



# THE LAKE LINK

“LINKING THE LAKE NORMAN BUSINESS COMMUNITY”  
Official Publication of the Lake Norman Chamber of Commerce

VOLUME 18, ISSUE 5

May 2005

## CALENDAR OF EVENTS

### MAY

- 6 8:00 A.M. Ambassadors Meeting @ The Chamber
- 10 8:00A.M. BusinessWorks @ The Chamber  
Topic: “Create a Profit Facet”  
Speaker: Ron Salpietra, Headline Marketing Group  
Sponsor: Kwik Kopy Business Center
- 12 11:45A.M. PowerLuncheon @ NorthStone Country Club  
Topic: Preview of Northlake Mall  
Speaker: Phil Morasco, Northlake Mall  
Sponsor: First Citizens Bank
- 12 5:30P.M. Business AfterHours @ The Energy Explorium
- 18 8:00A.M. Current Issues Breakfast @ Acropolis Café & Grill  
“Employment Reference Checks: Do’s & Don’ts”
- 19 3:00P.M. Environmental Meeting
- 23 4:45P.M. Executive Committee Meeting @ The Chamber
- 23 5:30P.M. Board of Directors Meeting @ The Chamber
- 26 8:00A.M. Leadership Lake Norman @ The Chamber
- 30 Chamber Closed – Happy Memorial Day

### JUNE

- 3 8:00 A.M. Ambassadors Meeting @ The Chamber
- 9 5:00 P.M. New Member Reception @ The Chamber  
Presenting Sponsor: BellSouth-The Real Yellow Pages  
Gold Sponsor: Enterprise Printing
- 14 8:00A.M. BusinessWorks @ The Chamber
- 16 5:30 P.M. Business AfterHours
- 27 4:45 P.M. Executive Committee Meeting @ The Chamber
- 27 5:30 P.M. Board of Directors Meeting @ The Chamber

## The Chamber Partners With The Solomon House To Create Summer Camp Benefiting Hispanic Children

The Lake Norman Chamber has put the resources of its membership behind the efforts of a summer camp for Hispanic children. Partnering with The Solomon House in Huntersville, the program called Project Enlace 20/2 will offer scholarships for 20 area Hispanic youths. The scholarships will allow children in grades four to six to attend two weeks of summer day camp in the Lake Norman area. The chamber hopes the children will experience new adventures through arts, outdoor activities, and education.

John Foster, the chamber’s Vice Chairman of Community Affairs, believes this project is a great opportunity for the business community to reach out to a segment of the region in need. The Chamber will work with the Solomon House to help bridge the financial gap of needed funds for Hispanic Children to take part in summer camps and take part in activities that would not normally be available to them. “This is very important for children in grades 4-6,” said Foster. “Hopefully Project Enlace will build relationships between our business community and Hispanic families and let them know how much we care and how important they are to our community.”

Cyndi Jo Brady, the executive director for The Solomon House acknowledges the project was initiated following a survey targeted toward the Hispanic communities in the Lake Norman region. The survey, which focused on health and human service issues, indicated an overwhelming desire and need to place Hispanic children in summer camps, however, the resources were unavailable for the

working poor. It is the hope of The Solomon House and Lake Norman Chamber to provide positive venues which will offer further exposure to art, education and recreational activities and in turn enhance a stronger community as a whole.

### HOW CAN YOU HELP?



Project “Enlace” 20/2 is looking for individuals and companies to provide sponsorships for area children. Each donor is asked to sponsor a child for 1 week at \$125.00 or 2 weeks at \$250.00. Checks may be made out to The Solomon House with Project “Enlace” 20/2 placed in the memo section. The mailing address is P.O. Box 1087, Huntersville, NC 28070.

In addition to Project “Enlace” 20/2, the Lake Norman Chamber and The Solomon House will be partnering to offer a weekly “fun in the sun” day at area Hispanic neighborhoods during the month of July. These “mini-camps” will focus on faith-based themes presented through art, drama and outdoor activities. You may also choose to donate to these activities through volunteer hours or donations toward art supplies and snacks. For more information, contact John Foster at (704) 948-1750.

# BUILDING OUR FUTURE

## *Institute of Political Leadership*

*By Joni Davis*



*Joni Davis*

Nearly two years ago the Lake Norman Chamber of Commerce held its first Institute of Political Leadership. This IOPL created an opportunity to learn the basics of running for public office or assisting with campaign strategies. Even though each participant did not run for an elected position, I am proud to say that each continues to be very involved politically.

You might ask why the Lake Norman Chamber of Commerce would sponsor this type of leadership session. In our routine surveys of what you need from your Chamber, it continues to be apparent that you believe good government and good elected officials are keys to our success. Providing the fundamentals is a means to help those who have an interest in

politics feel more confident voicing their interest and possibly involving themselves in the political arena.

This year we will hold the IOPL on Saturday, June 18 at the new Lake Norman Chamber facility on West Catawba Avenue. Beverly Dickson, our chairman of Public Policy, has asked the Executive Director of the North Carolina Institute of Political Leadership to lead this one-day session. Several folks have asked me if you need strong base of understanding about politics and government to be considered – absolutely not. We will offer standard instruction around campaign strategies, fundraising, media training, issues in the community, board of election requirements and town governance. The purpose of this session is not to test what you know, but provide educational instruction for a fun and meaningful day.

