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Roger Holland

**Chair-Elect**  
Steve Padgett

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# InterAction

The Official Publication of the Cleveland County Chamber

August 2007



## 2007 FALL PLANNING CONFERENCE

October 3-5  
Chetola Lodge & Resort  
Blowing Rock, NC

### *Chetola Proprietor and Boone Area Chamber CEO to Speak at Fall Planning Conference*

What better place to hold the annual Fall Planning Conference than at Chetola Lodge and Resort in Blowing Rock, NC? The Fall Planning Conference is a two-day session that will allow community and business leaders of Cleveland County to discuss vital issues concerning the growth and development of the area. The featured speakers, Dan Meyer – CEO, Boone Area Chamber of Commerce, and Kent Tarbutton – Leading Area Developer and Proprietor of Chetola Resort, will present sessions on *Taking Leadership to New Heights*.

Meyer's presence at the Fall Planning Conference will only prove to be beneficial for the Cleveland County area. Meyer has been a prominent voice and inspiring leader for the Boone Chamber since he assumed his position in 2004. Prior to working for the Chamber, he served the Chamber in multiple volunteer capacities with expanded influence across the area. Kent Tarbutton, a leading developer in Watauga County, purchased Chetola Lodge & Resort in 1997. Tarbutton serves on countless boards and committees ranging from hospitality associations, institutional management, local development to chamber involvement.

The annual retreat will be held October 3-5 and is open to the Board of Directors, Advisory Committees, Ambassadors, Elected Officials, Chamber Members & representatives and Cleveland County Residents. Registration details are available online under Publications and Printed Information. For more information, please contact the Cleveland County Chamber at 704.487.8521.

### *Shelby State of the Community Breakfast*

The Governmental Affairs Division of the Chamber is pleased to host the City of Shelby State of Community Breakfast for 2007 on August 7, 2007 at 7:30 am at Cleveland Country Club at a cost of \$10 for Chamber Members and Rotarians. Non member cost is \$15.00. Hear an overview of the State of the Community by Mayor Ted Alexander, Cleveland County Board of Commission Chair-Mary Accor, and Cleveland County School Board Chairman, George Litton. Please reserve your seat by calling the Chamber at 704-487-8521 by Friday August 3rd.



*Beverage Sponsors: Fox Distributing  
Owl's Eye Vineyard & Winery*

*Business After Hours  
Kings Mountain Chamber Office  
August 30, 2007  
5:30 - 7:00 pm*



## Fall Planning Conference

Chetola Lodge and Resort

October 3-5, 2007

Details are in place for our annual Fall Planning Conference, scheduled for October 3<sup>rd</sup> – 5<sup>th</sup> at Chetola Lodge and Resort in Blowing Rock. While we plan to identify the Chamber's critical issues for '08, we also plan to enjoy our time in the beautiful North Carolina Mountains.

Official conference activities will begin at 10:30 a.m. on October 4. An InterCommunity visit with Boone and Blowing Rock key leaders is scheduled for the afternoon of October 3<sup>rd</sup>. In addition to determining the 2008 Action Plan, highlights include:

- Keynote speech by **Dan Meyer**, CEO of Boone Area Chamber of Commerce
- Panel discussions with **City of Boone Officials, CVB and Chamber representatives** on marketing and Main Street objectives
- Tour and Marketing discussion at **Mast General Flagship Store**
- **Chetola Lodge & Resort Proprietor Kent Tarbutton** to present on *Taking Leadership to New Heights*
- Private reception at **The Blowing Rock**

The meeting will adjourn at 11:00 a.m. on October 5. Golf tee times have been reserved at Boone Golf Club beginning at 1 p.m., or you can stay and have lunch, go hiking, enjoy the shops of Blowing Rock or return home.

To register, please complete the attached brochure which is also available online at [www.clevelandchamber.org](http://www.clevelandchamber.org) under Printed Materials & Publications. Please call Stephanie Trogdon at 704.487.8521 should you have any questions.

*Many thanks to our Conference Sponsors – Shelby Savings Bank, Fox Distributing Company, StaffMasters USA, Holland and Hamrick Architects, Gateway Properties, First National Bank*

An agenda and additional details will be sent to participants after registration. We look forward to seeing you in Blowing Rock!



# Your Invitation

What is happening in Cleveland County? Exciting things like new businesses coming here, established businesses expanding, and an improving economy. Why? TEAMWORK! Cleveland County, with leadership provided by the Chamber, has a growing reputation of being a county that works together like a highly-skilled TEAM.

Where do we go from here? That will be the focus of this year's Fall Planning Conference at the Chetola Resort in Blowing Rock. You, as a Chamber member, are an important part of the Chamber TEAM. There is much work for the TEAM to plan and prepare for. We need your valuable input and ideas as we move toward the next level of economic advancement in Cleveland County.

There will be work, yes, but we will, at the same time, be enjoying the beauty of the Blue Ridge Mountains. Join us for this refreshing opportunity for learning, linkage, and leisure. Register early and be part of the TEAM!

## Steve Padgett

2007 Conference Chair  
2008 Chamber Board Chair



# Conference Agenda

## Wednesday, October 3rd

- 6:00 p.m. Early Registration & Hospitality
- 7:00 Dinner on own

## Thursday, October 4th

- 9:30 a.m. Registration
- 10:30 Welcome & Introductions
- 11:00 Guest Speaker: **Dan Meyer** - President & CEO, Boone Area Chamber of Commerce
- 11:30 Chamber Division Snapshots
- 12:00 p.m. Down Home Luncheon
- 1:00 Breakout Session 1
- 2:30 Break
- 2:45 Breakout Session 2
- 4:15 Adjournment
- 5:00 Blowing Rock Gallery Stroll - Optional
- 6:30 Reception (Cash Bar)
- 7:30 Dinner at the Manor House

## Friday, October 5th

- 7:30-8:15 a.m. The Manor House Breakfast
- 8:30 Announcements & Updates
- 8:45 Guest Speaker: **Kent Tarbutton** - General Manager, Chetola Lodge & Resort
- 9:15 Break
- 9:30 Breakout Session 3
- 10:00 Group Reports
- Wrap-Up
- 11:00 Final Adjournment

# Registration

Please send payment for accommodations, conference registration (participant) and dinner (for non-participants) to the Chamber.

