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# InterAction

The Official Publication of the Cleveland County Chamber

April 2007

## Letter from the Chairman



Roger Holland

We are having a great year and I want to thank you for being a chamber member. Special thanks to Chamber Volunteers, Sponsors, Board of Directors, Paul and Diane Oliver who helped us last week on our annual membership drive. The results of our membership drive are 59 new Chamber members pledging over \$16,000! We had over 40 volunteers call on 1,390 of 2,940 potential chamber members. I believe we can help so many of these companies if they would give Chamber membership a try.

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## Campaign Sponsors:



**Ham's Restaurants    Rose Hill**

**5 East    Shelby Cafe**

## Campaign New Members

Jo's Florist  
Carolina School Plan  
Stump Removal Service  
Cleveland County Health Department  
Community Pharmacy  
Walker Woodworking  
Chris McDaniel-Allstate Insurance  
Seal Wire Company  
Cecil Burton Funeral Home  
Robertson Controls  
William Woody CPA  
John Huberty  
The Bradford House  
Chick-Fil-A at Cleveland Mall  
Linwood Family Mart  
Dr. David McDaniel  
A-one Shelby Locksmith Service  
The Randolph Group  
Major Enterprises  
The Gingerbread House

Roger Martin  
Cervin Law Firm  
Affordable Paint & Body  
Little Kings & Queens Childcare  
Bell Brothers  
Designing Women  
Sewell Contractors  
Rollerama Skating Rink/Skate & Games  
Care Solutions of Cleveland County  
Area Agency on Aging  
Totally Fit for Life  
Rhea's Backhoe & Septic Tank  
Play Palace Pre-School  
Shoal Creek Community Quick Stop  
Morris Scrap Metal Inc  
Burke Narrow Fabrics  
Childers Roofing Company  
NuVox Communications  
El Acapulco Mexican Restaurant  
William Stucky

Grainger  
Biggers Industrial  
McDonald's  
Randy Cook  
Reborn Company  
Redbone Willy's  
Sonic  
GT McSwain  
Amoco  
Lail's Upholstery  
Beck Engraving  
Shoji Retreat  
Circle P  
Paige Livert  
Days Inn  
All Good Pest Control  
Bankhead Surveying  
Hendrick Appliance  
RIMCO



***Business After Hours***  
***Westmoreland Printers***

*April 19, 2007*  
*5:30 - 7:00 pm*

***Beverage Sponsor: Fox Distributing***

*Letter From the Chairman cont.*

Although we met our annual membership goal, we had 1550 companies that we were not able to contact. In other words, there are more potential members that could join and begin receiving Chamber benefits. Please take a look at our membership listing and do what you can to do business with our members and to encourage anyone that you do business with to be a Chamber member if they are not already. Thank you again to all of our volunteers and sponsors.

Sincerely,

Roger Holland  
2007 Chairman



### CONGRATULATIONS !

To **TEAM 2** for selling the most memberships and pledges at \$5,541

Kitty Hoyle, Janet Berry, Michael Johnson, Bill Chambless, Judy Wagner,  
Teresa Huggins, Sandy Tallant, Charlie Greene, Leah Berry, April Kennedy,  
Debbie Turner, Amy Gregory, Jo Ann Putnam, Cheryl Huntley

To **GLEND A DRUM** the overall Grand Prize Winner for selling \$1,968 in memberships

### *Career Readiness Certificate - Education / Workforce Development Kickoff*

The Education Workforce Development Division of the Chamber held a kick off session on March 28, 2007 at Cleveland Community College to share details about the new Career Readiness Certificate Program and to provide details on how this program is helping North Carolina Businesses. During the one hour program, educators, Cleveland County Businesses and Chamber members heard how the Career Readiness Certificate Program can help businesses



reduce employee recruiting costs and how this program can significantly help those individuals that take the CRC program and pass it to obtain a job.

Watch for this program to be on the Channel 19 Interaction program this coming month and learn how you can use this program to screen candidates for your business.