If you are interested in applying for this session, please contact the Lake Norman Chamber at (704) 892-1922 for more information. The session is at no cost to participants but all are required to attend the full day.

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## **2005 NASCAR NEXTEL All-Star Activities to Include New Pit Crew Challenge and Trophy Tour**

*Fans offered more ways to influence who races for the \$1 million purse*

Nextel Communications Inc., Lowe's Motor Speedway, NASCAR and the North Carolina Local Organizing Committee have announced the events taking place during the 2005 NASCAR NEXTEL All-Star Challenge, the week of May 21 in Charlotte, N.C. The NASCAR NEXTEL Pit Crew Challenge, the first event of its kind to be officially sanctioned by NASCAR, the NASCAR NEXTEL All-Star Challenge Trophy Tour and more ways for fans to vote in the Nextel All-Star Challenge Sweepstakes have all been added to the 2005 agenda in a collaborative effort by these parties to create a one-of-a-kind all-star experience.

The NASCAR NEXTEL All-Star Challenge is the marquee event of the week and is a race between drivers who have won a NASCAR NEXTEL Cup Series points race in the 2004 or 2005 seasons, as well as previous event champions who remain active in the series. The NASCAR NEXTEL All-Star Challenge activities will include:

The first NASCAR NEXTEL Pit Crew Challenge presented by Motorola will take place at 7:00 p.m., on Thursday, May 19, at the Charlotte Coliseum. The only event of its kind officially sanctioned by NASCAR, this inaugural contest will pit the nation's favorite over-the-wall athletes against each other in seven head-to-head skills competitions designed to showcase the talents of NASCAR's top crew members and identify the top pit crew specialists and overall pit crew. Components of the competition include individual and team contests

for tire men, gas men and jack men, and the winners will earn more than \$200,000 in guaranteed cash and prizes.

Tickets for the event are available for \$10 and can be purchased through Ticketmaster, Lowe's Motor Speedway ticket office, at each stop of the NASCAR NEXTEL All-Star Challenge Trophy Tour or by calling (704) 455-FANS. Children under 12 will be admitted for free. At the event, charitable contributions can be made to NASCAR Day, a celebration of NASCAR spirit that benefits Victory Junction Gang Camp, Speediatrics and Speedway Children's Charities.

"Taking the event to a statewide level, fans will have the opportunity to see the 2005 NASCAR NEXTEL All-Star Challenge trophy during its multi-city tour through North Carolina in the 10 days leading up to the race," stated Sally Ashworth, executive director of the Lake Norman CVB. The tour will kick off on the steps of the Capitol in Raleigh on Tuesday, May 10, with a public address from state representatives. Show cars, haulers, contests and prizes will also be part of the NASCAR NEXTEL All-Star Challenge Trophy Tour festivities. From Raleigh, the tour will travel to Camp LeJeune, Wilmington, Fort Bragg and Pope Air Force Bases, Kannapolis, Greensboro, Asheville, Mooresville and Concord before arriving at the Charlotte Coliseum for the NASCAR NEXTEL Pit Crew Challenge on May 19.

Fans are also encouraged to visit [www.nascar.com](http://www.nascar.com) for NASCAR NEXTEL All-Star Challenge event updates, news and access to the Nextel fan voting page.

# Summer Time's Calling Me



Bill Russell

Ask me to think about summer and the things that come to mind are lazy days in the hammock with a good book, walking barefoot on the beach with the summer breeze blowing through your hair, and cool beverages on the boat. These are just a few of the images that flood my recreationally deprived mind.

There was a time though that summer meant something quite different. Splashing in the pool, summer trips to Six Flags or the beach, picnics, and summer camps.

Each year from fifth grade until high school I attended summer camp. Early in the summer I attended Camp Cherokee with the local YMCA. Later in the summer I attended Camp Bethelwoods which was sponsored by my church.

Camp was fun! The week was filled with swimming, crafts, outdoor games – and girls! It was a chance to leave home without having to make your bed, mow the lawn, or carry out the dreaded garbage. Instead we cooked on an open fire, sang songs around the fire in the

evening, and we told ghost stories that we hoped would scare the girls in the camp.

Looking back, I cannot imagine a boyhood without summer camp! However, there are those who simply cannot afford camp. It probably comes as no surprise to learn that Hispanics are the largest and fastest growing minority group in the U.S. Until now, their presence has been largely an urban phenomenon as roughly 90% of Hispanics reside in Metro areas.

Not long ago, the Solomon House in Huntersville initiated a survey targeted toward the Hispanic communities in the Lake Norman region. The survey, which focused on health and human service issues, indicated an overwhelming desire and need to place Hispanic children in summer camps. Sadly, the financial resources just are not there for many of these families.

The Chamber and The Solomon House have teamed up to create scholarships for at least 20 Hispanic children. If you or your business can help, please consider contacting the chamber about "Project Enlace."