Participant Cost.....\$175  
Name(s) \_\_\_\_\_

Non-Participant (Thursday dinner only).....\$60  
(All meals included)..... 90  
Name(s) \_\_\_\_\_

Accommodations .....\$170 per night

Room Preference  King Guest Room  
 Queen Guest Room

Total Costs.....\$\_\_\_\_\_

### Make checks payable to:

Cleveland County Chamber  
P.O. Box 879, Shelby, NC 28151

VISA / MC # \_\_\_\_\_  
Expiration Date: \_\_\_\_\_  
Signature: \_\_\_\_\_

Registration Deadline: **August 17, 2007**

### Breakout Sessions Preference:

Rank 1-5 with 1 being your first choice and 5 being your last choice.

- Travel & Tourism \_\_\_\_\_
- Governmental Affairs \_\_\_\_\_
- Education \_\_\_\_\_
- Membership \_\_\_\_\_
- Economic Development \_\_\_\_\_
- Mktng/Communications \_\_\_\_\_

## *Intercommunity Visit - Cleveland meets Watauga!*

**Date**

Oct. 3, 2007  
1:30 – 5 p.m



**Description**

Join us in Boone, N.C., October 3<sup>rd</sup> prior to the 2007 Fall Planning Conference.

The Cleveland County Chamber will host its inaugural intercommunity visit to Boone & Blowing Rock, NC. This is a great opportunity for individuals from small and large businesses, nonprofit organizations, educational institutions and elected officials to come together to study the community successes Watauga County areas have realized. We will also visit neighboring Valle Crucis and the Mast General Flagship Store.

*Two of America's "Best Small Towns" are located in Watauga County – Boone and Blowing Rock – according to Norm Crampton, author of the book, "Making Your Move to One of America's Best Small Towns." Also included on the list of the 120 top communities in the country were the North Carolina towns of Beaufort, Elizabeth City and Mount Airy.*

*Crampton has written several books on the virtues of small town living and is regarded as an authority on Americana, having appeared on several television network news shows since 1990. Boone makes Crampton's list as one of the best "College Towns" in the country. The presence of Appalachian State University "adds a cultural component and guarantees you will see young people on the street," he says. Most communities selected in this category are homes to small colleges.*

*In June, the Boone Convention and Visitors Bureau (CVB) received a Destination Marketing Achievement award at the eighth annual North Carolina Association of Convention & Visitors Bureau Annual Meeting & Awards Banquet.*

*The Boone Convention and Visitors Bureau was honored with the Platinum Award for "Best Destination Marketing Initiative" for its new High Country Backroads website, [www.HighCountryBackRoads.com](http://www.HighCountryBackRoads.com), a collaborative project with the Ashe County Chamber of Commerce. The site was launched in March 2006.*

**Tentative Agenda**

- \* Town Hall meeting with representatives from: Town of Boone, Boone Chamber and CVB, Appalachian State University, Watauga County, and Blowing Rock Chamber of Commerce
- \* Panel discussion on Destination Marketing Achievements and Small Business Development
- \* Glimpse at Area's marketing practices
- \* Stop at the Boone Area Chamber and CVB
- \* Back of House Tour of Mast General Store

**Pricing**

- \* \$25.00 per person
- \* The balance will be due by Sept.15, 2007, and no refunds will be given after that date.

**Register - Register by Aug. 31**

For more information, contact Stephanie Trogdon at 704.487.8521 or at [stephanie@clevelandchamber.org](mailto:stephanie@clevelandchamber.org)

**Register by E-mail**

[stephanie@clevelandchamber.org](mailto:stephanie@clevelandchamber.org)

**Register by Phone**

Please call Stephanie at 704.487.8521

**Location Information**

Town of Boone  
Boone Area Chamber of Commerce  
Town of Blowing Rock  
Blowing Rock Chamber of Commerce  
Watauga County



## Jackie's Tourism Tips



Jackie Sibley

### Travel & Tourism Funding

Funding for the Travel & Tourism Division is secure through June 31, 2007 as the County Commissioners have approved the request to continue to award the Travel & Tourism Division any amount over what is already being used in the general budget. This amounted to \$28,352 in addition to the \$50,000 already committed to the division. With contributions from the City of Shelby and a grant award from the Kings Mountain Tourism Development Authority the Travel & Tourism Division has had enough funding to produce materials that promote our area, complete the design work on a travel guide brochure and supply the state welcome and visitor centers with information about our area. A very modest advertising campaign was started this year and will continue through 2008.

Various grants have been requested that amount to \$110,000. If approved, an aggressive marketing campaign will be launched that will include billboard advertising outside the county, national media advertising through co-operative opportunities with the NC Division of Tourism and increased regional advertising. A more elaborate travel guide will be developed, depending on available funds, in 2008.

According to occupancy tax reports for year end in June, Cleveland County had a 13.7% increase in hotel occupancy from July 1, 2006-June 31, 2007. The overall occupancy tax collection was up 7.9% which includes Shelby, Kings Mountain and Boiling Springs collections. With increased marketing and growth of tourism product we can expect these numbers to continue to soar in the upcoming year.

### Tourism News

Attendance for the Real to Reel Film Festival was phenomenal this year! According to Shearra Miller of the Cleveland County Arts Council, over 400 people attended the festival this year. Reports from attendees have all been positive and we look forward to another great film festival next year.

The date has been set for the 2008 American Legion World Series in Shelby. The regional championship will start August 13 and the World Series will begin August 21.

Fall in Cleveland County is shaping up to be phenomenal. The Travel & Tourism Division will be working on an attractive, colorful promotional card that "bundles" the fabulous events going on in the area. These will be distributed throughout the state at welcome centers and visitor centers.

