

The Rock



February 2009

Burke County Chamber of Commerce

2009 ANNUAL MEETING

In This Issue

- Burke County Chamber Plans 2009 Community Resource Guide
- We are Looking For A Few Good Sponsors
- 2009 Golf Committee
- Small Business Seminars to "Jumpstart" Your Business
- Digital TV Transition: Consumer Guide in 2009

For the sixth consecutive year, Grace Ridge Retirement Community has been the location for the Chamber's Annual Meeting that was held on January 27th. David Burleson, 2008 Chairman of the Board called the meeting to order and introduced individuals in the audience who had previously served as Chairmen of the Board. Chuck Ewart, President of the Ewart Group served as the keynote speaker for the evening and gave the crowd Five Keys to Success for 2009. Other highlights of the evening included the "gavel exchange" between retiring Chairman Burleson and incoming Chairman Mike Watts. Two deserving individuals were presented special awards for going above and beyond the call of duty to the Chamber. Lynn Allen of the Foothills Conservancy of North Carolina was presented the Ambassador of the Year Award for her outstanding service to the Chamber in 2008. Mike Jackson, who served as the Chamber's President for 12 years was surprised to receive the Chairman's Award for the many years of service he gave to the Chamber and for his outstanding leadership. Outgoing Chairman Burleson presented certificates to two directors who had completed terms on the board. Those recognized were Dr. Debra Moore with The Counseling Group Inc. and Kelly Messenheimer with Bowers Nationwide Insurance Agency. 2009 Chairman Mike Watts concluded the evening by presenting David Burleson with a special plaque for his dedicated service to the Chamber and he challenged the membership to remain positive during these challenging economic times and highlighted a few important goals for the Chamber for 2009 which included: the creation of a long range strategic plan, retention of existing members, recruitment of new members, increased involvement with Burke County Economic Development and a strengthened program of work that will include but not be limited to a legislative agenda, increased networking opportunities, creation of Burke County Young Professionals Group, focus on education and professional development seminars for all Chamber members. Watts also highlighted that there would be special attention paid to the interior and exterior condition of the Chamber headquarters and a commitment to improve communications with our membership.



Business After Hours

The Business After Hours event will be held on Thursday, February 19th at 5:00 pm and will be hosted by Dr. Kimberly Gragg, DDS, MS located at 303 South Green Street, Ste 201 in Morganton. Come break out of your winter blues and join us for a great networking opportunity! Bring plenty of business cards to exchange!

To RSVP, please e-mail info@burkecounty.org or call 828.437.3021 .

Burke County Chamber Plans 2009 Community Resource Guide

This exciting publication provides an extremely effective means for marketing our community to a variety of audiences. It is a great tool for increasing business, attracting and informing newcomers as well as business prospects of every description. Through this publication, readers get a firsthand glimpse of our beautiful community and get to know the businesses and services available in our area.

An online version of the **Burke County Community Resource Guide** will be hosted on the Chamber's website at www.burkecounty.org. Participating advertisers will have an opportunity to purchase a hyperlink in the online version of the book to either their business web address or business email.

Meghan Phillips, a SouthComm representative will call on all Chamber members to discuss advertising and marketing solutions offered through this high-quality publication. If you would like to schedule an appointment with Meghan to discuss these opportunities, please contact the Chamber at 437-3021.

WE ARE LOOKING FOR A FEW GOOD SPONSORS

We are set for sponsors for our monthly Business After Hours programs for 2009 but we still need additional sponsors for our Eye Opener Breakfast Series. We are looking for help from you so that we can continue these informational meetings. The cost to sponsor these events are \$200 each. In exchange for the sponsorship, the sponsor is given five to seven minutes to talk about their business service or products and is permitted to distribute literature to the attendees. Some sponsors in the past have chosen to donate their time to an area non-profit organization that is a member of the Chamber. Sponsoring the Eye Opener Breakfast is an excellent opportunity for your company to advertise. Please call the Chamber office today if you are interested in sponsoring.

