



STAFF PHOTO BY SUSAN USHER

West FBLA Elects Officers

Newly-elected officers of the Future Business Leaders of America chapter at West Brunswick High School are (from left) business program students Tamara Hill, parliamentarian; Dawn Lewis, reporter; Amanda Martin, president; Monekia Gause, treasurer; Jocelyn Ward, historian; Chad Smith, vice president; and Felishia Hill, secretary. Chapter advisers are faculty members Linda Hickman, Beverly Marlowe and Lila Richardson.

BUSINESS BRIEFS

Grand Strand Hospital Honors Brinsfield

Julie Brinsfield of Shallotte, the licensed practical nurse (LPN) of 3-East at Grand Strand General Hospital in Myrtle Beach, S.C., has been named employee of the quarter for the third quarter of 1993.

She was nominated by her peers for her outstanding work and dedication.

"Julie has a very positive attitude towards this hospital, her coworkers and her work and strives to instill in others the same sense of dedication and enthusiasm for her profession that she possesses," said her immediate supervisor, 3-East Nurse Manager Terry D. Wallace.

Brinsfield joined the staff in September 1991 after receiving her LPN license through Brunswick Community College. She is involved in implementation of a new bedside computer system at the hospital, part of a team chosen to learn to operate the system and train coworkers in its use. Brinsfield is working to achieve her registered nurse degree through a reentry program of the

University of New York.

As employee of the quarter she received a cash prize, a special parking place for the quarter, a hospital jacket and a plaque displayed in the hospital lobby.

Chamber Assistant

The Little River Chamber of Commerce has announced the appointment of Stuart Stafford as assistant to the chamber director.



STAFFORD

Stafford, a Charlotte native, has been in public relations in this area for four years. Her chief responsibilities will be memberships, community relations and office management.

Attends Conference

Buddy Milliken, owner of The Milliken Company, attended an Oct.

30 conference on "Quality Growth: Planning the Development of North Carolina and its Communities" at the Research Triangle Park.

Presented by the North Carolina chapter of The Sierra Club, the conference focused on ecologically sound development and design patterns. Charlotte architects Harvey Gantt and Ron Morgan were among the speakers.

The Milliken Company specializes in real estate development and consulting.

Takes GRI Course

The N.C. Association of Realtors has announced that one of its members, Evelyn Bullock, recently completed the GRI-100 course at the Realtor Institute in Asheville.

Bullock is broker-in-charge at Rampage Realty, 2980 Holden Beach Road.

IRS Volunteers Help Taxpayers Prepare Returns

Individuals who like helping others and who have an aptitude for math may be interested in joining the local Volunteer Income Tax Assistance (VITA) program.

Operated by the Internal Revenue Service, VITA uses volunteers to assist older, handicapped, non-English-speaking and other taxpayers who cannot afford professional tax assistance.

According to VITA Coordinator Joanne Konchar, volunteers explain filing requirements to individuals and prepare federal income tax returns for the taxpayers. Some volunteers instruct classes, review tax returns prepared at VITA sites or handle site publicity.

Free training is provided by the IRS December 1993 through January 1994.

Anyone interested in being an IRS VITA volunteer can contact Konchar by calling 919-378-2193 or 1-800-829-1040.

The IRS has an active VITA program in Brunswick County.

Spotlight Is On Hospice During Month Of November

Staff and volunteers of Lower Cape Fear Hospice want everyone in Brunswick County to hear about the organization in November, National Hospice Month.

Hospice provides a special kind of care to terminally ill people.

"Terminal illness is not a pleasant subject to discuss," said Eloise Thomas, executive director of Lower Cape Fear Hospice, "and a lot of people don't know that something called hospice even exists or what it can offer."

"Yet Lower Cape Fear Hospice has been caring for the people of southeastern North Carolina since 1980, and we are committed to reaching anyone who may need our services."

The goal of hospice is to enable the dying to enjoy the best possible quality of life until their last moments, pain-free, surrounded by friends and family, and at home or in a home-like setting.