### Travel Council

Travel Council got a special treat as they were the first to tour Dr. Hannah's new, anxiously awaited, Owl's Eye Vineyard and Winery on Metcalf Road in Shelby on July 31. The beautiful scenery, luxurious yet rustic setting is perfect venue for gatherings, special events and banquets. This property is truly a new tourist attraction for Cleveland County and the Travel & Tourism Division is looking forward to promoting it.

Travel Council met to discuss upcoming projects for the county tourism division. The current financial status of Cleveland County Travel and Tourism is very positive. The county commissioners have approved our request for the following year to reward Travel and Tourism the occupancy tax that exceeds the amount contributed to the county budget. This means the county is funding Travel & Tourism \$50,000 as a line item, plus about \$29,000 additional funds. The cities of Shelby and Kings Mountain also contribute to the budget. Tourism statistics released by the state revealed that Cleveland County experienced a 7.9% increase in tourism in 2006. This is a remarkable increase considering the 10.4% increase last year and no additional hotel rooms have been added. The New Cleveland County Artist Map was discussed and the design template for the 2008 Visitor Information Brochure was unveiled. Cleveland County now has a MySpace - [myspace.com/cleveland\\_county\\_chamber](http://myspace.com/cleveland_county_chamber). We are asking that everyone who has a MySpace add Cleveland County as a friend. Stephanie Trogdon, Membership Services, gave information about the upcoming Fall Planning Conference. An announcement was made about new partnership project of the Chamber, Travel & Tourism and Cleveland Community College to assist businesses with increased repeat business and exceeding customer expectation with exceptional customer service. This program will involved taking participants on FAM (Familiarization) Tours across the county so they will be equipped with knowledge for guests.

### Sponsorship Opportunities

A big thanks from the Travel Council goes to Robin Bracket and State Farm Insurance for sponsoring lunch for the July 31 meeting of the Travel Council. Lunch was provided by Philly Style of Shelby.

The next meeting of Travel Council will be October 30 and the lunch will be sponsored by Kitty Hoyle of Hamrick-Goode House Bed & Breakfast.

Sponsorships are still available for all quarterly meetings in 2008. This is a great way to support Cleveland County Travel and Tourism and promote your business to Chamber members who serve on the Travel Council. Sponsorships are \$200 per meeting and meetings are held quarterly.

## *Jackie's Tourism Tips Cont.*

### **News from North Carolina Tourism Division**

In 2006, Congress passed legislation authorizing the National Park Service to conduct a study to determine the feasibility of creating a National Heritage Area fo-cused on the Southern Campaign of the American Revo-lution in North and South Carolina. On June 26, the Carolinas Backcountry Alliance hosted a summit on heritage areas and how communities or organizations may be affected by the legislation. The program included presentations by Chris Abbett of the National Park Service, George Estes of S.C. Parks Recreation and Tourism and a Heritage Area Roundtable. Shirley Brutko of the Kings Mountain Chamber office attended this meeting on behalf of Cleveland County Travel & Tourism. Shirley reported that Kings Mountain and many North Carolina areas will benefit from this project. The project is still in the planning and research phases but Cleveland County's contribution to American history will be included in the final product.

### **August Events**

Printed calendar of events may be picked up at the Chamber office on Lafayette Street. The website, [www.ClevelandChamber.org](http://www.ClevelandChamber.org) offers the most up-to-date information on current events.

- 08/02 Alive After Five "Tater" 5:30-8:30 pm. Free concert on the Court Square. Uptown Shelby Association; 704-484-3100; [UptownShelby.org](http://UptownShelby.org)
- 08/02 Furniture as Art. 9:00 am-5:00 pm Mon.-Fri. Cleveland County Arts Council, 111 S. Washington St., Uptown Shelby; 704-484-2787; [CCArtsCouncil.org](http://CCArtsCouncil.org)
- 08/03-05 Tax Free Weekend. Cleveland Mall, 2001 East Dixon Blvd, off Highway 74, Shelby; 704-484-2001; [ShopClevelandMall.com](http://ShopClevelandMall.com)
- 08/05 Broad River Greenway Scavenger Hunt. 2:00-4:00 pm. Pick up your checklist at Phifer Cabin and spend the afternoon exploring the Greenway. Meet at Phifer Cabin, Broad River Greenway, Boiling Springs; 704-434-2357; [BroadRiverGreenway.com](http://BroadRiverGreenway.com)
- 08/12 Ice Cream Sundae. 2:00-4:00 pm. Fresh churned ice cream, chocolate syrup, whipped cream and even a cherry on top! Free sundaes as long as the ice cream lasts. Phifer Cabin, Broad River Greenway, Boiling Springs; 704-434-2357; [BroadRiverGreenway.com](http://BroadRiverGreenway.com)
- 08/16 Alive After Five "Coming Up Brass" 5:30-8:30 pm. Free concert on the Court Square. Uptown Shelby Association; 704-484-3100; [UptownShelby.org](http://UptownShelby.org)
- 08/19 Jammin' at the Cabin. 2:00-4:00 pm. Local musicians fill the air with music. Grab a seat on the benches or bring your own chair. Meet at Phifer Cabin, Broad River Greenway, Boiling Springs; 704-434-2357; [BroadRiverGreenway.com](http://BroadRiverGreenway.com)
- 08/23 Alive After Five "Ocean Boulevard" 5:30-8:30 pm. Classic rock and beach music. Free concert on the Court Square. Uptown Shelby Association; 704-484-3100; [UptownShelby.org](http://UptownShelby.org)
- 08/23 Kings Mountain Five Alive. 5:30-9:00 pm. Free music event. 704-730-2103; [CityofKM.com](http://CityofKM.com)
- 08/26 Broad River Greenway Kudzu 101. 2:00-4:00 pm. Learn from experts the many and varied uses of Kudzu, from jelly to wreaths. Meet at Phifer Cabin, Broad River Greenway, Boiling Springs; 704-434-2357; [BroadRiverGreenway.com](http://BroadRiverGreenway.com)