We have the chance to make this a summer those children will cherish. It's a very small investment but it will make a very big difference. It will be a summer they will forever remember.

Bill Russell  
President

## LAKE NORMAN CHAMBER OF COMMERCE - BOARD OF DIRECTORS

### **Chairman**

Joni Davis – Duke Power

### **Chairman Elect 2006**

Randy Marion – Randy Marion Chevrolet/  
Geo/Pontiac/Buick

### **Immediate Past Chairman**

Mike Foster – Regions Bank

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Gayle G. Lang – Lang, Herrick & Company, CPA

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Karen Lawrence – It's My Affair

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Beverly Dickson – Central Piedmont  
Community College-North

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John Hettwer – Payroll Plus, Inc.

### **Vice Chairman, Community Affairs**

John Foster – Foster's Frame Design & Gallery

Woody Washam – Catawba Valley Bank

Chip Scholz – Scholz & Associates

Cathy Bentz – Bentz & Associates, P.A.

Tim Holder – EnergyUnited

Arlene Arciero – Business Defense Solutions

Chris Angelino – Citigroup-Smith Barney @ Lake  
Norman

John Kurti – K-squared, Inc.

Barbara McCall – Ladd, McCall & Associates,  
CPAs, P.A.

Norris Woody – AXA Advisors

Paul Smith – Lake Norman Regional Medical  
Center

Lois Inglad – Carolinas Health Care System

Tracey Boy-Bethune – Allen Tate Realtors

Charles Knox, Jr. – The Knox Group, Inc.

Thom Tillis – Town of Cornelius  
Commissioner

John Woods – Town of Davidson  
Commissioner

Sarah McAulay – Town of Huntersville  
Commissioner

### **Chamber Staff**

Bill Russell – President

David Kight – Vice President of Sales &  
Marketing

Sandy Wingo – Finance and Administrative  
Assistant

Ginny Nelson – Director of Membership Services

RENEWING MEMBERS	YEAR JOINED	RENEWING MEMBERS	YEAR JOINED	RENEWING MEMBERS	YEAR JOINED
AAA-O Saltshaker Marine	1993	ElectriCities	2001	North Harbor Club	2003
Acropolis Café & Grille	2001	ERA Knight Realty, Inc.	1993	Northcross Insurance Associates	2004
AllOver Media	2004	Foamex International, Inc.	2001	Peggy's Alterations	1997
American Express Financial Advisors	2001	Furniture Now, Inc.	2003	Preferred Financial Strategies	1995
Anderton Corporation	1995	Growing Up Pediatrics	2000	Primary Care Associates	2004
Auto Sports By The Lake	2004	Hills Communities of Charlotte, Inc.	2003	PSI Control Solutions	2002
Ballas Chiropractic @ Northcross	2003	Historic Latta Plantation	1993	Quality Inn	1999
Bellacino's Pizza & Grinders	1999	Huntersville Family Fitness & Aquatics	2004	Rotary of Lake Norman-Huntersville	2000
Binswanger Glass	2000	Il Giardino	2004	S & R Services, Inc.	1995
Birkdale Golf Club	1997	Image Promotions, Inc.	2003	Sandra L. Knox, P.C.	2000
BoomTown Advertising	2001	Ingersoll-Rand Company	1988	Secret Ingredients, Inc.	2004
Brennan Law Firm, PLLC	2004	Jackson Insurance Services, Inc./		Sharin' Foodservice Sales, Inc.	1989
Business Defense Solutions	2001	Nationwide Ins.	1991	Sleep Inn-Lake Norman	2001
Cabarrus Concrete Company	2002	Knit One, Stitch, Too	2001	Summit Sedgebrook	1999
Carriage Club Apartments	2000	Ladd, McCall & Associates,		Surane & Pross, PLLC	1999
Charlotte Metro Credit Union	2004	CPA's, PA	2002	TamSan Designs, Inc.	2001
Christopher Kemp, PC	2000	Lake Norman Times	1993	technocom	2002
Computer Troubleshooters- Lake Norman	2003	Lake Norman YMCA	1991	The Glens at Birkdale Commons	2004
Courtyard by Marriott	1998	Leading Edge	2001	The Good Life Food Company, Inc.	2001
Davidson Consulting Group	1997	Leapfrog Document Services, Inc.	2003	THE LAKE Insurance Agency	1998
Dealer Imports, Inc.	1989	Lowe's	1997	Ubuidlt - Lake Norman	2003
Dixon Hughes, PLLC	2004	M&M Graphics, Inc.	1995	Verdict Ridge Golf & Country Club	2000
Edinburgh Square, LLC	2000	Microban Products Company	1996	Visual South	1997
		Mid Carolina Cardiology	1999		

