# New Rules Making It Easier For BCC To Meet Training Needs Of Business

Brunswick Community College can now offer workforce training tailored to the needs of all local businesses, whether a company has 10 emplovees or 1,000, whether it is new, expanding or simply changing, and whether it has employees who need basic skills education, training in a new technology, or both

Glynda Lawrence, associate director of existing business and industry for the N.C. Department of Community Colleges, believes that flexibility in meeting workforce training needs is more critical than ever to North Carolina as its companies strive to do what they do better, faster and changes that their competition around the

Speaking last week at a breakfast meeting at Stranswick Community College, Lawrence outined those major trends influencing the worktimes in Novith Carollina and officers by the state and the Degramment of Community Colleges to furth husaness and inclusion reserved.

conjubility of weekforce, availability of training and quality of life are three things comnames look for when locating or relocating, she sine. More and more companies from the northcust and more California are looking at North Carolina, she said.

"North Carolina is non-union (a right-to-work state) and that's particularly attractive.

To remain competitive, she said the state's companies are making "tremendous investments"

in capital outlay. They are retooling and upgrading equipment.

"Whatever you need, we feel we can provide it."

—Anita White, CASAS Trainer

The second challenge is to train or retrain their workforce for a new workplace."

For companies and their workers, she said, "the ability and willingness to change is important to long-term survival."

Companies are telling the state they need emplovees with basic skills, people who can read with understanding, compute, write with clarity, troubleshoot and solve problems, work in a team setting, and are willing to retrain as circumstances

'International companies looking here, such as the Japanese, want a workforce with communication skills. They expect workers to be able to not only put the widgets together but to think critically and be a part of the decision-making team. Critical thinking is what links the basic skills and the technological skills together."

Across the state, it is estimated that in the year 2000 there will be 158,000 jobs opening up in the state. Of those, 73 percent will be to replace existing workers and 27 percent will be new jobs. By that time the state's population is expected to stabilize at around 7.4 million, up from 6.6 million now, and the median age of the workforce to be at 39, up from 34.4. Women will continue to outfrom 59 percent.

The service and trade sectors are expected to surpass manufacturing by the year 2005.

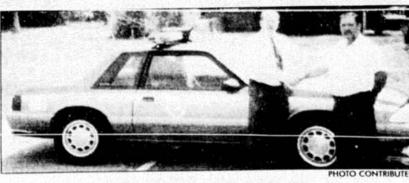
New rules adopted by the Department of Community Colleges that drop minimum class sizes and other restrictions are making it easier for BCC and other campuses to customize workforce training for any size of business, BCC Dean of Continuing Education Jerry Thrift indicated. 'Now we pretty much can address those needs."

The college offers a range of basic skills training, including adult basic education using a competency-based curriculum known as CASAS, and job training for new, expanding or existing busi-

"Many times even though workers have achieved their GED (high school equivalency certificate) they haven't kept up with skills they need such as critical thinking and communication,' said Anita White, a CASAS trainer, and BCC's workplace literacy and compensatory education director. Job- or situation-specific workplace literacy training can be developed, such as efforts to help Purolator workers in Fayetteville to read and understand work-related safety brochures.

"Whatever you need, we feel we can provide it," said White.

Sponsored by the Southport Rotary Club, the breakfast was intended to introduce small businesses to the employee training services available through BCC. Velva Jenkins, assistant dean of continuing education, attributed the small turn-out to the Easter holiday.



#### Chief Thanks Ward

Shallotte Police Chief Rodney Gause (left) offers thanks to paint and body shop owner Bennie Ward, who donated the paint job for the police department's new Mustang. Gause said Ward saved the department several hundred dollars.

#### Smart Start Team To Meet April 12

Members of the Smart Start Application Team are forming the Bruns. County Partnership for Children and will meet at 7 p.m. Apr. 12 at Supply Elementary School.

Agenda items include an update on formation of the partnership, a presentation by Heather Smith and Ellen Caroll on the county schools' Homebase Program, a tour of the Chapter One Parent Center, an overview of kindergarten testing and committee reports.

Smart Start and the Brunswick

County Partnership for Children are intended to provide the services to ensure all children enter the public schools system healthy and ready to

"Statistics show that 50 percent of the children entering kindergarten in Brunswick County do not have the basic skills needed to start school," said spokesman Lori Bates. "This partnership hopes to change that."