### **Information of Interest**

Gardner-Webb University Collegiate Sports. Schedule can be found at [GWUSports.com](http://GWUSports.com)

Cleveland County Mall Classic Car and Motorcycle Cruise-In. 5:00-9:00 pm. The 2<sup>nd</sup> Saturday of every month April-October. Music, giveaways and more. Cleveland Mall, 2001 East Dixon Boulevard (US-74), Shelby; 704-484-2001; [ShopClevelandMall.com](http://ShopClevelandMall.com)

J & W Catfish Lake – Open 6 days a week. Boiling Springs, off US-150; 704-434-9232

The Kings Mountain Historical Museum's current exhibit is "John Henry Moss and the South Atlantic Baseball League" which runs through August 31. The exhibit features the 50 year baseball career of John H. Moss and his 24 years as mayor of the City of Kings Mountain. Also featured are members of the SALeague Hall of Fame, the 16 clubs currently in the league and several local ball players of the past. Each Friday FIVE visitor's names will be drawn to win an official SALeague baseball. The Museum is located at 100 East Mountain Street, Kings Mountain. Our new hours are Tuesday - Saturday 10:00 - 4:00. 704-739-1019.

## Chamber Events



Philly Style Ribbon Cutting on July 13th



Lunch & Learn on July 25th  
Balance Coaching presented by Andrea Richards Scott



Leads Group and Travel  
Council at  
Owl's Eye Vineyard  
and Winery  
on July 31st

## Chamber offers Programs to Promote Business with Member Companies

Two easy ways to *Shop Cleveland First* are through the M2M Discounts (Member-to-Member) program and Chamber Cheques.

**M2M Discounts** - Many Chamber members are offering great M2M Discounts, and this list is continually being expanded as businesses join the program.

"Keep checking the Chamber web site for the latest information," said Stephanie Trogdon, VP for Membership Services. "This is an excellent way to do business with fellow Chamber members, and get significant discounts of goods and services," Trogdon adds.

Members need to refer to the Chamber M2M Discount program when purchasing products or services from another Chamber member.

**Chamber Cheques** - The Chamber Cheques program offers members and the community to purchase gift certificates that may be redeemed for merchandise and services offered by any Chamber member business.

Think of Chamber Cheques as gift cards – only better. This is because you can use your Chamber Cheques at hundreds of different Chamber member businesses, instead of being limited to just one store or shopping area.

These are real checks provided by First Charter Bank. Merchants can endorse and deposit Chamber Cheques with their customer checks. Chamber Cheques are sold at the Chamber Shelby office Monday through Friday, between the hours of 8:30 a.m. and 5 p.m.

People are advised to call ahead, so we can have the checks prepared. That way you won't have to wait. Chamber Cheques make great gifts, because they are so flexible. People appreciate having the flexibility to use them all over the area.

Chamber Cheques are a logical extension of the *Shop Cleveland First* philosophy, which encourages residents to do business with their neighbors in the county communities, and by restricting participation to Chamber-member businesses only, it provides an added benefit of Chamber membership.

"As the recipients of Chamber Cheques cash them in, they will pour dollars back into our local economy," Trogdon states.

For information about M2M Discounts and/or Chamber Cheques, please contact Stephanie Trogdon at 704.487.8521 or [stephanie@clevelandchamber.org](mailto:stephanie@clevelandchamber.org)

## Member Renewals - June 2007

Affordable Suites of America, Inc. – 7 years  
 Autobell Car Wash, Inc.- 5 years  
 Bell, G. Stephen, D. D. C., M.S., P.A.- 22 years  
 Dr. Shem K. Blackley, Jr. – 19 years  
 Boiling Springs AmericInn – 3 years  
 Bowen Collision Center, Inc. – 14 years  
 Bridges, Donald & Charlene – 2 years  
 C & C Heating, Cooling & Insulation – 10 years  
 C. A. Short Company – 9 years  
 Carolina First Bank – 4 years  
 Carolina Trophies & Screen Printing – 15 years  
 Carolinas Commercial Realty – 9 years  
 Central United Methodist Church – 10 years  
 Century 21 Dedmon Properties – 4 years  
 Chen's Chinese Restaurant – 23 years  
 Choice U. S. A. Beverage, Inc. – 12 years  
 Cleveland County Sanitary District – 16 years  
 Cleveland Home Health Agency, Inc. – 21 years  
 Cline Company – 8 years  
 Crawley Memorial Hospital – 8 years  
 Creative Sign Service, Inc.- 30 years  
 Dedmon's Harvestore System, Inc. – 9 years  
 Deer Brook Golf Club- 10 years  
 Dermatology Center of Shelby, P.A. – 8 years  
 Dialysis Clinic, Inc. – 21 years  
 Earley, Charles F.- 8 years (as retired member)  
 Employment Security Commission – 43 years  
 Enterprise Rent-A-Car – 8 years  
 Farmers Mutual Fire Insurance Co. – 21 years  
 Fitch Sign Company, Inc.- 7 years  
 Firestone Fibers & Textiles Co. – 13 years  
 First Baptist Church, Shelby- 10 years  
 First Piedmont Financial Corporation – 15 years  
 Fox Distributing Co., Inc.- 28 years  
 Gateway Properties – 6 years  
 GDS Cleveland – 31 years  
 Glaize Components – 12 years  
 Grand Rental Station – 10 years

