



KAREN MOSHOURES



ANNE MARIE SCHETTINI

under the sun

Co-Directors Seek New Image, More Involvement For Chamber

BY SUSAN USHER

Take two talented, enthusiastic women of diverse backgrounds and personalities, put them into a continuous fishbowl of public attention and what have you got? The new management team of the South Brunswick Islands Chamber of Commerce.

The recent relocation of the chamber office to the municipal park grounds in Shalotte and hiring of co-directors rather than a single executive typifies the changes within the chamber itself—a redefining of directions and a new commitment of resources.

When the landscaping is completed in about six weeks, building as well as management will take on a different look.

"I think our team in the office will bring the chamber to new light in the community and the state," predicted Karen Moshoures, co-director in charge of operations. "Our attitude (toward long-term goals) is we're going to move a mountain, one stone at a time."

Hired in March to succeed former chamber executive Pat Dowling, she and co-director Anne Marie Schettini, both of Sunset Beach, are stamping their personal signatures on the chamber's image. They're coming up with some new ideas and refurbishing some old ones. Dowling left the chamber on Dec. 10 to become the City of Myrtle Beach's first public information officer. The transition hasn't been an easy one, Ms. Moshoures said, coming right at the start of the tourist season. But the work's challenging and rewarding, say the two women.

"Hopefully the new combination will work out well. Karen and I work together pretty good. Our talents complement each other," said Ms. Schettini.

She moved permanently to Sunset Beach a year ago, while Ms. Moshoures has lived here 10 years and visited here since the early 1960s.

Ms. Schettini was so much the city slicker when she arrived a year ago that she thought wellhouses in people's yards were dog houses, she said.

She's losing that naivety, combining the big-city skills in marketing and public relations learned in her hometown of Detroit, Mich., with a newfound love for and

appreciation of small-town living.

In addition to her work experience, Ms. Schettini is armed with a bachelor's degree in journalism and graduate work in writing—skills she's putting immediately to work at the chamber as she tries to improve the quality of chamber publications.

Her responsibilities basically relate to her long-term goal: "to make sure the South Brunswick Islands area is known as a good place to visit." She's taking the message to both the regional (Carolinas) and northern (Ohio Valley and Northeast) markets, both in writing and in person through attendance at more travel shows.

"People have come and enjoyed the area for years, but haven't always spread the word," she added. "I feel with a two-director team we'll be more able to go out and make contacts and still leave the office covered."

In addition to getting the South Brunswick Islands story out, she also offers—for an hourly rate—a marketing consultation service for members to help them reach consumers with messages of their own at prices they can afford. It is a new service offered by the chamber this season.

On The Map

Among her first priorities as marketing director is putting the South Brunswick Islands on the map—literally, as well as figuratively.

"The way we found Sunset Beach was we were driving from Myrtle Beach and got lost," she said. "That's the way a lot of people find us."

The chamber's 220-plus members come primarily from a service area composed of Holden, Ocean Isle and Sunset beaches, Shalotte and Calabash. On most travel maps, such as those published by Rand-McNally, Brunswick County's beaches simply don't exist, she noted. Calabash may be mentioned, but Grissetown is as or more likely to be on the map than Shalotte.

As she becomes aware of these inconsistencies, Ms. Schettini writes publishers hoping for better representation next time.

Sportsfishing

She plans to focus attention on sportsfishing, possibly through a publication financed through cooperative advertising by businesses that serve

fishermen—an approach used by the chamber in promoting golfing and real estate development.

As part of a 45-member N.C. Division of Travel and Tourism delegation to Columbus, Ohio, last month, she said, "I found out that more people come here for sport-fishing than for golf, yet golf has been heavily promoted."

The trip was encouraging.

"They really liked our area and what we were showing," she said. "I ran out of brochures and I brought back lots of names."

Packets with more information about travel and living opportunities will go to the people whose names she collected.

She's interested in transforming the chamber's directory of member services into a handier "quickie" shopping guide that could perhaps be laminated and placed in all beach guest units and cottages. She plans to promote patronage of chamber members through chamber-sponsored advertising in area media.

The chamber is promoting the Shalotte bypass for ease of access to the area and its merchants.

She also wants to eventually come up with a welcoming program for newcomers like she was only a year ago. Visiting twice a year off-season and begging extensions of their vacations, they decided a permanent move was in order. Ms. Schettini's full-time job with the chamber is buying time for her husband to make the transition from insurance adjuster into a business of his own.

Her welcome program would ideally include a package of gifts and information and visits by chamber-sponsored volunteers, she said.

More Involvement

Ms. Moshoures also envisions more utilization of volunteers by the chamber, both members and non-members.

She brings an extensive background in business and personnel management, real estate, sales and public relations to the day-to-day operation of the chamber and representation of the chamber with the N.C. Travel Council.

Director for the past four years of the N.C. Oyster Festival Queen's Pageant, she also is an experienced pageant judge and groomer.

Ms. Moshoures' duties also include organizing special events such as a golf tournament in June and the N.C. Oyster Festival in October, which requires the work of many volunteers to succeed.

She hopes to stimulate greater involvement by chamber members as well as involving non-members in chamber projects such as the festival and an area-wide clean-up campaign.

A wine and cheese party for the Oyster Festival planning committee kicked off that project "with a bang," she said. Ms. Moshoures predicts this year's festival will be the best yet, with added attractions and specialties.

She also predicts Four-Ball Golf Tournament registration will reach the 144-maximum for the first time in its history.

Along with greater involvement, she wants better communication between the chamber and its members.

"We're promoting a service, an area, a business community togetherness," she said. "We want to be positive, to think positive and to have a spirit of unity."

Redecorate your home at an affordable price!



Monday-Friday 8:30-5:30
Saturday 9-12
Main St., Shalotte, 754-9100

- Custom Drapes & Bedspreads
- Shell & Grass Wallpaper
- Quality Upholstering
- Delmar Mini-Blinds
- Reproduction Country Furniture
- Custom Country Curtains

Mini Blinds & Vertical Blinds
40% OFF
In Stock
Grass Cloth
\$11.99



G & M Interiors

OWNERS—GEORGE & MARY JONES—15 YEARS EXPERIENCE

The Parson's Table

CELEBRATES SPRING RE-OPENING!

Early Bird Specials—\$7.95
5:30-7 PM Monday-Friday

Select from 3 dinners: 6 oz. prime rib, chicken or seafood entree. Includes cheese & crackers, salad, homemade bread, vegetable of the day, potatoes or rice...and friendly service!

COCKTAILS...CASUAL DRESS

5:30-9:30 Daily. Closed Sunday.
Hwy. 17, Little River, (803)249-3702



ALL NEW
for
Spring

9.97

Reg. Up
To 13.97

**Your
Choice**

Sale Prices Good Wednesday,
April 17 Thru Sunday, April 21.

A. Casual Espadrille
Sizes 5-10 Medium.
Navy, Chino, Black & Khaki canvas.

B. Padded Leather Sandal
Sizes 6-11 Medium.
Tan & White.

C. Brazilian Leather Slide
Sizes 5-10 Medium.
Topaz Multi & White leather.

12.97
Reg. 14.97
Espadrille
Sizes 5-10 Medium.
Red, Navy and Blush Chino Canvas.

7.97
Reg. 9.97
Beaded Sandal
Sizes 5-10 Medium.
White, Red and Tan beads with Tan.

MAXWAY

Savings You Can See...Quality You Can Trust!

Open Monday-Saturday 9 to 9, Sunday 11 to 7