## MEMBER LINKS:

- Lou Mintzer and Gus Gustafson** are teaming up for a big charity bass tournament on June 18, 2005. They will be raising money for the **Victory Junction Gang Camp**, for chronically ill children. The anglers will be donating any prize money back to charity. They are hoping to borrow a new bass boat and bass fishing equipment from the manufactures. The rods and reels will be part of the raffle prizes. Call Lou @ 704-451-9833 or Gus @ 704-617-6812 if you want to help them or to get more information.
- The **Ada Jenkins Center** will be presenting a Home Tour and Silent Auction on Thursday, June 2, 2005 from 7:00 – 9:00 P.M. at the home of David Goodrum an accomplished hunter and marksman. The address is 18145 Nantz Road in Cornelius. The cost is \$30.00 per person at the door, \$25.00 per person/\$40.00 per couple in advance. To purchase tickets, contact Martina Fern at 704-896-0471 x 100 or [martina.fern@adajenkins.org](mailto:martina.fern@adajenkins.org) Please join us for an evening of Safari Adventure Lake Norman style.
- Walker Family Chiropractic** is sponsoring a Lake Norman Relief Fund. The event, an Annual Fund Raiser Yard Sale & More will be held Saturday, May 28th at 8:00 a.m. at 18635 Old Statesville Rd., Cornelius at the corner of Hwy 115 and Bailey Road with the proceeds to benefit local families in need.
- Lake Norman Realty's** President, **Abigail Jennings**, would like to congratulate Sales Associate, **Asa Klemack** who has recently been accepted to represent Lake Norman Realty in the Charlotte Regional Realtor® Association Leadership Program. Also congratulations to **Priscilla Senecal**, General Manager of Lake Norman Realty, Inc. on achieving the title of North Carolina Real Estate Educators Association (NCREEA) Educator of the Year Award 2004.



TIM HEGE

BRANCH MANAGER

LOAN OFFICER

18809 W. CATAWBA AVE. STE. 101  
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# MEMBER NEWS



*Riley's at the Lake is fairly new to the Cornelius area, located at 1970 Bethel Church Rd., it is quickly becoming the spot to be for good food, fun and a laid back atmosphere. Their menu has anything from oysters, crab legs, steaks and ribs and is priced to fit any budget. Riley's is open for lunch, dinner and late nights every day of the week. They also do Sunday brunch starting at 10:30 A.M. Come by Riley's to enjoy great food, relax and watch the big game on their 15 televisions.*



*John Dyer & Associates, Inc. – Process Innovation is a new consulting group which specializes in helping businesses become more profitable by teaching and applying the tools and principles of Lean Thinking, Six Sigma, Leadership Facilitation, Accelerated Change, and other Process Improvement methodologies. Please call (704)658-0049 for more information.*



*Dilworth Coffee House is owned by Rick and DeAnn Saver. It is located at 9606 Bailey Road – Suite B (next to 131 Main) in Cornelius. Please come by and enjoy a great cup of coffee with us. Hours of operation are Monday - Thursday 6:30 a.m. – 9 p.m. and Friday – Saturday 6:30 a.m. until 10 p.m. Dilworth Coffee serves Lattes, cappuccinos, frappes, Smoothies, Bagels, Muffins, cakes, and Blue Bell ice cream. Please call 704-971-1600 for more information.*



*Document Imaging Solutions is a Statesville based; Iredell County owned digital office solutions provider. The Document Imaging team is lead by Bruce Cook (President); Mark Hawks (Vice-President); and Bobbie Cartner (Director of Service). Document Imaging Solutions is a factory authorized dealership for Panasonic Document Imaging Company. The focus at Disc is to provide the hardware and service support to assist businesses small and large in producing copies, prints, scans and faxes at the lowest cost possible. Contact Disc at 704-873-5419; or visit our website at [www.choosedisc.com](http://www.choosedisc.com).*



*Dr. Jennifer Lidstrom, clinic director of Lakeside Sports Chiropractic Center, had her ribbon cutting ceremony on April 1, 2005 at her new location in the Oakhurst Professional Village. Dr. Lidstrom is Lake Norman's only Certified Golf Injury Specialist, and is now accepting new patients. Lakeside Sports Chiropractic Center is not only limited to the treatment of sports related injuries, but to all injuries. Call 704-896-8446 to schedule your appointment today!*

# WELCOME NEW MEMBERS!

*Please extend a warm hand of welcome to the following companies who have submitted applications to join the Lake Norman Chamber of Commerce. Be a good partner ... remember these companies when you do business!*

## **Creative Communique**

Sharon-Kaye Hector  
11246 Wescott Hill Drive  
Huntersville, NC 28078  
704-992-1701  
Category: Website Application  
Development  
Sponsor: Dave Kight, Chamber

## **Freely Worship, Inc.**

David Poindexter  
PO Box 481925  
5205 Eagle Creek Drive  
Charlotte, NC 28269  
Category: Civic Groups & Non Profits  
Sponsor: Arlene Arciero, Business  
Defense Solutions

## **Helen Adams Realty**

Bob Dellinger  
8600 Sam Furr Road – Suite 150  
Huntersville, NC 28078  
704-439-3300  
Category: Real Estate/Residential  
Sponsor: Dave Kight, Sponsor

## **ALLTEL Communications**

Ken Dillman  
20619 Torrence Chapel Road  
Suite 116  
Cornelius, NC 28031  
704-716-3366 Fax: 704-716-1152  
Category: Telecommunications  
Sponsor: Ginny Nelson, Chamber