Gragg & Gragg, LL.P.- 18 years  
 Hager & Associates – 4 years  
 Hall Builders, Inc. – 6 years  
 Hamrick Brothers, Inc. – 9 years  
 Homestead Lawn Care – 7 years  
 Investors Title Insurance Company – 8 years  
 Kennedy Concrete & Utilities – 10 years  
 Kenneth G. Lilly Fasteners, Inc. – 32 years  
 Kings Mountain Rotary Club – 9 years  
 Lattimore and Peeler, Land Surveying – 14 years  
 Law Offices of Michael J. Bednarik – 10 years  
 H. Eugene LeGrand – 4 years (as retired member)  
 Machine Builders & Design, Inc. – 10 years  
 Mangum & Associates – 8 years  
 Kemp Mauney - 14 years  
 Medical Arts Pharmacy – 9 years  
 Melrose Shopping Center – 17 years  
 Dr. Roger K. Miller – 10 years  
 N. C. Association of Educators – Cleveland County – 21 years  
 NAACP – Clev. County Branch – 14 years  
 National Association of Safety Professionals – 3 years  
 Neisler Bros. Inc. (Kings Mountain) – 6 years  
 Odom, Hollifield & Associates Engineering, Inc. – 10 years  
 Pathways- 10 years  
 Rapid Pace Oil Change, Inc. – 3 years  
 Settle Heating & Air Conditioning – 2 years  
 Shelby Printing Company, Inc. – 53 years  
 Shelby Radiological Associates – 41 years  
 The Outer Limits Salon & Spa – 6 years  
 Transportation Admn. of Cleveland County, Inc. – 15 years  
 Trinity III, Inc – 5 years  
 Universal Finance, Inc.- 5 years  
 David White Investments – 19 years  
 W & B Trucking, Inc. – 9 years  
 Young, Eugene F.D.D. C. P.S. – 4 years  
 Oscar Zamora – 6 years (as retired member)  
 Zaxby's – 8 years

## New Members

### JAN & BLEEKA CATERING

Ms. Jan Tindall  
 300 Countryside Road  
 Kings Mountain, NC 28086  
 704/739-6514  
 CATERERS

### ULTRA MACHINE & FABRICATION, INC.

Mr. Frank A. Stewart  
 2501 W. Dixon Blvd.  
 Shelby, NC 28152  
 704/482-1399  
 Fax: 704/482-2327  
 E-MAIL: ULTRAMACFAB@UMFI.COM  
 Webpage: www.umfi.com  
 MANUFACTURING

### OWL'S EYE VINEYARDS & WINERY

Mr. Peter Jensen  
 1414 Metcalf Road  
 Shelby NC 28150  
 704/471-9196  
 E-Mail: PETER@OWLSEYEVINEYARD.COM  
 Webpage: www.owlseyevineyard.com  
 WINERY

### CLEVELAND APPRAISAL SERVICE

Ms. Tina Melvin  
 217 N. Lafayette St.  
 Shelby NC 28150  
 704/480-1411  
 Fax:704/480-0911  
 E-MAIL: CLEVAPP@BELLSOUTH.NET  
 Webpage: www.clevelandappraisalservice.com  
 REAL ESTATE APPRAISAL FIRM

## *New Members Continued*

### **SLIGHTLY DIFFERENT NURSERY**

Mr. Paul Owen  
2812 Hollis Road  
Shelby NC 28150  
704/477-9939  
EMAIL: PJOWEN@CAROLINA.RR.COM  
Website: www.slightlydifferentnursery.com  
NURSERIES

### **VALPAK OF SW NORTH CAROLINA**

Mr. Tracy Walker  
1109 Long Branch Rd.  
Grover NC 28073  
704/477-1474  
EMAIL: TRACY-WALKER@VALPAK.COM  
Website: www.valpak.com/sw-northcarolina  
ADVERTISING

### **DRUGFORCE SCREENING, INC**

Ms. Sherry Padgett  
PO Box 1388  
Shelby NC 28151  
704/481-0433  
EMAIL: DRUGFORCE@SHELBY.NET  
DRUG SCREENING

### **SLENDER WRAP**

Ms. Jessica Buff  
1606 E Dixon Blvd. Suite B  
Shelby NC 28152  
704/473-7253  
EMAIL: SLENDERWRAP@YAHOO.COM  
Website: www.wrapawaytheinches.com  
WEIGHT MANAGEMENT/WELLNESS

### **HOLIDAY INN EXPRESS HOTEL & SUITES**

Ms. Mauna Shah  
100 Woodlake Parkway  
Kings Mountain NC 28086  
704/734-0014  
Fax: 704/739-9718  
EMAIL: HIEXKGMNC@AOL.COM  
MOTEL/HOTEL

### **GROUNDKEEPERS**

Mr. Jason Butler  
205 E. King Street  
700 Sandhurst Drive  
Kings Mountain NC 28086  
LAWNCARE & LANDSCAPING

### **HPC PRINTING-HENDERSONVILLE PRINT COMPANY**

Mr. Ron Thrash  
806 Locust Street  
Hendersonville, NC 28792  
828/697-9742  
Fax: 828/697-7314  
EMAIL: CUSTOMERSERVICE@HPCPRINT.NET  
Website: www.hpcprint.net  
PRINTERS

### **DANCE MAGIC**

Ms. Ann Marie Wright  
301 S. Battleground Avenue  
Kings Mountain NC 28086  
704/734-0953  
EMAIL: ANNMARIEWRIGHTS@YAHOO.COM  
DANCE STUDIOS/GYMNASTICS

## *Members on the Move*

The following Chamber members have added the following representatives to their Chamber representative list:

- Wachovia Bank** – John Forgan
- Quality Inn** (formerly Comfort Inn, Kings Mountain) – Rebecca Dye
- Sharonview Federal Credit Union** – Melissa Wood
- Junior Charity League of Shelby** – Mrs. Loann Meekins

#### Name Change:

Name for Comfort Inn in Kings Mountain has been changed to **Quality Inn**. Address is 722 York Road, P.O. Box 996, Kings Mountain, NC 28086. Telephone number is 704/739-7070.  
New name for Arlene J. McMurtry's business is **ScissorSmith & Co. Salon & Diva Dolls Too**.

