

GERALD JACKSON

Jackson Joins Perdue Farms

Rex Thompson, sales and service director, Perdue Farms, Aoshkie Division, announces that Gerald Jackson has joined the Perdue organization in the capacity of a broiler supervisor.

Prior to joining Perdue, Jackson managed a farm supply house and grain elevator in Aoshkie.

Jackson will spend six weeks at Perdue headquarters in Salisbury, Md. to become familiar with the latest broiler production methods and will then be working with broiler producers in the seven county area being served by Perdue.

Jackson and his wife, Judy will continue making their permanent residence in Powellsville.

ATTENDS CONFERENCE
Harold R. Nichols of John A. Hohnes High School was among some 27 guidance counselors who recently attended a symposium at East Carolina University in Greenville.

Institute Notes Tenth Year As Regional Tool

By MIKE PARSONS
ECU News Bureau
GREENVILLE—The East Carolina University Regional Development Institute is entering its 10th year of service with completion of approximately 1,500 projects to its credit.

To meet changing conditions, flexibility has been essential to success, says Thomas W. Willis, director of the services. For example, a recent shift has been from coastal land development to aiding local entrepreneurs locate financial assistance.

There has been little problem shifting emphasis rapidly from one area to another because of the wide range of comprehensive services the institute offers. It is involved in community development, business assistance, informational services and special projects which deal with other interests from time to time. These services are made available to the 32 counties of eastern North Carolina.

"Implementation is the key word," Willis said. Institute philosophy has been directed towards action and solution rather than solving the problem on paper.

Willis is proud of the efforts in community development. For example, the institute handled 35 projects in this area from June, 1972, through July, 1973. Lenoir and Halifax counties were aided in renovating their airport facilities, and the institute assisted state and federal efforts to implement regional air service between Beaufort, Greenville, and Raleigh.

The communities of Farmville and Ayden received assistance in renovating their business districts. Other communities were aided in funding water and waste treatment systems large

enough to handle expected growth. The institute assisted Onslow and Lenoir counties in locating and planning areas suitable for industrial parks. Fifteen "wet process" sites were located for industries requiring at least 500,000 gallons of water per day for use in processing or release of treated wastes.

North Carolina history recalls the use of river boats and barges along the rivers of the area. With this in mind, the institute helped to find 15 sites along navigable rivers that could be used for barge docking. These sites provide a total of 20,000 acres for construction of industrial and warehouse facilities.

The institute recognizes that in an area characterized by under-employment of resources, small businesses can prove instrumental to economic growth, Willis says. In aiding persons desiring to open a firm, but lacking capital or knowhow, the first step is usually to determine the potential market for the product or service.

If the survey shows the product is feasible, the institute will then assist in obtaining financing and in some cases will produce and aid in managing a prototype to show how it is done. An example of prototype assistance is "The New East" magazine. After seeing the prototype, Eden Press of Edenton offered to take over the magazine and publish it in what has become a successful venture.

The institute has offered assistance in planning an ice skating rink in Greenville. It has offered advice concerning packing industries and fish houses. Sites for marinas have been located for interested persons.

The institute's library, one of the largest of its kind in the state, contains abstracts and surveys which provide clues to Eastern residents' wants and needs. These abstracts give statistical breakdowns of information pertaining to population, income, political and religious affiliation and many other items which provide an accurate picture of the average citizen of a given area.

The institute sponsors from four to five conferences a year on various specialized areas of interest. These conferences provide a chance for businessmen to learn new techniques as well as changes in legal aspects of business development. The institute recently sponsored a conference dealing with how to follow the law in dredging—how to dredge and keep within the law rather than merely saying what you couldn't do.

The special projects which the institute has undertaken have at times dealt in other areas of interest. Ten years ago, Minnesott Beach in Pamlico County did not exist as a town. With the institute's assistance, the town was drawn up on paper and carried through conception. Today, Minnesott Beach is a fully incorporated town that is one of the largest in the county. It even has an 18-hole golf course.

Other special projects have included designing of brochures for towns to attract doctors and industry, a study of the feasibility of raising eels for export and the preparation of an environmental impact statement for a new Pitt

County hospital. The impact statement was prepared in cooperation with ECU faculty members, architects, engineers, environmentalists and hospital authorities. Now required for all federal funding for new hospital projects, the statement analyzes the environment, social and economic benefits and costs which will be derived from the hospital in Greenville.

