20 page at www.ClevelandChamber.org.

Prior to 2002, the economic development department was part of county government. At the time, then-commissioner Charlie Harry saw new possibilities for Cleveland County by moving economic development to the Cleveland County Chamber. Although Commissioner Harry passed away before seeing the results of his vision, other community leaders recognized the importance and wisdom behind the idea. The economic development department officially became part of the Chamber in the fall of 2002 with a plan to pursue private funding for economic develop-

ment within two years.

While the process has been evolving since economic development was moved under the Chamber's organizational umbrella, those involved in the most-recent restructuring unanimously approved the new composition for economic development to include public and private sector partners.

The Cleveland County Chamber unveiled a private-sector fundraising campaign in October of 2004 and succeeded in generating private-sector pledges of \$225,000 a year to assist in funding a five-year economic development strategy known as "Cleveland 20/20: A Clear Focus on Economic Prosperity for Cleveland County." The plan was developed in part from the 2002-2003 Comprehensive Economic Development Strategy (CEDS), Focus: Cleveland, the 2003 Fall Planning Conference, and interviews conducted by Resource Development Group during the feasibility assessment phase of the fundraising campaign.

Meetings held in the early part of 2005 revealed that public sector officials desired a more gradual, less aggressive pace for economic development restructuring. A committee of 12 members was assembled with representation from Cleveland County, City of Kings Mountain, City of Shelby, Town of Boiling Springs, Cleveland County Sanitary District, Cleveland County Chamber, and Cleveland 20/20. This group participated in four work sessions during the months of May and June that resulted in their unanimous endorsement of a new structure for economic development which they say is more inclusive of public and private sector investors.

The restructured group is divided into four sections. The largest group is the "Cleveland 20/20 Economic Development Partnership." This group is comprised of anyone and everyone who contributes any amount to economic development. From the general taxpaying public to private investors, the Cleveland 20/20 Economic Development Partnership is open to all citizens and will meet annually.

From this group, a "Cleveland 20/20 Advisory Council" was formed. This group will meet quarterly and participate

Chamber Continues with Programs & Initiatives to Help Businesses—Continued

announced their relocation to Kings Mountain, NC in the former Wix building.

The Chamber hosted U. S. Senator Richard Burr as he met with over 70 business representatives and elected officials in Cleveland County and gave our community an update on the federal issues facing our country.

In the last two months, Tim Waters, Vice President of the Kings Mountain

Office resigned to pursue full time business interests and Niki Bliss-Carroll, Vice President of Marketing & Communications resign on November 18, in order to stay at home full-time with her two-year-old daughter. We will miss both of these individuals and their talents but will move forward to efficiently seek people to fill their shoes.

We wish Roger Holland best wishes in 2007 as he will be our board chairman in

two years. Also, we wish the best to our Class of 2008, including Janet Berry, Larry Fox, Eric Gay, Steve Padgett, and Jim Toole. They will be joining our board of directors starting this January.

In summary, your Cleveland County Chamber, staff, volunteers, board of directors are all moving forward and doing everything we can to support our business members!

New Web Site Marketing Program to Be Unveiled This Month—Continued

reminders emailed to interested parties and online event registrations.

There is a limited number of available premium marketing positions within the web site. If you are interested in promoting your company to tourists, businesses and families relocating, our members and to our community, please contact Niki Bliss-Carroll at 704-487-8521 ext. 14 or email niki@clevelandchamber.org.

October 2005 Web Site Report

- The total number of referrals from the website business directory this Period was **25,916**.
- Each member averaged **29.81** referrals from the website this Period.
- Each day this Period there was an average of **734** referrals from the website business directory.
- **100 percent (764 members) had more than five referrals in October!**

Board Selects Chairman for 2007 and Class of 2008—Continued

am excited about the opportunity to further the growth and strength of the Chamber. The Chamber has long been known for its outstanding leadership, and I look forward to representing business interests throughout Cleveland County."

Holland will succeed 2006 Chairman Bill Plowden of First National Bank. He was nominated by a committee assembled by 2005 Chairman Mark Carter of Carter Chevrolet.

A separate committee appointed by Carter has nominated five members to serve on the Board for three-year terms, expiring in 2008. The slate includes Janet Berry of Frame Masters Gal-

lery; Larry Fox of Fox Distributing Company; Eric Gay of Coldwell Banker Horn Real Estate; Steve Padgett of Gateway Properties; and Jim Toole of Christ Covenant Church. The membership of the Chamber approved the slate and the group will begin serving their terms in January of 2006.

The Chamber also salutes the following board members who will complete their three-year terms at the end of the year: Calvin Adams of Wal-Mart Distribution Center; Max Hamrick of Hamrick Brothers, Inc.; John Harris of Harris Funeral Home; and Dr. Steve L. Thornburg of Cleveland Community College.

Cleveland 20/20 Executive Committee Selects Citizen Representative—Continued

in the annual meeting of the larger partnership. Currently, approximately 25 companies, individuals, and/or municipalities are at the Cleveland 20/20 Advisory Council "benefactor" level.

A "Cleveland 20/20 Advisory Council Executive Committee" was formed from the Advisory Council level, and that group consists of seven people (three

public sector representatives, three private sector representatives and one citizen representative.) Three members from this group of seven will also serve on the Board of Directors for the Cleveland County Chamber. The Cleveland 20/20 Advisory Council Executive Committee members will meet monthly, quarterly (with full Advisory Council), and annually

(with full Economic Development Partnership).