## **Prudential Carolina's Realty**

Team Nadine Roberts  
2489 North Hwy. 16  
Denver, NC 28037  
704-361-9183  
Category: Real Estate/Residential  
Sponsor: Dave Kight, Chamber

## **Inland Mid-Atlantic Management Corp.**

Tammy Cox  
7422 Carmel Executive Park Drive  
Suite 300  
Charlotte, NC 28226  
704-527-4555 Fax: 704-527-4599  
Category: Real Estate/Commercial  
Sponsor: Dave Kight, Chamber

## **Lowe's Companies, Inc.**

Brian Peace  
PO Box 1000  
1000 Lowe's Blvd.  
 Mooresville, NC 28115  
704-758-1000  
Category: Retailer – Home Improvement  
Sponsor: Dave Kight, Chamber

## **In Motion Fitness, Inc.**

Todd Bergeron  
19911 A Bldg. D – North Cove Road  
Cornelius, NC 28031  
704-895-8000 Fax: 704-895-8075  
Category: Fitness  
Sponsor: Dave Kight, Chamber

## **Snip Its**

Debra Prince  
8625 Lindholm Drive  
Huntersville, NC 28078  
704-987-0940  
Category: Beauty Salons & Services/  
Barbers  
Sponsor: Judith Deal, JBD Publications

## **Allen Tate Realtors**

704-574-3680  
Associate Member  
Category: Real Estate/Residential  
Sponsor: Dave Kight, Chamber

## **Northcross Lighting**

Jason Cordell  
100 S. Maxwell Avenue – Suite F  
Huntersville, NC 28078  
704-948-7822 Fax: 704-948-7846  
Category: Landscape Lighting  
Sponsor: Ginny Nelson, Chamber

## **Self Defense America**

Mona Doyle  
PO Box 3576  
127-B Cedar Pointe Drive  
 Mooresville, NC 28117  
704-799-9734 Fax: 704-799-0936  
Category: Martial Arts  
Sponsor: Ginny Nelson, Chamber

## **IcyWaves, Inc.**

Jammi Allen  
20545 Torrence Chapel Road  
Suite B  
Cornelius, NC 28031  
704-895-7873 Fax: 704-895-7822  
Category: Retail/Shopping Malls  
Sponsor: Dave Kight, Chamber

## **Barefoot Watersports**

Robert Marum  
19000 B Catawba Avenue  
Cornelius, NC 28031  
704-896-2121 Fax: 704-896-6642  
Category: Boat Sales/Service/  
Storage/Marinas  
Category: Ginny Nelson, Chamber

## LAKE NORMAN CONVENTION AND VISITORS BUREAU

### **CHAIRMAN**

NORRIS WOODY – CORNELIUS, AXA ADVISORS

### **VICE CHAIRMAN**

WOODY WASHAM – CORNELIUS,  
CATAWBA VALLEY BANK

### **SECRETARY/TREASURER**

JOHN KURTI – CORNELIUS, K-SQUARED, INC.

### **BOARD OF DIRECTORS**

#### **TOWN REPRESENTATIVES:**

SUSAN MEDLIN – CORNELIUS  
TBD – DAVIDSON  
JILL SWAIN – HUNTERSVILLE

#### **HOTEL REPRESENTATIVES:**

JEANNA HOFFMAN – CORNELIUS, HAMPTON INN  
GORDON CLARK – DAVIDSON, DAVIDSON VILLAGE INN

#### **RESTAURANTS/ATTRACTIONS REPRESENTATIVES:**

MELISSA MANNING – HUNTERSVILLE, HAWTHORN  
SUITES & RAMADA LTD.

CLIFF CHAMPION – CORNELIUS, CHAMPIONSHIP  
YACHT CHARTERS

BILL GIDUZ – DAVIDSON, DAVIDSON COLLEGE  
MOLLY BURROUGHS – HUNTERSVILLE, HFFA

**PRESIDENT, LAKE NORMAN CHAMBER –**  
W.E. "BILL" RUSSELL

#### **EX OFFICIO:**

GUS GUSTAFSON – SHERRILLS FORD, LAKE NORMAN  
VENTURES, INC.

KIMBERLY THAXTON – MOORESVILLE, NEWPORT  
PROPERTIES

BROOKS BOSTIC – CHARLOTTE, CAROLINA  
HOSPITALITY

#### **CVB STAFF**

SALLY ASHWORTH – EXECUTIVE DIRECTOR

SUZANNE ABERNETHY – VISITOR CENTER ASSISTANT  
P.O. BOX 760, CORNELIUS, NC 28031  
(704) 892-0965, FAX (704) 892-5313  
WWW.LAKENORMANCVB.ORG  
E-MAIL: ASHWORTH@LAKENORMAN.ORG

SMALL BUSINESS SEMINARS

# BusinessWorks

EDUCATION & NETWORKING

**BUSINESSWORKS PROGRAM FOR  
TUESDAY, MAY 12, 2005  
8:00 A.M.**

*The BusinessWorks Program is a series of small business seminars providing educational networking opportunities for chamber members and interested people in the community. Anna Davis and Pat Heidrich are co-chairpersons for the program this year.*

## **Everything You Ever Learned About Marketing Is Wrong!**

*Attend the May BusinessWorks To Find Out Why*

**M**ost people don't get this simple truth: Marketing's job is to facilitate your prospect's decision-making process and cause them to say "I would have to be an absolute fool to do business with anyone else but you...regardless of price!"