#### New Addresses:

New address for First Carolina Home Equity, Inc. is **7621 Little Ave., Suite 210, Charlotte, NC 28226**.  
New address for Mr. & Mrs. Jack Palmer, Jr. is **161 Columns Circle, Shelby, NC 28150**.  
New address for Martin Marietta Aggregates is **262 Holiday Inn Drive, Kings Mountain, NC 28086**.

## *Thank You Corner...*

- **Chandler Poole - Uptown Shelby Association** for providing lunch for Chamber Board Meeting on July 17, 2007
- **Janet Berry & John Stalzer - Frame Masters Gallery** for taking the Chamber staff to lunch on July 10, 2007
- **Robin Brackett - State Farm Insurance** for providing lunch for the Travel Council Meeting on July 31, 2007

## *Letter from the President*



It is no surprise that as more and more state governments look at ways to gain revenues that a number of states look towards private sector businesses for bringing in more dollars to the public coffers!" Let me please give you a few examples of unfair business activity taxes attempting to be levied on private businesses and share what you can do about it.

**SURVEY SAYS:** -One survey shows that eight states take the position that a business whose trucks merely pass through the state six or even fewer times in a year-without picking up or delivering goods-have sufficient connections with the state to justify imposed business activity taxes on that company. More *Stuart Gilbert* details about this issue is in the August 20 20 newsletter and written by Mike Bradley, Director of NC Boating, SBTDC. "It is understandable that the large boat yacht market is unfairly targeted by states as a great opportunity for more revenues because you can not miss a 40 foot yacht driving on the interstate. The problem is this tax is not fair."

Here is another example of unfair practices by another state on a private business.

**New Jersey has argued that a mom-and-pop South Carolina software company with annual sales of approximately \$100,000 and which has no physical presence in any states besides South Carolina and Georgia, owes a \$500 per year minimum corporate tax and a \$100 per year corporate registration fee based only on the sale of licensed software to a New Jersey entity, even for those years in which the company's annual revenue from customers in the state was as low as \$49.**

**Wow! Are you ready to write your federal legislators and request support for a change in these laws yet!!**

A bi partisan federal solution by two Virginia House of Representatives, Congressman Rick Boucher-D Virginia and Bob Goodlatte-R-Virginia have boiled down the issue to the following key points for NEW federal legislation to help private businesses from unfair business activity taxes from States. There is a need for new federal legislation to do the following:

1. Create a bright line rule to determine when an out-of-state business is required to pay business activity taxes to a state.
2. Update Federal Public Law 86-272 to cover intangible property and services and business activity taxes, neither of which was a concern in 1959.
3. Acknowledge that States and localities which provide meaningful services to a business, such as education, roads and fire and police protection, should receive the benefit of that business' taxes, rather than a remote state which provides no services to the business.

The actions that are explained in the Nexus tax by Mike Bradley, Director of NC Boating Industry of the Small Business Development Technology Center are examples of state legislation in many states that need to be superceded by a new simplified federal law.

The proposed new federal law called H.R. 1956, the Business Tax Simplification Act of 2005 would bring order to much chaos that is happening around the country with difference states interpretation of Nexus tax minimum criteria, by:

1. Establishing "physical presence" as the nexus standard for levying business activity taxes on tangible or intangible goods, which travel in interstate commerce;
2. Generally requiring a business to use employees or services in a state for more than 21 days in a calendar year to establish physical presence, with exemptions for certain activities, such as newsgathering, meetings with government officials and participation in educational and training seminars; and
3. Amending P.L. 86-272, enacted in 1959, which limits the power of states to impose net income taxes on tangible goods which travel in interstate commerce, to cover: intangible property and services; and state and local business activity taxes in addition to net income taxes, so long as the only activity in the state is soliciting orders for sales.

Please take a minute of your time and contact our federal legislators urging them to support legislation that gets rid of the Nexus tax!

## *Are you up for the Challenge? Leadership Cleveland County Begins Soon*

What is Leadership Cleveland County?

The Cleveland County Chamber is now accepting applications for this year's Leadership Cleveland program. This program provides a comprehensive overview of the community and introduces participants to leaders in the fields of government, education, health care and business and industry.

Participants gain a realistic understanding of how our community works. They learn from the movers and shakers – the people who have a vision for the future. The program benefits the community as well, because Leadership Cleveland identifies potential leaders and gives them the encouragement needed to spur them on to local action and involvement.

Because of the intensity of the program, Leadership Cleveland participants and their employers are asked to make a major time commitment. We begin with a day-and-a-half retreat in September and October. This is designed to set the stage for the series and build a sense of teamwork among the participants. Then, eight full-day sessions are scheduled every first Wednesday of the month. A graduation reception is planned for June 10, 2008.

Topics include: Tourism Development, Small Business & Industry, County History, Human Services, Education, Local & State Government, Community Health Care and Education.

"We value the feedback from Leadership graduates," says Stephanie Trogdon, VP of Membership Services "While these comments can be offered anonymously, they are very genuine." Here are several comments from past participants:

*This program is an excellent vehicle to meet Cleveland County Leaders and forge lasting professional relationships.*

**- Dr. James Dire, Gardner-Webb University**

*Just when you thought you knew everything about Cleveland County, you find out more.*

**- Shara McGee, Cleveland County Health Department**

*I enjoyed meeting other professionals from fields I would not normally have the chance to interact. I was exposed to many more aspects of the county that I realized existed.*

**-Charles Smith, Ticona**

*Leadership Cleveland County is a great way to introduce potential leaders to the community and businesses. It is a very informative and fun way to learn the attributes of becoming a leader in the community. I really enjoyed learning about the county in which I live and work. I also enjoyed meeting the folks involved in those businesses! Kudos to the Chamber for providing this wonderful service!*

**- Theresa Hamrick, First National Bank**

The 2008 Leadership class is limited to 25 participants with preference given to Cleveland County residents and Chamber members. Tuition is \$645, which includes program materials, luncheons, refreshments and graduation certificates.