More Americans are turning to hospice than ever before, according to survey data released by the National Hospice Organization. The survey indicated that 246,000 patients and their families were served by hospices in 1992, up 17 percent from 206,000 in 1990, when the last patient count took place.

The first hospice program in the U.S. began in New Haven, Conn., in 1974, and last year there were 1,935 local hospice programs in all 50 states, according to the survey. This is up from 1,874 in 1991 and 1,604 in 1990.

Hospice care focuses on pain management and symptom control and is designed to support the family as well as the patient. It neither hastens nor delays death but works instead to make every day as comfortable as possible for the dying person.

This November Lower Cape Fear Hospice volunteers and staff hope to involve business, the media and other organizations to raise awareness of hospice and its important role in the community.

Hospice is one of the fastest-growing fields in health care. This year, hospice programs will care for an estimated quarter of a million terminally ill people and their families, including in Brunswick County. To date this year, 89 patients have been served by Lower Cape Fear Hospice in Brunswick County.

Lower Cape Fear Hospice is a private, not-for-profit agency serving terminally ill patients and their families in Brunswick, Bladen, Columbus, New Hanover, Onslow and Pender counties. Professional staff and volunteers provide physical, emotional and spiritual support to enhance the quality of life for patients.

It also serves as a community resource in the areas of bereavement support and adjustment to loss through the Sunrise Center in Wilmington and through the other office locations. It receives support from United Way, city, county and federal grants, fundraising events and private and group donations.

For additional National Hospice



HOSPICE PATIENT Dewey McLamb of Ocean Isle Beach is shown with Carol Bennett, a Lower Cape Fear Hospice social worker.

Month details or for more information about the hospice concept of care, contact the Community Relations Department of Lower Cape Fear Hospice at (919)762-0200 or (800)733-1476.

Construction Activity Near \$1.8 Million For September

Permits were issued for nearly \$1.79 million in construction in the unincorporated areas of Brunswick County during September, according to figures compiled by the planning department.

Two permits were issued for commercial construction valued at \$132,924, and one permit for industrial construction valued at \$495,000.

Seventy-five permits were issued for mobile homes. Twelve permits were issued for single-family homes with a combined estimated value of

\$865,093.

Among the other permits issued were 10 for \$153,590 worth of additions, six for garages worth \$94,656.

The building inspections department issued 401 permits during the month, including 177 building, 130 electrical, 40 plumbing and 54 mechanical.

During the first nine months of 1993, 3,289 permits have been issued, including 644 for mobile homes and 106 for single family homes valued at a total of \$7.49 million.

Center Seminars Offer Tips On Reaching More Customers

Reaching customers through better marketing, advertising and sales technique is the focus of three upcoming seminars offered through the Small Business Center at Brunswick Community College.

Laura McLamb returns to the center to lead a session on "High-Energy Selling" Wednesday, Nov. 17, from 9 a.m. until noon. Targeted at both rookie and seasoned sales professionals of all types, the seminar will address things that bother buyers, four styles of buyers, six steps to high-energy selling and looking at sales as a professional career.

On Thursday, Nov. 18, a seminar on "Low-Cost Advertising" will focus on simple ways to spread the word about your business, whether it's a for-profit business or a non-profit agency.

Topics will include everything from business card design to media

buying, with a focus on the critical need for developing a marketing plan and strategy.

Hours are 6:30 p.m. to 9:30 p.m. Effective advertising is the subject of a day-long workshop on Tuesday, Nov. 30, "Communicating With Your Marketplace Through Advertising."

The session will address advertising needs, structuring an advertising program, creating a brochure and why it can benefit a business, and public relations.

Workshop hours are 9 a.m. to 4 p.m.

All three workshops will be held on the BCC main campus on U.S. 17 Business north of Supply. They are offered at no charge. However, because space may be limited, advanced registration is required. Call the center at 754-6900, 343-0203, 457-6329 or by FAX, 754-7805.

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