

## The Informer May 2005

The Chamber, 16 West Main Avenue, Taylorsville, NC 28681

Phone: (828) 632-8141; Fax: (828) 632-1096

Visit us on the Web at [www.alexandercountychamber.com](http://www.alexandercountychamber.com)

E-mail us at [delder@alexandercountychamber.com](mailto:delder@alexandercountychamber.com)

**Mission Statement:** *The Alexander County Chamber of Commerce is organized to promote and coordinate the efforts of commerce, industry and the professions in order to maintain and strengthen a healthy business climate and to improve the overall quality of life for the citizens of Alexander County.*



### Chamber Annual Business and Industry Golf Tournament

Tuesday, May 17, 2005

Location: Brushy Mountain Golf Course

*SPONSORSHIPS ARE NEEDED!*



### Sponsorship Packages:

**Corporate Sponsor: \$1,000.00**

(Your name on banner, your name on golf towel, golf ball, you sponsor 2 teams, name in all publicity and on all tee boxes and can set-up on tee box)

**Associate Sponsor: \$600.00**

(Your name on tees or towel, name in all publicity and on tee boxes, can set-up on tee box and sponsor a team)

**Gold Sponsor: \$300.00**

(Includes: 4—some, name at tee box, name in all publicity, can give away anything at tee box)

**Silver Sponsor: \$175.00**

(Includes: 2 team members, name at tee box, name in all publicity)

**Bronze Sponsor: \$100.00**

(Name in all publicity)

**Start?** Shotgun start at 1:00 PM \* **Format?** Captain's Choice (4-some) \* **Cost?** \$50.00 per person  
(Lunch provided before tournament by Bo Jangles.)

**Corporate, Associate, and Gold Sponsors** will be responsible for setting up prior to 12:30 tee time and cleaning their area following the tournament. **Sponsors may promote or give anything away from their tee locations as long as it doesn't interfere with the game.**

*Call the Chamber office for more information ... 828-632-8141.  
Deadline for entries is Friday, May 13, or until filled.*

# Chamber Supports Alexander's Legislators

On January 12, 2005, the Chamber hosted a "listening tour" for U.S. Representative Virginia Foxx at CVCC Alexander Center. Community leaders from education and local government addressed Rep. Foxx on issues they felt needed her attention during her term in Congress. She stated that she felt she was "elected to office to help the county with issues and obstacles it faces."



Rep. Virginia Foxx is shown with community leaders who spoke at the "listening tour." Pictured left to right: Chip Swinnie, Chamber Board President; Denise Elder, Chamber Executive Director; Dr. Cuyler Dunbar, CVCC President; Darrell Robertson, County Commissioner; Jack Hoke, School Superintendent; and David Odom, Taylorsville Town Manager.



The Chamber hosted a "send off" for N.C. Representative Mark Hollo on January 25, 2005, at CVCC Alexander Center. County Commission Chairman William Hammer, Taylorsville Mayor Guy Barriger, and Chamber Board President Chip Swinnie addressed the crowd of well-wishers. Additionally, Chamber Executive Director Denise Elder read a congratulatory letter from U.S. Representative Virginia Foxx, as she could not attend. The Chamber presented Rep. Hollo with a framed copy of the county seal.

## Thanks for the Renewals

March 1-April 15, 2005

### Welcome New Members

#### Senator John Garwood

1118 Legislative Building  
Raleigh, NC 27601-2808  
(919) 733-5742 Fax: (919) 754-3258  
johna@ncleg.net  
John Garwood

#### Mexico Viego

1060 Hwy. 90 East  
Taylorsville, NC 28681  
(828) 635-6685 Fax: (828) 635-6684  
Juan Torres'

Alexander County Smart Start \* American Roller Bearing \* Barnette Tax Service \* BB & T-Bethlehem \* Andrew Benfield Insurance Agency \* Broyhill Furniture Plant # 5 \* Jerry Campbell, Attorney \* Charlotte Copy Data of Hickory \* Coca-Cola \* Craftmaster Furniture \* The Cutting Edge \* Foothills Plumbing Company \* Harris Brown Management \* Hickory Daily Record \* Main Avenue Chiropractic \* Ready Mix Concrete \* Schneider Mills, Inc. \* Shurtape Technologies \* Thrivent Financial for Lutherans \* Town & Country Drug \* Unifour Flooring and Wallcovering, Inc. \*