### **LEADERSHIP CLEVELAND COUNTY: Developing the Leader Within You**

Leadership Cleveland is an innovative leadership development program sponsored by the Cleveland County Chamber designed to meet our county's need for the active participation of informed and educated leaders. The goal of the program is to identify potential leaders and provide them with the community information and encouragement needed to spur local action and involvement. Graduates are challenged to apply their talents throughout the community by becoming a part of community organizations, including public and private boards, nonprofit groups, civic clubs and the Chamber.

The mission of the Leadership Cleveland is the continued improvement of our community. The profile of our towns and county is changing and today's leaders need to have access to timely information. Visits with community, business and government leaders offer opportunities to interact with those affecting change. The ten-month long program will enable participants to gain a realistic understanding of how our community works and help create an awareness of our community's current issues and interests. Participants are encouraged to explore the community and challenged to become involved in the issues that affect them.

### **How is the Program Structured?**

Participants and their employers are asked to make a major time commitment to ten sessions, beginning with a half-day orientation on September 26 and a full-day retreat on October 10. The program will close with a graduation reception and ceremony June 2008. A series of eight day-long sessions provide information about local businesses and include tours of area businesses, organizations and facilities. The sessions are planned by experts and leaders in the topic area and will offer information and thoughtful analysis. Sessions are designed to stimulate interest and awareness and will include an opportunity to interact with the speakers and discussion leaders.

### **How Are Participants Selected?**

The class is open to 25 participants. Residents of Cleveland County should complete the online application which will be reviewed by a selection committee. After a thorough review of all applications submitted, participants will be selected in an effort to form a group of geographical, racial, general and occupational balance. To graduate, attendance at all scheduled events is expected. The class tuition fee of \$645 includes program materials, lunches, and refreshments for all sessions, any charged admissions, graduation reception and diploma awards. A limited number of full and partial scholarships are available, based on need. Program sponsors supplement other costs. For more information or to receive an application for enrollment, contact the Chamber at 704.487.8521. The deadline to apply is September 11, 2007.

## Lunch & Learn Series "Job Coaching" Scheduled for August 29th

The Chamber's Lunch-n-Learn series will continue on Wednesday, August 29th at the Neal Senior Center in Shelby. The facility is located at 103 T.R. Harris Drive. The series is sponsored by The Small Business Center at "Job Coaching: Mentoring and Teaching Others," and will be presented by Katherine Panther-Potemkin, Learning for Life Consultants. This seminar will show you how to answer that question in a clear and concise way that can help your employees be the best that they can be. You will have an opportunity to explore the role that mentoring plays in coaching, learn how to give concise and complete information, and discover ways to guide your employees toward positive and productive behavior and work habits.

Other Lunch-n-Learn seminars are currently scheduled as follows:

September 26, 2007; 11:30 a.m. – 1 p.m., "Getting More Clients Without Cold Calling," Andrea Richards Scott, Life Without Limits. Wouldn't it be great if you could get more clients without calling people who don't know anything about

you or your company? Wouldn't it be better to take a call than make one? In this course you will learn strategies and techniques that will attract your target audience to you.

October 31, 2007; 11:30 a.m. – 1 p.m., "Motivating Your Employees for Positive Performance," Katherine Panther-Potemkin, Learning for Life Consultants. External motivation is an important key to high employee productivity. During this seminar we will explore how to use age-old motivation theories to help identify what motivates each individual employee, and we will look at the role that information plays in motivation. We will also address the importance of consistent feedback and the skills necessary for giving both positive and critical feedback, which is a key component of motivating and developing your employees.

The cost to attend each event is \$16 for Chamber members and \$23 for non-members. Call the Chamber at (704) 487-8521 for more information.

## Humane Society Benefit



**Saturday, August 25, 2007**

**10:00 a.m. - 2:00 p.m.**

Carillon Assisted Living

1550 Charles Road

Shelby, NC

Exhibition by Cleveland County K-9 Unit

"Let Your Canine Shine" Dog Contest

Best in Show

Owner-Dog Look-A-Like

Best Dressed

Most Talented

Most Unique

Smallest Dog

Largest Dog

Silent Auction With Donations Provided By:

Arnolds Jewelry

Whiskers Nails and Puppy Dog Tails

Bernhardt Furniture

Wendy Lyn's

Thomas Petroleum

Salon Palazzo

Nu-Way Cleaners

StageCoach Ace Hardware

Norris Furniture

And More....

## TAX FREE WEEKEND August 3rd - 5th

Applies to:

- Clothing, footwear, and school supplies under \$100
- Sports and recreation equipment under \$50
- Computers under \$3,500
- Computer equipment under \$250

## Buy Local!



## The Buck Stops Here...

**MARK YOUR CALENDARS : CANDIDATES FORUMS**

September 13th and October 11th

6:30 pm

Cleveland Community College

## *Congressional Luncheon*

Tenth District U. S. Congressional Representative Patrick McHenry will be featured at the Chamber's annual Congressional luncheon this month. The event is scheduled for August 16 from 12:00 to 1:30 p.m. at North Lake Country Club in Shelby.

Congressman McHenry will serve as the guest speaker for the event and he will provide a summary of his work in Washington to date as well as give information on upcoming issues and initiatives at the federal level. A question-and-answer session will follow.

The cost for the luncheon is \$15 for members and \$20 for non-members. Seating is limited and reservations are appreciated by August 13th. For more information, call the Chamber at (704) 487-8521.

## *Can you use help hiring the best employees for your business?*

We encourage all businesses to utilize the Career Readiness Certificate Program (CRC) in the screening process of hiring new qualified workers for their business. Thanks to the support of a partnership between the Cleveland County Chamber, Cleveland Community College and the Cleveland County School Board and Administration, Cleveland County employees hold approximately 10% of the CRC certificates in the entire State of North Carolina.

One of the largest problems businesses face across the country is the hiring of the most qualified employees. A 2006 study conducted by the North Carolina Chamber of over 300 CEO's states that the following industry sectors are satisfied with their work force by the following percentages:

•Manufacturing	65%
•Transportation	46%
•Construction	42%
•Retail	58%
•Professional Services	52%
•Health Services	52%

We are fortunate in North Carolina that the workforce satisfaction levels are much better than most other states.