2009 GOLF COMMITTEE

We are looking for a few great volunteers to help with the golf outing that will take place in May. Members are needed to help us plan and carry out this event. No golf skills necessary to serve on the committee – just a fun attitude and a willingness to help. If you or any of your associates are interested in signing up call Dorothea at the Chamber office to learn how you can help. She can be reached at djolly@burkecounty.org or by calling **828.437.3021**

February Calendar of Events

Tuesday, February 10
Leads Club

Wednesday, February 11
At 2:00 pm
Ribbon Cutting at Mobile
Services located at 816
West Union Street,
Morganton

Thursday, February 12
Ambassadors Committee

Monday, February 16
Board Meeting

Tuesday, February 17
Education Committee

Wednesday, February 18
Eye Opener Breakfast
State of the Chamber

Thursday, February 19
Business After Hours
Dr. Kimberly Gragg's
Office

WESTERN PIEDMONT COMMUNITY COLLEGE AND VANNOPPEN MARKETING PARTNER ON SMALL BUSINESS SEMINARS TO "JUMPSTART™" YOUR BUSINESS

Launching a new business from the ground up is expensive regardless of the size. One of the most challenging and misunderstood elements of starting a new business is visually identifying the business, its services and personality with a professional graphic look that sets it apart from the competition.

Entrepreneurs, focused on legal requirements and financial planning, typically place at the bottom of the priority list corporate identity, logos, letterhead and a Web presence. That's where the new JumpStart™ program helps.

JumpStart™, introduced in 2008, helps new businesses by providing affordable assistance in branding and marketing. Through JumpStart™ small business start-ups define a unique public persona, establish a web presence and create a basic corporate identification package.

The program began in conjunction with Western Piedmont Community College's Continuing Education program. "Starting a business is stressful enough. Too often proper branding and marketing is left out of the business plan until the last minute. This only compounds the mental strain just as the business is ready to launch," said Allen VanNoppen, president of VanNoppen Marketing. "So we created a program to significantly simplify the branding process and give new businesses a professional public impression at an affordable, entry-level cost."

"There are qualifications to be eligible for JumpStart™," said VanNoppen. "To participate, the start-up must be a new business with less than three employees. We reasoned that this classification of small business would benefit the most from our assistance and JumpStart™."

These WPCC Small Business Center seminars take place in the Continuing Education Building on the Jim A. Richardson Campus (I-40, exit 104) off Enola Road. Pre-registration is required; in person at the Continuing Education Building on Tuesday's 8:00am - 12:00pm and 4:00pm - 7:00pm or online at www.wpcc.edu/coned/ce_register.htm. Please contact Eddie McGimsey at WPCC at (828) 448-6719 for more information

New Members

Business Assist NC

Jeff Neuville
P.O. Box 3911
Hickory, NC 28603-3911
828-328-8169

Farm Bureau

Insurance

Rico Guillen

108 Rand Street
Morganton, NC 28655
828-437-0411

Morganton Kiwanis Club

Ron LaSalle
P.O. Box 673
Morganton, NC 28680-0673

Power Conservation & Correction, LLC

Philip Theriault
205 Oakdale Drive
Morganton, NC 28655
828-432-6986

Van Fleet Aviation & Flight School

Susan Van Fleet
101 B Catawba Trace
Morganton, NC 28655
828-413-3636

Digital TV Transition: Consumer Guide in 2009

If you have an analog TV and rely on a rooftop antenna or "rabbit ears," a TV converter box is one option to transition to digital TV on or before February 17, 2009. The TV Converter Box Coupon Program has reached its funding ceiling. If you waited until 2009 to apply for a coupon, your coupon application will be put on a waiting list. Coupon requests from eligible households will only be filled as funds from expiring coupons become available. Coupons will be mailed on a first-come, first-served basis as funding becomes available.

How can you be sure at least one TV in your home will receive the signals?

- Buy a converter box and connect it to your current TV.
- Buy a TV with a digital tuner.
- Sign-up for cable, satellite or other pay service.

If you have not ordered your coupon yet or have been placed on the waiting list, consider taking one of the actions above to be sure at least one of the analog TVs in your home is ready for the transition. To apply, go to www.DTV2009.gov, call 1-888-DTV-2009 (1-888-388-2009), mail to PO Box 2000, Portland, OR 97208 or fax 1-877-DTV-4ME2 (1-877-388-4632).