### Coming This Month:

**Leads Group Fax & Information**



## Jackie's Tourism Tips



Jackie Sibley

### Trans-Siberian Orchestra Members in Concert in Shelby, April 20 & 21

Mark Wood, an internationally recognized violinist and composer, and one of the founders of the Trans-Siberian Orchestra, will arrive in Shelby on April 16, 2007 to work with the orchestra students of Shelby High School, Crest High School, Burns High School, and Kings Mountain High School for several days. He will show them different ways to experience stringed instruments instructing them with alternative violins and contemporary music. During this time he will also visit the elementary schools to demonstrate how a violin can be a part of contemporary music and is not just a classical instrument. At the completion of the week, he will perform two separate concerts playing with the orchestra demonstrating what they learned throughout the week. This year he is bringing in members of his Trans-Siberian Orchestra group for two performances with Shelby High School Orchestra & Chorus and Crest High School Orchestra on April 20 & 21. Both performances are \$15 per person and begin at 8:00 pm at the Malcolm Brown Auditorium at Shelby High School. Pre-purchase of tickets is encouraged and can be done through the website at [www.ClevelandCountySchools.org/MarkWood](http://www.ClevelandCountySchools.org/MarkWood)

### Invitation to Tourism Day at the I-85 Welcome Center:

You are invited to participate in-SEE AMERICAN WEEK- formerly known as National Tourism Week. It will be held this year on Monday, May 14, 2007 from 9:30 am until 2:30 pm. Once again, the Travel and Tourism Division will have an information tent set up at the I-85 Welcome Center in Kings Mountain.

This is a great opportunity, because we have over a million travelers coming through the welcome center each year. This is an excellent marketing event for you at no expense. Members can physically participate by working the information booth or just supply materials and/or giveaways for our tourism representatives to hand out.

As always, lunch for participants will be provided by the I-85 Welcome Center, therefore we need an RSVP by April 27, 2007 to pass along to their staff. Please contact Jackie at (704) 487-8521 or [jackie@ClevelandChamber.org](mailto:jackie@ClevelandChamber.org) to let me know if you are planning to attend.

### April Events:

- 04/01 Broad River Greenway Easter Eggstravaganza
- 04/07 Kings Mountain Annual Easter Egg Hunt
- 04/14 1861 Wedding Ceremony Re-enactment at Kings Mountain Historical Museum
- 04/14 Healthy Kids Day the Cleveland County Family YMCA
- 04/19 Bright Star Children Theatre at Mauney Memorial Library
- 04/20-21 11<sup>th</sup> Annual Kings Mountain Fire House Cook-Off State BBQ Championship
- 04/20-21 Trans-Siberian Orchestra Members in Concert with Shelby & Crest High School Orchestras and SHS Chorus at Malcolm Brown Auditorium
- 04/21 Spring's Alive Festival in Boiling Springs
- 04/22 Uptown Shelby Sunday on the Square Concert
- 04/27 Uptown Shelby Movies a la Mode
- 04/27-29 Greater Shelby Community Theatre - *The Complete Works of William Shakespeare*
- 04/28 2006 Foothill's Merry Go Round Festival – Biggest Carnival Ever - Classic Car Show - Boy Scout Expo - Tennis Carnival - Homegrown Talent Stage Fireworks
- 04/28 Centennial Courthouse Birthday Party on the Court Square
- 04/28 Shelby Art on the Square
- 04/28 Historic Bankers House Tours – first time ever!

## *Leadership Cleveland : Education Day*

Leadership Cleveland County participated in Education Day on March 7th. **Government Day Chairs** : Jean Mitchell, Cleveland Community College, Sandra Johnson-Time Warner Cable, LouAnn Gillam- Gardner Webb University



### Chamber Events



Ichabod's Public House and Plus Pages hosted Business After Hours on March 15th



Kitchen Ventilation Systems Ribbon Cutting



March Lunch & Learn Series "Great Customer Service vs. Being Nice" on March 28th



RE/MAX Select Ribbon Cutting on March 29th



CRMC Trauma Center and Surgery Pavilion Ribbon Cutting on March 1st. Pictured left to right: Dr. Jim Bombenger, Medical Director, CRMC Emergency Department, Harrison Trammell, President, Carolina Healthcare System Regional Facilities, Larry Corry, Chairman, CRMC-KMH Communittee Trustee Council, Veronica Poole-Adams, VP, COO, CNE, CRMC, Dr. Michael Barringer and, Dr. Douglas Hobson both from Shelby Surgical Associates, PA