The Cleveland County Chamber Board of Directors will continue to serve as the governing body for economic development. The Chamber Board meets monthly and will also meet annually with the Cleveland 20/20 Economic Development Partnership.

Chamber Seeking Nominees for Several Annual Awards

The Chamber is seeking nominees for several coveted awards given at its Annual Banquet. Nominations will be accepted through the end of November for the Athena award, Entrepreneur of the Year award, Bridge Builder award, Zenith award, Duke Power Citizen award, the Jean Bettis Support Staff award, and other available honors. Nomination forms including criteria for these awards are available at the Chamber offices. Please call the Chamber at 704-487-8521 for information on the available awards or for a nomination form.

CLEVELAND COUNTY CHAMBER

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

Stuart Gilbert
President

Scott Darnell
Senior VP-Economic
Development

Misti Humphries
Economic Development Project
Manager

Niki Bliss-Carroll
VP-Marketing & Communications

Vickie Fitch
VP-Membership Services

Terry Brown
Manager of Travel & Tourism

Jean Bettis
Office Manager

Shirley Brutko
Administrative Assistant-Kings
Mountain Office

Jean Canipe
Receptionist

CLEVELAND 20/20
A Clear Focus
on Economic Prosperity for
Cleveland County

Business Support · Economic Development · Travel & Tourism

Economic Forecast Luncheon to Feature Wachovia Economist

The Cleveland County Chamber will hold its annual Economic Forecast Luncheon on November 9, 2005 at North Lake Country Club in Shelby. Wachovia's Jason Schenker will serve as the guest speaker for the luncheon.



The Economic Forecast Luncheon featured Wachovia's Gina Martin in November 2004.

Jason Schenker joined Wachovia in 2004. Prior to joining the Economics Group, Mr. Schenker held a number of research and teaching positions, including teaching International Affairs and German at UNC-Chapel Hill, instructing Business English to German executives at Idioma Language School in Karlsruhe, Germany and conducting international economic research at UNC-Greensboro. Schenker holds a Bachelor's degree with distinction in History and German from The University of Virginia, a Master's degree in German from UNC-Chapel Hill and a Master's degree in Economics from UNC-Greensboro.

Schenker writes commentaries on a variety of domestic, international and special issues, and is a founding member of Wachovia's company-wide Automotive and Energy Groups. With an international focus, he writes European reports in English and German. Schenker has strong interests in the field of energy, and is a contributor to Bloomberg consensus surveys for crude oil, gasoline, heating oil and natural gas.

He has presented in a number of different venues, including the Federal Reserve Bank of Philadelphia. He has frequently been cited by the domestic and international press including *The Washington Post*, *The New York Times*, *Bloomberg*, *The Financial Times*, and *The Wall Street Journal*. He has also appeared on CNBC and as a guest host on Bloomberg television.

Topics of discussion at the luncheon will center on employment in the county and what citizens can expect with the local, regional, state, and national economy in 2006.

Wachovia is the event's presenting sponsor. The luncheon will take place from 12 p.m. to 1:15 p.m. at North Lake Country Club, located at 1200 North Washington Street in Shelby. The cost for the event is \$15 for Chamber members and \$25 for non-members. Reservations are required by November 8. For more information, call the Chamber at (704) 487-8521.

November 2005 Chamber Calendar of Events

Click on the online "Calendar of Events" located at www.ClevelandChamber.org for event info & updates!

- Nov. 03 Small Business of the Month Recognition Ceremony at Value Incentives, Inc., 144 Norrick Drive, Kings Mountain; 11 a.m.
- Nov. 03 Small Business Seminar: "How to Grow a Small Business" at Cleveland Community College; 6 p.m.—9 p.m.; Cost \$5, call 704-484-4015 to RSVP.
- Nov. 09 Economic Forecast Luncheon at North Lake Country Club; 1200 N. Washington Street, Shelby; Featuring Wachovia Economist Jason Schenker; 12 p.m.—1:15 p.m., Cost \$15
- Nov. 10 Small Business Seminar: "Home-Based Businesses" at Cleveland Community College; 6 p.m.—9 p.m.; Cost \$5, call 704-484-4015 to RSVP.
- Nov. 11 Veteran's Day Holiday: Chamber/ED Offices Closed
- Nov. 16 Workforce 2005 at Cleveland Community College; 8:30 a.m.—3 p.m.
- Nov. 16 Lunch-n-Learn at Neal Senior Center "Website Wonders: Marketing on the World Wide Web;" 12 p.m.—1:15 p.m., Cost \$15 members; \$20 non-members.
- Nov. 17 Business After Hours at Two Doors Down, 12 E. Warren Street, Shelby; 5:30 p.m.—7 p.m., Beverage Sponsor: Fox Distributing Company, Inc.
- Nov. 24 Thanksgiving Holiday: Chamber/ED Offices Closed
- Nov. 25 Thanksgiving Holiday: Chamber/ED Offices Closed
- Dec. 01 Small Business Seminar: "Pricing Products & Services" at Cleveland Community College; 6 p.m.—9 p.m.; Cost \$5, call 704-484-4015 to RSVP.
- Dec. 08 Small Business Seminar: "Website Development & Marketing" at Cleveland Community College; 6 p.m.—9 p.m.; Cost \$5, call 704-484-4015 to RSVP.