Bates asks that people interested in participating in the public/private partnership call her at 278-6210.

### CALL US FOR INSURANCE QUOTES: 1-800-424-0115

· Home · Auto · Commercial Mobile Home • Life





LELAND (910)371-1000

SHALLOTTE (910)754-5400

WHITEVILLE (910)642-8183

# ATMC Partner In Venture To Bring Information Highway To Rural Areas

Want to get on the Information

Highway? Atlantic Telephone Membership Corp. (ATMC) and 13 other independent telephone companies across the state are pooling their resources to become competitive in making a wide range of services on the fiberoptic based North Carolina Information Highway available to their customers, Russell Price, general manager of ATMC, said this week.

"We wanted to have some independence in this thing and not be dominated by the big players," said Price. "We want to make sure the Information Highway is deployed in rural areas the same as in urban ar-

Their new company, InfiNet

Multimedia Services, could make available video-conferencing, interactive services and video-on-demand, among other options.

InfiNet's member companies will have access to centralized highspeed transmission equipment that will allow each telephone company's customers to participate in the highway. Each telephone company will be connected to central hub locations primarily by linking member companies' existing fiber optics networks. InfiNet will work also with member companies to research and develop products and services to travel the information highway, and provide technical support services.

The 14 member companies serve more than 330,000 access lines in 32

counties, approximately 10 percent of the state's total access lines. They also represent seven of the first 100plus sites the state intends to link to the highway in August, including West Brunswick High School and Brunswick Community College.

Price said the company is expected to directly create 15 to 20 new jobs within the next five years, as well as help the communities they serve to attract and retain new busi-

"This is an example of the kind of economic development that the North Carolina Information Highway can bring," said Gov. Jim Hunt in a prepared statement. "This new company leverages the abilities of many small companies to pool their resources to help their customers all across the state of North Carolina."

Gene Gabbard, former chief executive officer of SouthernNet, is chairman of InfiNet. Broadband services offered over

the network will "change the way most North Carolinians work, learn and play in the near future," he said. He described North Carolina as in

"the pole position" among states in efforts to deploy the Information Highway, with the potential of "tremendous economic benefit to the

The highway is expected to create a number of opportunities for students, state employees, medical professionals, businesses and the general public.

# Why wait for your federal income tax refund?



Available whether we prepare your return or not

## IT'S FAST! IT'S EASY!

## H&R BLOCK

RESORT PLAZA, SUITE 10 SHALLOTTI
Open 9 AM Until Weekdays, 9-5 Sat., 754-6067
MasterCard, Visa and Discover accepted in most area locations. SHALLOTTE

## Brunswick Food Service Establishments Graded

Environmental health specialists Sizzlin Sirloin, Shallotte, 94; Thowith the Brunswick County Health mas Restaurant, Calabash, 97; Wes-Department inspected and graded tern Sizzlin, Southport, 92.5; Wilnumerous food service, lodging establishments and schools during at Lockwood, Supply, 94; Y's Cafe, March, as listed below

Grades are based on a perfect score of 100, with points taken away for infractions of state health standards. A score of 90 or better represents an A; 80-89, B; 70-79, C. Establishments with a score below C would not be allowed to operate.

Establishments on the list with their grades are:

Restaurants: Bald Head Island Clubhouse, 90; Betty's Waterfront, Varnamtown, 94.5; Big Nell's Pit Stop, Ocean Isle, 96; Brunswick County Bowling Center, Shallotte, 83.5; Brunswick County Complex Cafeteria, Bolivia, 94; Burger King, Shallotte, 90.5;

Calabash Seafood Hut, 91; Chart House, Southport, 94.5; Crabby Oddwaters, Sunset Beach, 94.5; Derbster's, Calabash, 86; Dockside, Calabash, 94.5; Dong's Garden, Southport, 93.5;

Ella's, Calabash, 93; Food Service Inc. Snack Bar, CP&L, 90; Haley's, Calabash, 95; Hardee's, Leland, 94.5; Hardee's, Supply, 94; Jane's, Holden Beach, 91; Jones Byrd Clubhouse, Sea Trail, 76; Jones Seafood House, Long Beach,

