

## What Have You Done For Me Lately?

BY DEBBIE RUPP

Vice-President For Organizational Development  
South Brunswick Islands Chamber Of Commerce

This is the last week South Brunswick Islands Chamber of Commerce members can renew their 1994-95 membership investment. Oct. 31 was the deadline to renew membership or join the chamber and still be listed in the 1995 Visitor and Business Guide published and distributed by the SBI Chamber. If you have not yet renewed your membership, you've most likely been contacted by a board member to encourage you to do so.

Some of the businesses we contacted told us they plan to renew but just haven't written the check yet. Others are still undecided, and a few don't plan to continue their membership. It is to the undecided and non-renewing few that this column is directed. The rest of you can join us and just keep nodding your head in agreement as you read on.

The most common reason we get for non-renewal is "I can't see any direct benefit from my chamber membership." Most businesses who choose not to renew their chamber membership or do not join the chamber of commerce have never been to a chamber function, volunteered for an event or participated in any program sponsored by the chamber. They can't know the value to their own business that comes from networking with other chamber members at committee meetings, Business After Hours or Business Breakfasts.

I can think of at least three new businesses I spent money with in the last few months that I met through a chamber program. Today, I'll be going to the grand opening of What's the Scoop, a chamber member who just opened a new store on Main Street in Shallotte. You can bet I'll be spending money there too. We have several fellow chamber members in our practice and get new patients each month through their referrals. Those are direct benefits we can see.

Often, when we ask what the chamber can do that is not getting done, the response we get is the business owner is not really sure what the chamber should be doing. Our mission is to promote and implement a more profitable community in terms of economic, social and civic progress. Through the efforts of the SBI Chamber of Commerce, businesses and individuals are encouraged to visit, live and work in our area.

We have responded to more than 15,000 direct inquiries about the South Brunswick Islands already this year in addition to the thousands of people we contact at travel shows and welcome centers throughout the state. When we attract people to visit our community, they spend money here, and that money goes directly into your drawer and pays other local employers and employees who spend money with you. Many of those visitors become part- or full-time residents, also adding to our income.

Some decide to move their businesses here to enjoy a higher quality of life while earning their way. They too generate new income and contribute to the economic growth of the area.

The chamber also sponsors events that continue to promote our economy during the non-tourism season. The South Brunswick Islands King Classic and N.C. Oyster Festival keep new dollars flowing into our community in September and October. Hometown Holidays in November and December promotes spending within the South Brunswick Islands by encouraging holiday shopping at local chamber businesses. Topics presented at the quarterly Business Breakfasts, Career Day at the middle and high schools and the legislative and health care forums all focus on social, civic and economic improvement.

Our job, as your chamber of commerce, is to promote and implement positive growth of the South Brunswick Islands and your business. That's what we've done for you lately.

We always encourage new ideas to help us do our job better and hope that you will share yours with us. Please call or write us at 754-6644/800-426-6644, P.O. Box 1380, Shallotte NC 28459.



RUPP

## Formula Paid Off For Shallotte Middle With Improved Student Test Performance

BY SUSAN USHER

Planning + Hard Work + Persistence

That's the formula for success Shallotte Middle School Principal Sandra Robinson uses to explain students' gains on end-of-course tests in reading and math taken in the spring.

Like their peers across the state Brunswick County students in grades three through eight generally showed greater gains on 1993-94 end-of-grade tests in reading and math than had been predicted.

Shallotte Middle School's students did even better, exceeding the state average in every area except sixth grade math and showing gains in every area except that. While the sixth graders scored about four points higher in math than they did in fifth grade, they didn't score quite as well as sixth graders did a year earlier or as much as the state expected.

Robinson said teachers at the school committed last year to significantly improving test scores and made it happen by good planning, hard work and "hanging in there until we got it done."

"The real key was remediation, extended opportunities and parent involvement," said Robinson. "We also took advantage of the new computer equipment we received last year."

"We had a lot of parent conferences. We kept calling them in for students who weren't doing as well," said Robinson. "Kids whose parents are involved are the ones who are successful. We have some persistent teachers and I don't mind helping them get the parents here."

Last year the math department revamped what it was teaching to bring students in line with what the state says should be taught; this year the communications department is doing the same thing, said Robinson.

Last year teachers offered enrichment classes to provide extra time for writing, and after-school tutoring in math to help students who needed more time to master material and keep up with their class.

From the school's new computer system, teachers drew on "banks" of sample test questions throughout the year to find out if students were progressing according to schedule and to see what topics they might need help in.

At most grade levels, Brunswick County students as a whole achieved gains greater than or equal to those attained statewide. Still the county's scores in reading and math are below the state average in all but one instance, though scores at one or more individual schools may be higher.

County eighth graders' average developmental scale score in reading was 159.75, just above the state average of 159.70. The average local score was boosted by averages of more than 160 at Waccamaw Elementary and South Brunswick

Middle schools.

While preliminary scores released last week didn't indicate what percentage of students scored at or above grade level, that information will be included on the school system's 1994 "report card" released in January 1995.

Students are given the same proficiency tests in reading and math each year from third through eighth grades. As their knowledge and proficiency increases their developmental scale scores are expected to go up every year, with the rate of growth somewhat faster in the earlier grades than in later grades.