Do your advertisements, brochures, websites, etc. do that? Do you want them to? If so, then you need to attend the May BusinessWorks program entitled "Create A Profit Faucet", on Tuesday, May 10, 2005 at 8:00 a.m.

The landscape of business has changed over the last 5 to 10 years. Just being aggressive doesn't cut it anymore. Sales skills alone aren't enough. You need to distinguish your business from the pack. In the "Create A Profit Faucet" seminar, Ron Salpietra of Headline Marketing Group will explain how to systematize your marketing so that it produces very predictable, profitable results, and how you can set the standard within your industry to ensure that prospects come to you FIRST. You will hear how to build a case of marketing evidence to defend your product or service, and how to eliminate price competition and compete on value instead.

Headline Marketing Group is a licensed agent of Y2Marketing that works with businesses of all types to implement the patented, proven "Monopolize Your Marketplace" marketing system – helping businesses to separate themselves from their competition...and then eliminate them!



*Anna Davis and Pat Heidrich are pictured with April BusinessWorks sponsor Tim Hege, Coastal Mortgage Services, Inc. and speaker Terri M. Manning, Ed. D and Bobbie Fields from The Center for Applied Research with CPCC.*

All businesses attending the May BusinessWorks program will receive a FREE copy of the Monopolize Your Marketplace 2 CD-set audio program and a chance to win a FREE copy of the "Monopolize Your Marketplace" book – an authoritative, hands-on guide to success in marketing, advertising and business. Someone is going to monopolize your marketplace – will it be you?

Ron Salpietra of Headline Marketing Group will lead this informative program on May 10th. The May sponsor is Kwik Kopy Business Center.



**BIRKDALE VILLAGE**  
16735-A Cranlyn Road  
Huntersville, NC 28078  
704-987-0111  
FAX: 704-987-1152  
[www.kkbconline.com/103](http://www.kkbconline.com/103)  
email: [kkbc\\_103@kkbconline.com](mailto:kkbc_103@kkbconline.com)

**MORRISON PLANTATION**  
111-A Market Place Avenue  
 Mooresville, NC 28117  
704-663-5588  
FAX: 704-663-3311  
[www.kkbconline.com/203](http://www.kkbconline.com/203)  
email: [kkbc\\_203@kkbconline.com](mailto:kkbc_203@kkbconline.com)

## **SPECIAL THANKS**

Midge Barna ~ Volunteer  
Ellie Foster ~ Volunteer  
Whit Whitney ~ Volunteer

Customer One Solutions ~ Website and Broadcast e-mail management  
Managing Chamber e-Link Newsletter  
Choice USA Beverage, Inc. ~ Beverages for Chamber Meetings

# VISITORS SPENDING UP FOR 2004 - GREAT NEWS FOR THE STATE



**Sally Ashworth**  
Executive Director

The past eighteen months have been great for the Lake Norman region with events such as the World Diving Competitions in Huntersville, the BassMasters Classic and BassMasters CITGO Tour Stop for Lake Wylie and Lake Norman, our regional softball events, the Nextel races, and many others.

The area hotels, restaurants, and retail stores have felt the economic impact that visitors spending brings to the lake region.

It is very rewarding to see that the efforts to market the lake as a destination for sporting and recreational events are paying off.

This past month some of the officers from the Lake Norman Convention & Visitors Bureau and the Lake Norman Chamber attended the North Carolina Governor's Conference on Travel & Tourism. It was a chance to hear first hand the plans the state has for travel & tourism and an opportunity to strengthen the relationships we have with other tourism agencies.

Travel and tourism offices were excited to hear that visitors to North Carolina spent \$13.2 billion in 2004, which is an increase of 4.9% from the previous year and the largest single-year increase since 2000. North Carolina's tourism industry brought the state 49 million visitors in 2004, and generated \$13.2 billion in revenue last year for the state. Motorsports businesses contribute approximately \$5 billion a year to the state's economy and provide more than 24,000 direct and indirect jobs.

Governor Mike Easley has said. "The travel and tourism

industry is an important industry in this state and I am committed to maintaining our reputation as a top travel destination."

Also included in the budget are incentives to attract new film productions to North Carolina. The new incentives will eliminate a one percent sales tax on goods used in production and allow occupancy tax refunds for productions that use hotel rooms for 30 full days. The governor also plans to create a grant program that would be used statewide to recruit competitive new film production.

Some may be surprised to know that North Carolina ranked eighth in domestic travel volume in the United States in 2004, behind California, Florida, Texas, Pennsylvania, New York, Illinois and Ohio.