Jumpin J's Pizza, Ocean Isle, 96; Larry's Seafood Barn, Calabash, 90.5; Lockwood Folly Halfway House, Supply, 91.5; Long Beach Pier Restaurant, 93.5; Lucky Fisherman, Long Beach, 94;

Market Express, Shallotte, 92.5; Maxton's, Varnamtown, 97.5; Mc-Donald's, Leland, 93; N.C. Baptist Assembly Conference Center II, Caswell Beach, 94; Ocean Crest Windjammer, Long Beach, 93.5; Pirates Cove, Yaupon Beach, 90.5; Pizza Country USA, Seaside, 99; Pizza Shack, Long Beach, 93.5; Port Charlie's, Southport, 90;

River Pilot Cafe, Bald Head Island Marina, 93; Roberto's Pizza, Ocean Isle, 94; Sandfiddler, Southport, 94.5; Sandpiper, Leland, 92; Seafood Barn, Holden Beach, 93; Seafood Peddler, Holden Beach, 95.5; Service America, Dupont, Leland, 92.5; Service America, Dupont Fiber Division, 92; Shamrock, Southport, 90;

Sharkey's, Ocean Isle, 96; Ship's Chandler, Southport, 90.5; Silver Hill Grill, Holden Beach Road, 96.5;

son's Deli, Shallotte, 94; Wu May's Southport, 91.5

School lunchrooms: Bolivia Elementary, 97; Leland Middle, 92.5; Lincoln Primary, 93.5; North Brunswick, 93: South Brunswick High, 93.5; South Brunswick Midle, 96.5; Southport Primary, 93.5; Supply Elementary, 93.5; Waccamaw Elementary, 96.5; West Brunswick,

■School plants: Lincoln Primary,

**■**Catered nutrition sites: Senior

Citizen Nutrition Site, Long Beach, 87.5; Senior Citizen Nutrition Site, Southport, 85.5.

■Day care: Ceil's Pre-School. Shallotte Point, superior; Day Care for Tiny Tots, Long Beach Road, superior; Duck's Day Care, Bluebanks Loop Road, superior; Geraldine's Day Care, Southport, superior; Little Friends Day Care, Leland, superior; Little World of Learning I, Leland, provisional; Little World of Learning II, Leland, superior; Longwood Head Start Center, Longwood, superior; Lots-a-Lots, Leland, superior;

Wee World, Southport, superior. ■Food stands: Calabash Bakery & Deli, Calabash, 98.5; Island Chandler Deli, Bald Head, 93.5: Jones/ Byrd Snack Bar, 98; Peli's Poolside, Bald Head, 94.5; West

Brunswick High Boosters, 98.5. Lodging inspections: Gull Motel, 96.

■Meat market inspections: Beach Mart, 86.5; Food Lion, Leland, 94; Wilson's #8, 94; Wilson's #12, 91.

■Residential (foster) care: Benevento, Charlene, approved; James and Nancy Hewett, approved.

■Rest/nursing homes: Autumn Care of Shallotte, 94.5; Cardinal Care, Shallotte, 90; Ocean Trail Convalescent Center, Southport, 90.

# **Shopping for a Mortgage?**



Shop and compare...and then see us for the rates and terms you want. Our mortgage specialist is on hand to help you get started.





 Shallotte 754-4371

·Calabash 579-3595

Southport 457-5246

 Leland 371-6546 ·Long Beach 278-6022

JACKSON NATIONAL LIFE



Certificates of Deposit (CDs) are renewing nationally at an average rate of 3.5%.

**Jackson National Life's New Bonus MAX One** Tax-deferred Annuity is crediting

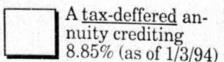
8.85%

**Current Interest!** 

The choice is yours.

(Check one)

A taxable CD crediting 3.5%



Call for the details!

Baker & Associates **Brokerage Services** 1-800-680-9996

2720 Oleander Dr. Wilmington, NC 28403



Jackson National Life Insurance Company Jackson National Life Insurance

Company of Michigan Wholly Owned Subsidiaries of Prudentia Corporation plc London, England Home Offices: Lansing Michigan