## April Business of the Month Mitchell Gold



Pictured left to right: Denise Elder, Chamber Executive Director; Jewel Haynes, Production Manager; Reed Krosnick, Plant Manager; Pam Allen, Office Manager and Chamber Board Member; Mike Pennell, Vice President of Manufacturing; Gail Drum, Chamber Board Member; and Roger Turnbow, Vice President of Design.

### HMHEC Joins Chamber

Hickory Metro Higher Education Center (HMHEC) recently joined the Chamber of Commerce. HMHEC's mission is to support and enhance the educational attainment and economic development of the region. Pictured above are Dr. Jane Everson, HMHEC Director; Karen Summey, Business Programs and Conference Manager; and Ann Sperry, Degree Programs Manager. For more information, visit [www.hmhec.org](http://www.hmhec.org) or call Ann Sperry at 324-6966, ext. 2010.



### Passion is the Key to Success

By Sallie Neville Merritt, Director Small Business Center, Catawba Valley Community College

Passion, yes *passion*, should be at the heart of your work. Whether you're thinking of starting a business, or work for an organization, if you truly want to be successful, you need to love what you do.

In one study of millionaire entrepreneurs, researchers attempted to find the common characteristic in all. Was it education? Background? Discipline? The only thing that showed up in each and every person was passion. Each one loved her product or service so much she would have done it even if it hadn't turned into a pile of gold.

But why is passion so important? For starters, you wouldn't mind spending hours and hours doing something you truly enjoyed, and most things, like starting a business, take more time than you imagined. So if you're not passionate about it to begin with, you'll give up way before it comes to fruition.

Alas, most people aren't passionate about their work – it's simply the means to a paycheck. But for those who are fortunate enough and courageous enough to follow their inner calling, it's not only a joy to the person herself, but to all around her.

In this bright New Year take time to think about your work. Is it a heart calling? If not, discover what brings you joy and try to figure out how you can earn a living doing it. If you want to explore starting a business, take a few of the seminars at CVCC's Small Business Center. For a list of titles through June, go to CVCC's website, [www.cvcc.edu](http://www.cvcc.edu), then to Corporate and Continuing Education, then to Small Business Center. Most seminars are only \$5. Or, call me and we can set up an appointment to talk.

You might have heard the expression, "Don't go to your grave with your music still inside you." This year resolve to dance to your *own* tune.

Alexander County  
Chamber of Commerce  
16 West Main Avenue  
Taylorsville, NC 28681

**Bulk Rate**  
**U.S. Postage**  
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**Taylorsville, NC**  
**PERMIT NO. 88**

*Advertise your events in the Chamber newsletter. Have an event, seminar, grand opening, customer appreciation, etc. planned? Call (828) 632-8141 and let us know and we can help you advertise. Your chamber is here to help you and your business.  
Keep us informed!*

## Re-Ordered Christmas Ornaments

Taylorsville High Christmas ornaments are sold out! We still have a limited number of Linney's Mill ornaments. The cost of the ornament is \$15, with an optional stand available for \$1. We are also selling the remaining Lucus Mansion and All Healing Springs ornaments for \$10.00 each. Come by the Chamber office to purchase yours, or call 632-8141 to reserve one.

We will also reorder the very first ornament of the Old Courthouse if enough orders are received. If you are interested in the Old Courthouse ornament, call the Chamber office at 828-632-8141 to be put on a waiting list. The Chamber would like suggestions for the 2005 Christmas ornament. If you have ideas, please call the office.

## Carowinds Tickets

Discount Carowinds tickets are available at the Chamber. Through June 13, 2005, adult tickets will be on sale for \$26.00. These tickets are good for any day during the 2005 season. After June 13, the tickets will be \$32.00, so get yours early. Adult admission at the gate is \$44.99. If you need a large number of tickets, please call the Chamber several weeks in advance so that we can have a sufficient supply on hand.