Southern Cleveland State of Community Breakfast on March 29th

**Member Renewals - February 2007**

AGI Media Packaging - - 9 years  
 American Cancer Society - 7 years  
 Azdel, Inc. - 21 years  
 Belk - 53 years  
 Clev. County Veterinary Medical Association - 25 years  
 Cleveland Medical Associates - 7 years  
 Invista - 49 years  
 Keeter Motors, Inc. - 37 years  
 Kings Mountain Herald - 14 years  
 Parker Hannifin Corp. - 8 years  
 Sanger Clinic - 25 years  
 Smurfit-Stone - 41 years  
 Southco Industries - 53 years  
 UBS Financial Services, Inc. - 7 years

**New Members - February 2007****KINGS MOUNTAIN FLORIST**

Ms. Linda Hastings  
 223 S. Battleground Ave.  
 Kings Mountain, NC 28086  
 e-mail: [linhastings@aol.com](mailto:linhastings@aol.com)  
 FLORIST

**KINGS PINNACLE LLC**

Joe D. Carpenter  
 414 Pinnacle Road  
 Kings Mountain, NC 28086  
 Telephone: 704/867-7716  
 e-mail: [kingspinnacle@aol.com](mailto:kingspinnacle@aol.com)  
 REAL ESTATE MANAGEMENT & DEVELOPMENT

**SANDY BISHOP REAL ESTATE SERVICES, INC.**

Ms. Sandy Bishop  
 514 W. Union Road  
 Gastonia, NC 28054  
 Telephone: 704/718-1779  
 Fax: 704/865-4482  
 e-mail: [realtorbishop@aol.com](mailto:realtorbishop@aol.com)  
 WebPage: [sandybishophomes.com](http://sandybishophomes.com)  
 REAL ESTATE

**HTMH CONSULTING**

Mr. Mark Alan Hudson, FACHE  
 139 Conifer Way  
 Shelby, NC 28150  
 Telephone: 704/482-5751  
 e-mail: [mhudson2@earthlink.net](mailto:mhudson2@earthlink.net)  
 PROFESSIONAL

**LEARNING FOR LIFE CONSULTING, COACHING & SEMINARS**

Ms. Katherine Panther-Potemkin  
 7 N. Lafayette St., Suite 1  
 Shelby, NC 28150  
 Telephone: 704/481-0400  
 Fax: 704/482-8012

**New Members - February 2007**

JAMES P. ALLEN  
 1814 Arbor Way Drive  
 Shelby, NC. 28150  
 Telephone: 704-482-3750  
 e-mail: [jallen442@carolina.rr.com](mailto:jallen442@carolina.rr.com)  
 RETIRED

Chitty, J. F., III & Associates  
 J. F. CHITTY, III & ASSOCIATES  
 Ms. Mot Davis  
 500 W. Warren St.  
 P.O. Box 204  
 Shelby, NC 28151  
 e-mail: [mot@chittyappraisals.com](mailto:mot@chittyappraisals.com)  
 WebPage: [www.chittyappraisals.com](http://www.chittyappraisals.com)  
 REAL ESTATE APPRAISAL FIRM

**KITCHEN VENTILATION SYSTEMS, A GREENHECK COMPANY**

Mr. Kevin Frane  
 212 Commerce Blvd.  
 Kings Mountain, NC 28086  
 Telephone: 704/476-3560  
 Fax: 704/476-3592  
 e-mail: [Kevin.frane@greenheck.com](mailto:Kevin.frane@greenheck.com)  
[www.greenheck.com](http://www.greenheck.com)  
 MANUFACTURING

**TELERX MARKETING, INC.**

Mr. Anaba G. Wachuku  
 119 Commerce Blvd.  
 Kings Mountain, NC 28086  
 Telephone: 215/347-5821  
 Fax: 215-347-5803  
 PROFESSIONAL