One great way to make sure that employers are more satisfied with their work force is to make sure that the skills that new employees need are being quantitatively tested before new employees arrive on the job. The Career Readiness Program (CRC) is designed to specifically analyze your workforce during the pre hire stage. Over 58 businesses and organizations are already supporting the CRC program in Cleveland County. If your business is not yet supporting the CRC program, please contact the Chamber at 704-487-8521 and hear first hand how to support this program and allow your business to do a better job of screening future employees. (Contact John Lattimore, or Stuart Gilbert.)

Additional information on this program is available on the Cleveland County Chamber website [www.clevelandchamber.org](http://www.clevelandchamber.org)

## *Referral Summary 07/01/07 to 07/31/07*

The total number of referrals from the website business directory was **39,378**.

Each member averaged **20.57** referrals from the website this period.

Top 5 categories include : gourmet foods/entertainment, employment agencies, real estate, manufacturing, and motels/hotels.

# CLEVELAND COUNTY CHAMBER

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**We're on the Web!**  
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**Jean Bettis**  
Office Manager

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

**Jean Canipe**  
Receptionist

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

## Shelby Savings Bank to Sponsor Leadership Cleveland Scholarship



Shelby Savings Bank announces their sponsorship of a Leadership Cleveland Scholarship for the 2007-2008 class. This scholarship will be available to a selected non-profit organization. Please send all applications for this scholarship to Stephanie Trogdon. "Shelby Savings Bank is pleased to support Leadership Cleveland County through providing an annual scholarship for non-profit organizations," stated Archie Mathis, President of Shelby Savings Bank. "Non-profits play a significant role in our community, and with their limited budgets, they oftentimes do not have funds for key personnel to participate in these types of programs. This non-profit scholarship allows Shelby Savings Bank to invest, in the most direct way possible, in the future of Cleveland County."

Shelby Savings Bank is a mutually owned bank with a 101-year history of serving families and businesses in Cleveland County. Shelby Savings Bank offers a variety of home loans, consumer loans, Better-Than-Free checking accounts, Online Banking, and investment options to help families build a secure financial future, as well as banking services designed especially for businesses.

In 1998, Shelby Savings Bank joined the HomeTrust Banking Partnership in order to preserve its unique local heritage, and compete in today's marketplace. Shelby Savings Bank, with two offices in Cleveland County, has the capacity as a member of the Partnership to offer commercial real estate loans as large as \$19 million.

Rutherford County Bank has offices in Rutherford County. Tryon Federal Bank, Shelby Savings Bank, and Home Savings Bank have offices in Polk, Cleveland and Rockingham Counties, respectively. HomeTrust Bank (formerly named Clyde Savings Bank) has offices in Henderson, Haywood, and Buncombe Counties.

The HomeTrust Banking Partnership is comprised of Shelby Savings Bank, HomeTrust Bank, Tryon Federal Bank, Home Savings Bank, and Rutherford County Bank. HomeTrust Bank has offices in Haywood, Buncombe, and Henderson Counties. Tryon Federal Bank has offices in Polk County, and Home Savings Bank has two offices in Rockingham County. Rutherford County Bank has offices service Rutherford County. Together, the HomeTrust Banking Partnership has assets of over \$1 billion and is the largest mutual bank headquartered in North Carolina and the 2nd largest in the Southeast. Additional information is available at [www.hometrustedbanking.com](http://www.hometrustedbanking.com).

Roger Holland, Chairman of the Board of Cleveland County Chamber of Commerce and also a Director of Shelby Savings Bank, added "I am proud of Shelby Savings Bank for their forward-thinking leadership. Since 1905, Shelby Savings Bank has served Cleveland County, and their investment in our Leadership Cleveland County with benefit the community for generations to come. We hope that this scholarship will encourage additional contributions and participation from businesses and interested individuals."

For more information about Leadership Cleveland, contact Stephanie Trogdon at the Chamber, 704-487-8221. For more information about Shelby Savings Bank, contact Archie Mathis at 704-487-4387.

### August 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!

- August 3** Ambassador Club Monthly Lunch Meeting, Cleveland Country Club, 1360 East Marion St, Shelby; 11:30 a.m.
- August 7** Shelby State of the Community Breakfast; Cleveland Country Club, 1360 E. Marion Street. 7:30 - 9:00 a.m. \$10 for Chamber Members/Rotarians, \$15 for Non-Members/Non-Rotarians. Call the Chamber for reservations by August 3rd, 704-487-8521.
- August 10** Ribbon Cutting: Martin Marietta Aggregates, New Facility; 262 Holiday Inn Drive, Kings Mountain. 11:30 a.m.
- August 16** Congressional Luncheon sponsored by Curtiss Wright Controls Engineered Systems-Flight Systems; North Lake Country Club, 1200 N. Washington Street, Shelby. 12:00 - 1:30 p.m. \$15 for Chamber Members, \$20 for Non-Members. Call the Chamber for reservations by August 13th, 704-487-8521.
- August 17** Ribbon Cutting: Dance Magic, New Member, 218 South Railroad Avenue, Kings Mountain. 11:30 a.m.
- August 22** Ribbon Cutting: Slender Wrap, New Member, 1606 E. Dixon Blvd, Suite B, Shelby. 2:00 p.m.
- August 29** StaffMasters USA and The Small Business Center at Cleveland Community College present Lunch & Learn at Neal Senior Center: "Job Coaching: Mentoring and Teaching Others" 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.
- August 30** Fox Distributing Presents Business After Hours hosted by the Kings Mountain Office of the Cleveland County Chamber. 5:30-7:00 p.m. Call the Chamber for reservations, 704-487-8521.
- August 31** Ribbon Cutting: Merle Norman Cosmetics Studio, New Management, 701 S. Lafayette St, Shelby. 2:00 p.m.