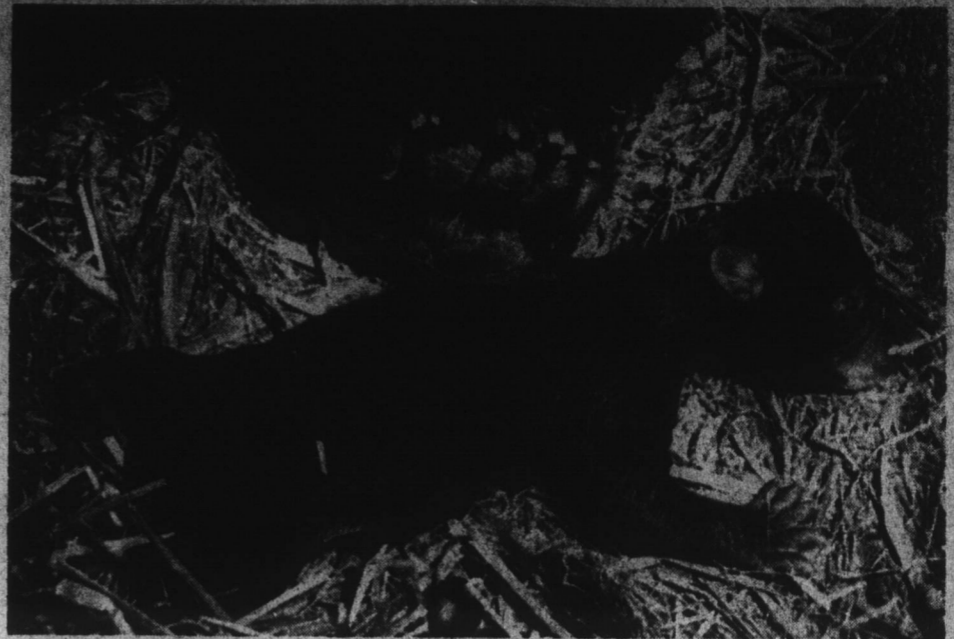
The institute has five full-time development specialists who reflect the philosophy of the institute by their training. They are not specialists in the scholarly sense of the word, but instead are specialists in finding solutions to problems and making them work.

Willis, as director of the institute, reports directly to the Chancellor, Vice Chancellor and Director of Development at ECU. With this method of organization, the institute is able to make maximum use of the available resources of ECU.

The institute returns payment by offering opportunities to ECU students and faculty interested in regional development. Several work-study students work with the institute and there are full-time internships available for those desiring practical field experience.

A new home will soon be ready for the Regional Development Institute. Located at First and Reade streets in Greenville, the building will provide a permanent center for the institute to coordinate its activities.

Now under construction, the building will be ready for occupancy in August. It will include a 300 seat auditorium along with conference rooms and office space. The new center will afford the opportunity of a permanent home for the Regional Development Institute to plan another 10 years of growth.



NEW TO GRANDFATHER—Mildred the Bear at Grandfather Mountain is a brand new grandmother, and here is the tiny grandbaby born in February to Mildred's daughter, Mini. Actually Mildred became a grandmother twice when both of her first two cubs, four-year-old Mini and Maxi, gave birth to cubs within 24 hours. Mini's cub is shown in a warm bed of straw at Grandfather Mountain, while Maxi's cub is with its mother at the North Carolina Museum of Life and Science in Durham. Maxi's cub is a girl, but Mini has kept folks at a distance, leaving the sex of her cub yet to be known. Its eyes will open in another three weeks.



In Malaysia, everybody knows that babies are not brought by the stork—they're brought by the lizard!

Social Security Administration News

By: DONALD S. MORRIS
Social Security Representative

Nine out of every ten workers are covered by social security. Individuals need to know now of their rights and responsibilities so they will get the full benefit of their social security protection.

Security is not only a matter of getting the money when it is due, but of knowing of the protection that is there. When planning your retirement or for your family's security, consider the value of your social security protection. Know what you and your family can expect to receive if you become disabled, die, or when you retire.

There are free booklets available that explain social security. One particularly good booklet is "Social Security for Young Families". You can get your free copy by calling the Elizabeth City Social Security Office. The number is 338-3981.

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Ostomy Group To Meet

The Northeastern N. C. Ostomy Group will meet at 2:30 P.M. Sunday, in the Albemarle Electric Membership Corporation building (REA) at Hertford. Mrs. Elva Winslow is in charge of the program. A film will be shown. The meeting is open to all ostomies, their families, and friends. Physicians and nurses are cordially invited. A social hour and refreshments follow the meeting.

Henry Block has 17 reasons why you should come to us for income tax help.

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vaseline intensive care lotion 10 oz. limit 2 mfg. sugg. price \$1.25	pertussin cough syrup 3 oz. 8 hr. formula wild berry mfg. sugg. price: 8 hr. \$1.39 wildberry - 98¢	tegrin medicated shampoo liquid 3.75 oz. mfg. sugg. price \$1.85
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