Suzanne Triplett, assistant superintendent for accountability services in the state Department of Public Instruction, said the average educational growth in math proficiency between third and fourth grades was estimated to be about six points. Instead, the gain statewide the gain averaged 7.3 points.

In Brunswick County, fourth grade students scored on average 7.7 points higher in math than they did as third graders. They also scored one and a half points higher than fourth graders did in 1993, which means fifth grade teachers should have received students who were slightly ahead of the students they received the year before.

Teachers can use data from the testing program to monitor their students' educational growth from grade to grade, and to identify students' strengths and weaknesses.

Schools can also follow Shallotte Middle School's example and use the data to identify weaknesses and improve their overall reading or math programs. Robinson said the math department is already designing changes to strengthen the teaching of geometry and to add chance and probability to the curriculum.

Overall the school faculty is focusing on quality and consistency. "If we do what we do well, it will pay off, even if we don't get to the end of the book," said Robinson.

Countywide, preliminary findings by Testing Coordinator William Detrie show that:

■ Of schools in the West Brunswick attendance district, Supply Elementary School made gains in three of six categories; Union Elementary in one of four categories and Wacca-

maw Elementary in eight of 12 categories, with a "category" being a grade level and subject, either reading or math, such as sixth grade math;

■ Supply Elementary exceeded the state average in two of six categories, Waccamaw, in three of 13 categories and Union, in none of

four categories;

■ End-of-grade reading scores countywide increased in all but grade six, which showed a three-tenths of a point decline;

■ End-of-grade math scores countywide increased in all but grade three, which showed a little over a one-half point decline.

### FEDERAL TAX CONSULTANT/REPRESENTATION



30 Years IRS Experience

Max Garrett, Enrolled Agent

233 Bretonshire Rd. Wilmington, NC 28405

(910)791-2695

©1994 THE BRUNSWICK BEACON

### I.R.S. PROBLEMS

•Delinquent Filing •Delinquent Taxes  
•Audits •Offer In Compromise

CALL FOR FEES AND OTHER SERVICES PERFORMED

### ARMOUR ASSOCIATES

Accounting & Tax Service

5152 New Britton Loop Rd., Ash, NC 28420

(910)287-4156 or 1-800-955-5128

©1994 THE BRUNSWICK BEACON



### TJ's AUTO ELECTRIC

ALTERNATORS STARTERS  
VOLTAGE REGULATORS GENERATORS

REPAIR—REBUILT—EXCHANGED

AUTOMOTIVE WIRING

754-7656

Royal Oak Road & Hwy. 17 N., Shallotte

©1994 THE BRUNSWICK BEACON

### BUSINESS BRIEFS

#### Tatum Joins Beacon Staff

Anne Tatum has joined *The Brunswick Beacon* staff as an advertising sales representative.



TATUM

She lives in Shallotte and was previously employed by United Carolina Bank.

#### Three Attend Seminar

Sharon Bryan, Debbie Smith and

Tripp Sloane of Sloane Realty, Ocean Isle Beach, have completed an intensive professional development seminar conducted by an international trade association.

The Vacation Rental Managers Association (VRMA) sponsored the series of professional development sessions focusing on management, employee development, budgeting, marketing, operational efficiency and new industry products and services. It was conducted in San Diego, Calif.

Sloane Realty is a member of VRMA, a trade association for the vacation rental industry.

#### Benefit Fish Fry Planned At Church

A fish fry will be held to benefit Kenny Roberts on Saturday, Nov. 5, at 11 a.m. at First Baptist Church of Shallotte, on Main Street across from Heilig-Meyers Furniture. Plates will cost \$4 each.

## Great Rates Are As Easy As UCB.

24 to 35 month CD

36 to 59 month CD

6.00% 6.25%

Annual Percentage Yield (APY)

Annual Percentage Yield (APY)

The minimum balance to obtain this APY is \$1,000.

The Personal Touch. Easy As UCB.

UNITED CAROLINA BANK

Member FDIC

For additional rates and terms or for more information, please visit any UCB office or call 754-4301. Text telephone for the hearing impaired, 1-800-876-6545.

This APY is accurate as of November 1, 1994. Not available for brokered deposits. A penalty may be imposed for early withdrawal.

## Holmes Florist & Gifts Of Shallotte

**Cordially invites you to our Grand Re-Opening & Annual Christmas Open House**  
**Saturday, Nov. 5, 9 am-5 pm**  
Door Prizes ♦ Hors d'oeuvres

Beautiful Christmas Arrangements, Wreaths, Swags & Garlands ♦ Crabtree & Evelyn Bath & Body Products ♦ Home Fragrances by Claire Burke & Fitz & Floyd ♦ Candles ♦ Collectibles ♦ Dolls ♦ Guardian Angels ♦ Flowers ♦ Music Boxes ♦ Balloons ♦ Gourmet Baskets ♦ Chocolates ♦ De-Alcoholized Wine ♦ Custom Gift Baskets

130 Blake Street  
Across From  
Shallotte Middle School  
754-8432

©1994 THE BRUNSWICK BEACON