All Star Realty signs up employees for a door prize.

Curves displays information for potential new members.



YMCA booth presented lots of "Health Solutions."

Pam Allen visits the Alexander County Smart Start booth.



## SPRING FLING AT MITCHELL GOLD + BOB WILLIAMS

On April 27, 2005, Mitchell Gold + Bob Williams Furniture hosted its fourth annual employee "Spring Fling." Area businesses were on hand to offer a sampling of their services/products. Each business sponsored a give-away for the employees. Special events were also held for the children at Lulu's Child Enrichment Center. Pam Allen, office manager and Chamber Board member, coordinated "Spring Fling." The following exhibitors participating in the event: Alexander Chamber of Commerce, Alexander County Fire Dept/Freddie the Fire Truck, Alexander County Health Dept./March of Dimes, All Star Realty, American Red Cross, American Tie Dye, BB & T – Banking and Financial Services, Basic Finance, Blue Cross-Blue Shield of NC, Caron's Jewelry, Chef Susan's Bakery, Consolidated Investments – 401K Putman, Cooper Southern Properties, Curves Fitness Center, CVCC – Alexander County ESL General Info., Deputy Dog, Domestic Violence Resource Center, Family Care Center, Larry Schronce Ford/Schronce Powersport, Main Avenue Chiropractic, Mann Travel, Massage Therapy – Julia Bowman, People's Bank, Premier Mortgage, Sam's Club, Simply Silver Jewelry, Smart Start, Thomas Insurance Services, Inc. (Nationwide Insurance), United Way, Verizon – Cellular Service, and the YMCA.

## Group Insurance for Chamber Members

We are pleased to announce that Western Carolina Industries (WCI) can now provide small business owners with affordable insurance for themselves and employees. Businesses with two or more employees can qualify for small business group insurance through this program. The Chamber of Commerce has partnered with WCI to make this benefit available to Chamber members only. WCI can quote policies to small business employers with a variety of NEW choices for your group health, life, dental and vision-care needs. For over a year WCI and the other employer associations that make up NCAI (North Carolina Associated Industries) have been looking for the right partners to bring additional competition to the healthcare arena for small businesses and to provide cost-effective alternatives for employers in the region.

We believe that the combined buying power of the region's 2,500 employers can help control and hopefully reduce the high costs of healthcare. In order to qualify to remain a subscriber in this plan, continued **Chamber membership is required.** Upon annual renewal of each policy and/or plan, your active membership with the Alexander Chamber of Commerce will be verified.

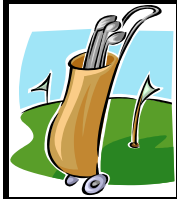
These benefit plan options provide flexibility to employers of all sizes, with fully-insured plans, partially self-funded, and fully self-funded plans. WCI also has innovative alternatives for employers looking for employee cost-sharing and employee-directed health plans.

Access to affordable employee benefits coverage is another advantage of membership in the Alexander County Chamber of Commerce. For more information on this new benefit offered to Chamber members, please contact the Chamber office at 828-632-8141.

## Chamber Business Announcements

- ◆ Watch your television listings for the appearance of The American Tie Dye Company on the May edition of the show, Carolina Traveler. The Tie Dye Company will also be involved in promotions at Hickory Motor Speedway on **June 4, 2005**, and the Hickory Crawdads on **August 20, 2005**.
- ◆ The Stillpoint Center, located at 81 NC Hwy 16 N, Suite D, will hold a ribbon cutting on **June 17, 2005** at 11:30 a.m. On **June 18, 11 a.m.— 3 p.m.**, the Stillpoint Center will hold an Open House with demonstrations of their services and free allergy screenings.

**If your business has an upcoming special event, please contact the Chamber office (632-8141) so that we can advertise it for you. Also, if you know of upcoming community events, please notify the Chamber office so that we can include it in our calendar of events.**



***If your business would like to donate individual door prizes or team prizes for the Chamber Golf Tournament, please call the Chamber office at 632-8141.***