**PUTNAM, JOANN**

107-N Thompson St.  
 Shelby, NC 28150  
 Telephone: 704/297-2721  
 Fax: (same as phone)  
 RETIRED INDIVIDUAL

**ARDO'S RUSHMORE RIB CO., INC.**

Mr. Ardist A. Byers  
 Location: 1431 West Dixon Blvd., Shelby, NC 28152  
 Mailing: 1723 Shelby Road, Kings Mtn., NC 28086  
 Telephone: 704/482-7842  
 Fax: 704/482-7546  
 e-mail: [ardosrushmore@bellsouth.net](mailto:ardosrushmore@bellsouth.net)

## Thank You Corner...

- **Eric Gay (Coldwell Banker Horn & Associates)** for sponsoring the meal at the March Chamber Board Meeting
- **Ichabod's Public House** – Location Sponsor for March Business After Hours
- **Plus Pages Communication** – Sponsorship of March Business After Hours
- **Fox Distributing Company** – Beverage sponsor for March Business After Hours
- **Time Warner Cable** - Providing lunch for Leadership Cleveland
- **Emily Epley** - Lunch & Learn Presenter
- Campaign Volunteers : **Glendra Drum, Deitra Haynes, Martha Bivins, Chad Cash, Andrea Van Beek, Danell Scruggs, John Cabiness, Tammy Proctor Harris, Kitty Hoyle, Janet Berry, Michael Johnson, Bill Chambless, Judy Wagner, Teresa Huggins, Sandy Tallant, Suzi Kennedy, Adelaide Craver, Carissa Ham, Vickie Melton, Linda Cabiness, Debbie Vaughn, Susan Gibson, Sonya Thomas, Nancy Taylor, Shannon Kennedy, Bill Plowden, Bee Strain, Severne Budd, Amy Dulin, Lorraine Alexander, Steve Padgett, Brenda Lovelace, Vickie Fitch, Larry Hamrick Jr, David Schweppe, Jay Majors, Suzanne Amos, Charlie Greene, David Thompson, Leah Berry, April Kennedy, Debbie Turner, Amy Gregory, Jo Ann Putnam, Cheryl Huntley**
- Campaign Sponsors: **J&E Auto Sales, Hampton Inn, First National Bank, Cingular, Office Max Impress, Ham's Restaurants Inc, 5 East, Rose Hill, Shelby Cafe**

## Referral Summary 03/01/07 to 03/30/07

The total number of referrals from the website business directory was 46,701.

**99.73% of all companies listed had more than 5 referrals.**

Top 5 categories include : employment agencies, real estate, manufacturing, attractions, and restaurants

## Ambassador Spotlight: Credit Union Glad to Have Cash



Chad Cash, a life-long Cherryville resident, is an ambassador who values the Chamber. He takes every opportunity to network with businesses in the area even though Carolina Federal Credit Union is in Gaston County. As a result of this networking, CFCU now has a charter which allows service to those in Cleveland County as well.

Chad was a business administration major from Appalachian State University. His job description at CFCU is marketing and business development, but he enjoys other responsibilities as well.

Customer service is the philosophy of CFCU. Where some banks tend to be more profit-driven, this institution is all about having "members" versus "customers." According to Chad, "anything made goes back to the members in terms of services provided." He also says that one-on-one service at CFCU is much easier in comparison to larger institutions.

Aside from the Cleveland County Chamber, CFCU also belongs to the North Carolina Credit Union League, the Lincoln County Chamber, and CUNA Mutual (their financial services provider). Being associated with other organizations helps CFCU achieve their goals which, according to Chad, are always about the member. "We strive to provide the highest quality service and financial products," he says of CFCU.

Having played on the baseball team for Cherryville High School, Chad has fond memories of their championship games. They won both state and legion championships and even went to Las Vegas to play in the national tournament his senior year.

Chad still enjoys playing sports, and now golfing is a favorite pastime of his. Not to mention he roots for Dale Earnhardt Jr. during the races. However, his bracket was not so successful due to UNC Chapel Hill's loss to Georgetown in which he had picked Carolina to win.

