

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

BY SUSAN USHER

Brunswick Community College can now offer workforce training tailored to the needs of all local businesses, whether a company has 10 employees 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 cheaper than their competition around the globe.

Speaking last week at a breakfast meeting at Brunswick Community College, Lawrence outlined those major trends influencing the workforce in North Carolina and efforts by the state and the Department of Community Colleges to help business and industry respond.

Availability of workforce, availability of training and quality of life are three things companies look for when locating or relocating, she said. More and more companies from the northeast and from 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 employees 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 demand.

"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 out-

number men in the workforce, up to 65 percent from 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 businesses.

"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 Purologer 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 Carroll 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 learn.

"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.

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 fiber-optic 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 areas."

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 high-speed 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 100-plus 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 businesses.

"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 state."

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

Brunswick Food Service Establishments Graded

Environmental health specialists with the Brunswick County Health Department inspected and graded numerous food service, lodging establishments and schools during 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; Derby'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, 93;

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; McDonald'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;

Sizzlin Sirloin, Shallotte, 94; Thomas Restaurant, Calabash, 97; Western Sizzlin, Southport, 92.5; Wilson's Deli, Shallotte, 94; Wu May's at Lockwood, Supply, 94; Y's Cafe, 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 Middle, 96.5; Southport Primary, 93.5; Supply Elementary, 93.5; Waccamaw Elementary, 96.5; West Brunswick, 91.

School plants: Lincoln Primary, 90.5.

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: Gray 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: Ben-evento, 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.

Security
SAVINGS BANK SSB



•Shallotte 754-4371 •Calabash 579-3595 •Southport 457-5246 •Leland 371-6546 •Long Beach 278-6022

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

• Home • Auto • Commercial
• Mobile Home • Life



First Investors
FINANCIAL CORPORATION



Or Visit Our Banking Offices:

LELAND
(910)371-1000

SHALLOTTE
(910)754-5400

WHITEVILLE
(910)642-8183

©1993 THE BRUNSWICK BEACON

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 **SHALLOTTE**
Open 9 AM Until Weekdays, 9-5 Sat., 754-6067
MasterCard, Visa and Discover accepted in most area locations.

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%

☐ A tax-deferred annuity crediting 8.85% (as of 1/3/94)

Call for the details!

Baker & Associates
Brokerage Services
1-800-680-9996
2720 Oleander Dr.
Wilmington, NC 28403

Jackson National Life Insurance Companies

Jackson National Life Insurance Company
Jackson National Life Insurance Company of Michigan
Wholly Owned Subsidiaries of Prudential Corporation plc London, England
Home Office: Lansing Michigan

©1994 THE BRUNSWICK BEACON