The economic impact figures shared at the conference are the preliminary results of an annual study of economic impact of the travel industry in North Carolina conducted by the Travel Industry Association of America. The study uses tax revenue data to determine the overall economic impact of travel from both domestic and international sources. In 2004, total domestic expenditures saw an increase of 4.9 percent to \$13.2 billion, up from \$12.6 billion in 2003.

The travel and tourism industry employs nearly 183,000 North Carolinians. The tourism industry generated a total of more than \$2.2 billion in tax revenues, including about \$1.1 billion in federal taxes. State tax revenue totaled more than \$710 million through state sales and excise taxes, and taxes on personal and corporate income. More than \$437 million in local taxes were generated from sales and property tax revenue from travel-generated and travel-supported businesses.

This is great news for the state and great news for the Lake Norman region!

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## ENVIRONMENTAL COMMITTEE TO HEAR PRESENTATION ON MARSHALL STEAM STATION IMPROVEMENTS

Chamber members can hear first hand the improvements being made at Duke Power's Marshall Steam Station on Thursday, May 19 at 3:00 PM at the chamber office. Bob Drum, Outage Manager for Duke Power will give an overview of the planned improvements. Drum will provide background on the Marshall Steam Station Scrubber project, provide an update and answer questions.

The Marshall Steam Station Scrubber project will reduce the sulfur dioxide emissions at Duke Power's Marshall Steam Station by approximately 90 percent. The \$400 million project is the first of a series of environmental retrofits Duke Power is undertaking on its coal-fired power plants in North Carolina, stemming from the passage of the state's landmark 2002 clean air legislation. This project is a major step in Duke Power's \$1.5 billion program to reduce air emissions from our coal-fired power plants far below federal limits.

A flue gas stack, or "scrubber," is rising quickly at the behest of a continuous concrete pour of six to 12 inches per hour. The scrubber, designed to reduce sulfur dioxide emissions, will reach 315 feet in height and 82 feet in diameter at its completion. The scrubber removes sulfur dioxide by injecting a mixture of limestone and water into the emissions stream after it leaves the boilers. The first phase of the project will be completed by the fall of 2006 and the entire project will be on line by the summer of 2007.

Marshall is the first of Duke Power's generating facilities to use the scrubber technology. There are plans to install similar equipment at Belews Creek, Allen and at one of the units at Cliffside.



## BUSINESS LEADERS TOUR CHARLOTTE MECKLENBURG UTILITIES

Participants in the Chamber's Leadership Lake Norman program got a first hand look at the Charlotte Mecklenburg Utilities Department when it toured the McDowell Creek Waste Water Treatment Plant and the North Mecklenburg Water Treatment Plant. North Mecklenburg's plants are the largest public water and wastewater utility in the Carolinas. Charlotte-Mecklenburg Utilities serves more than 700,000 customers in the City of Charlotte and greater Mecklenburg County including the towns of Matthews, Mint Hill, Pineville, Huntersville, Davidson, and Cornelius.

More than 6,600 miles of water and wastewater mains ensure that water is delivered from one of three water treatment plants to homes or businesses and that wastewater is safely delivered to one of five wastewater treatment plants. According to Cam Coley,

Community Information Director of Charlotte-Mecklenburg Utilities, the Water Treatment Plant has a capacity of 242 million gallons per day (mgd) and the estimated active water service connections is 219,474. The "Average Daily Demand" is 104.6 mgd. The all-time record demand of 156.3 mgd was set on June 17, 2002. There are 3,370 miles of water mains.

The wastewater treatment plant has a capacity of 117.6 mgd with an estimated active sewer service connections of 191,148. The average daily treatment is 80.891 mgd with 3,297 miles of wastewater mains.

In addition to touring the Charlotte Mecklenburg Utilities plants, the group heard presentations from the Charlotte Area Transit System, North Carolina Department of Transportation, and Duke Power's Marshall Steam Station.

**Don Flowe**, a participant in this year's

program thought the session was particularly beneficial. "Though all of the leadership sessions have been informative, the Community Infrastructure session was especially important. One of the biggest challenges in North Mecklenburg and Lake Norman is providing adequate infrastructure. We were introduced to leaders who are working to deliver water, road, rail, and power resources to our growing region. They provided a great overview of what is being done and what needs to be done to prepare for the needs of our homes and businesses in the future."

**Kate McIntyre**, another participant in the program added, "What a difference a drop makes.

"That's just one thought I took away from the program." Not only was I amazed at the daily consumption of water in the Charlotte area – 100 million gallons—but I left with an appreciation of how we take for granted that clear, clean water will come out of our faucets. Charlotte, unlike other parts of the county, is poised for growth partly because of the Catawba rivershed (which actually is a series of lakes – who knew?). It was pointed out that we're actually drinking the same water the dinosaurs drank – water is recycled endlessly. Delivering water to our homes and businesses is a fascinating combination of high-tech and low-tech technologies."