## Duke Pay Location Change

The Payment Center located at 1825 E. Dixon Blvd, Shelby, NC 28152 will be closing at 5 PM Friday, May 18, 2007. This is inside the Shelby Operations Center. As its replacement, we will be opening a new pay agent at the following business on Monday, May 21, 2007:

Alan Shuford Insurance Agency, Inc (Nationwide Agent)  
1513 S. Lafayette Street  
Shelby, NC 28152

(Directions: Highway 18 South, Melrose Square Shopping Center)

# CLEVELAND COUNTY CHAMBER

200 South Lafayette St.  
Shelby, NC 28150

150 W. Mountain Street  
Kings Mountain, NC 28086

Phone: 704-487-8521  
Fax: 704-487-7458

E-mail:  
info@clevelandchamber.org

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

**Stuart Gilbert**  
President

**Dave Hart**  
Vice President of Economic  
Development

**Kristin Fletcher**  
Economic Development Assoc.

**Stephanie Trogdon**  
Vice President of Membership  
Services

**Jackie Sibley**  
Director of Travel & Tourism

**Adrian Camp**  
Director of Marketing &  
Communications

**Jean Bettis**  
Office Manager

**Shirley Brutko**  
Director of the Kings Mountain  
Office

**Jean Canipe**  
Receptionist

## Member Snapshot: A Friendly Face Two Doors Down



Two Doors Down, a clothing store celebrating the anniversary of its fifth opening, is serving the community in a positive way. Not only do they have a loyal customer base, but through membership at the Chamber, new people are always being introduced to the business.

Debbie Turner, proprietor of Two Doors Down, has years of experience in retail qualifying her to make big decisions. She credits her previous employers for her business savvy. "Hill Hudson III gave me a college education in marketing," Debbie says of her previous 12 years at Hudson's. She has been in retail since she was 19 and has family background of salesmanship. After her son was raised, she decided it was time to start her own business in the downtown Shelby community.

Debbie's business holds fast to customer service. Employees mail postcards to shoppers to remind them of sales and new arrivals. Not to mention the store has free alterations as a perk to shopping there.

The employees are what make the experience pleasant at Two Doors Down. Men frequently come in to the store knowing that the ladies behind the counter know their wives' sizes. This makes buying a Christmas present much easier. Also, women who come into the store know that there will always be a familiar face to help them feel at home while shopping.

Debbie credits the Chamber for the networking that keeps her business

alive with new people.

The passion of Two Doors Down is to make their patrons happy. Satisfying the customer is an involved job, but it is worth it to Debbie and those she works with. "It's always a challenge to make it work, but it's gratifying when you help a customer find the perfect outfit."

## April 2007 Chamber Calendar of Events

Click on the online "Calendar of Events" located at [www.ClevelandChamber.org](http://www.ClevelandChamber.org) for event info & updates!

- April 04 Leadership Cleveland Industry Day. Cleveland County Chamber, 200 South Lafayette Street, Shelby; 8:30 a.m - 4:30 p.m.
- April 05 Boiling Springs State of the Community Breakfast, Gardner Webb University, 110 South Main Street, Boiling Springs. Call the Chamber for reservations.
- April 13 Ambassador Club Monthly Lunch Meeting, Cleveland Country Club, 1360 East Marion St, Shelby; 11:30 a.m.
- April 19 Fox Distributing Business After Hours at Westmoreland Printers , 2020 East Dixon Blvd, Shelby; 5:30 p.m. Call the Chamber for reservations. 704-487-8521.
- April 24 Leads Group Program. Call the Chamber for information. 704-487-8521.
- April 25 StaffMasters USA and The Small Business Center at Cleveland Community College present Lunch & Learn at Neal Senior Center: "5 Star Leadership" 103 T.R. Harris Drive, Shelby. 11:30 a.m. - 1:00 p.m. \$16 for Chamber members, \$23 for non-members. Call the Chamber for reservations, 704-487-8521.
- April 30 Trip to DC with Congressman Patrick McHenry. Cost: \$750, including airline, hotel, meals. Contact Stuart Gilbert, Chamber President, 704-487-8521 for more information.