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## MICROSOFT FUNDS NEW COMPUTER LAB AT ADA JENKINS CENTER

*Grant worth more than \$51,000 in cash and software activates program designed to bridge the digital divide, promote lifelong learning*

The Ada Jenkins Center, a community center offering a variety of education, health and human services to the north Mecklenburg and south Iredell area, has received a grant from Microsoft worth more than \$51,000 in cash and software-licensing payments to implement the Ada Jenkins / Microsoft Computer Bridges for Tomorrow Technical Learning Center. This grant is part of Microsoft's Unlimited Potential (UP) program, the company's global initiative focused on promoting digital inclusion and increased access to technology skills training in underserved communities.

The Ada Jenkins / Microsoft Computer Bridges for Tomorrow Technical Learning Center will use the grant from Microsoft to provide a computer training curriculum and regular computer access for local residents. Additionally, the center will offer programs to foster economic development and job seeking skills and facilitate creative technical learning in an effort to build stronger, self-sufficient cyber communities.

"Microsoft has long believed that inside each and every person there is great potential – for many, however, economic and cultural issues impede their abilities to harness this power and achieve their goals," said Microsoft Charlotte Site Director Kevin Collins. "That is why we created our Unlimited Potential program. The Ada Jenkins Center works tirelessly to help residents from many different communities realize their full potential. Giving the resources is the easy part, but working hands-on to help people transform their lives like the Ada Jenkins Center does everyday is where the real magic occurs. We feel privileged to be a part of these efforts."

"The Ada Jenkins Center is vital to our community. This grant will enhance services providing members of our community with access to technology," says Davidson Mayor Randy Kincaid. "Technical outreach initiatives are so important today. With this generous grant, we will be able to provide technical education to our residents,

giving them a chance to become tech-savvy, thus increasing their chances for better education and employment."

Lake Norman Chamber President Bill Russell adds: "The Microsoft Computer Bridges for Tomorrow" grant is a significant

corporate contribution which will play a critical role in the success of the Ada Jenkins Center as it reaches out to those individuals needing a helping hand. This important outreach program serves a segment of the population who can reach their potential, if only they have the resources to enrich and nurture their skills. The Lake Norman region is fortunate to have the staff of the Ada Jenkins Center who work tirelessly to make our communities a much better place to work and live. Their work, however, would not be possible without the generous contributions and support of outstanding corporate citizens like Microsoft and the other businesses and citizens who contribute annually to the Ada Jenkins Center."

### About the Ada Jenkins Center

The Ada Jenkins Center is dedicated to helping neighbors in the communities surrounding Lake Norman. The sixteen programs at the Center fall into the following categories: Youth Education, Medical and Dental, Families in Crisis and Economic Independence. The Ada Jenkins Center has been recognized as a "Model Organization for Building Communities of Caring" by the Duke University School of Divinity. For additional information, please contact Martina Fern at (704) 896-0471 x100 or [martina.fern@adajenkins.org](mailto:martina.fern@adajenkins.org).



Don Grady, Chris Choate, Chamber President Bill Russell, Mayor Randy Kincaid, Kevin Collins, Martin Kerr, John Knox, Jeff Barnett, and Martina Fern.

## APPRENTICESHIP 2000 – *Free college AND a paycheck...*

Too good to be true? Not for some area high school students and recent high school graduates. For twenty-nine people, this is a reality. It's called Apprenticeship 2000.

Established in 1995, Apprenticeship 2000 is a state certified school-to-work program offering qualified individuals the opportunity to earn while they learn. This innovative training program is sponsored by five partner companies (Blum, Max Daetwyler, Ameritech, Timken and Sarstedt) covering Mecklenburg, Iredell, Lincoln, Gaston and Catawba counties.

Here's how it works. Representatives from the sponsoring companies introduce tenth and eleventh graders to the Apprenticeship 2000 program. Interested students are invited to attend Open Houses at the sponsoring companies (parents are invited, too!) and later to be part of a weeklong orientation. This screening process enables students to "see it, hear it and do it", which helps students and sponsors further evaluate their interest in each another.

Qualified students participate in a seven-week summer internship. To be qualified, eleventh graders must be at least sixteen years old, have a 2.5 GPA, completed courses in algebra and geometry, completed or plan to enroll in technical drafting and computer applications and passed a drug screening test.

Four years of on-the-job and classroom training, which upon

successful completion, leads to an Associates Degree in Manufacturing Technology from Central Piedmont Community College and Journeyman certification from the North Carolina Department of Labor, in one of several career tracks, including tool & die maker, mold maker, plastics process technician, CNC machinist, machinist fabricator, welder fabricator and quality technician.

Each apprentice graduate has an important career start, plus four years of on-the-job work experience and a full-time job with their sponsor company. This is truly a rare and invaluable opportunity. For more information, contact any partner company or visit [www.apprenticeship2000.com](http://www.apprenticeship2000.com).



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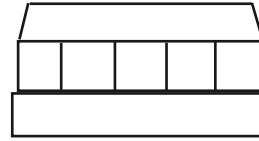
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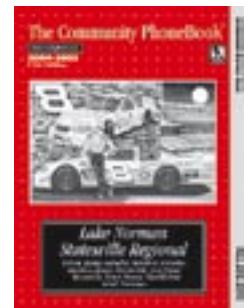
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