

The State Port Pilot

BUSINESS

Henry O boats riding a new wave in business

By Marybeth Bianchi
Feature Editor

Henry O is about to take Boston Whaler on a run for its money.

"Henry O up until now has not been a threat, but Henry O will be a threat," the company's new owner, Terry Mildenberg, promises. "We want everyone up and down the coast to know what a Henry O is."

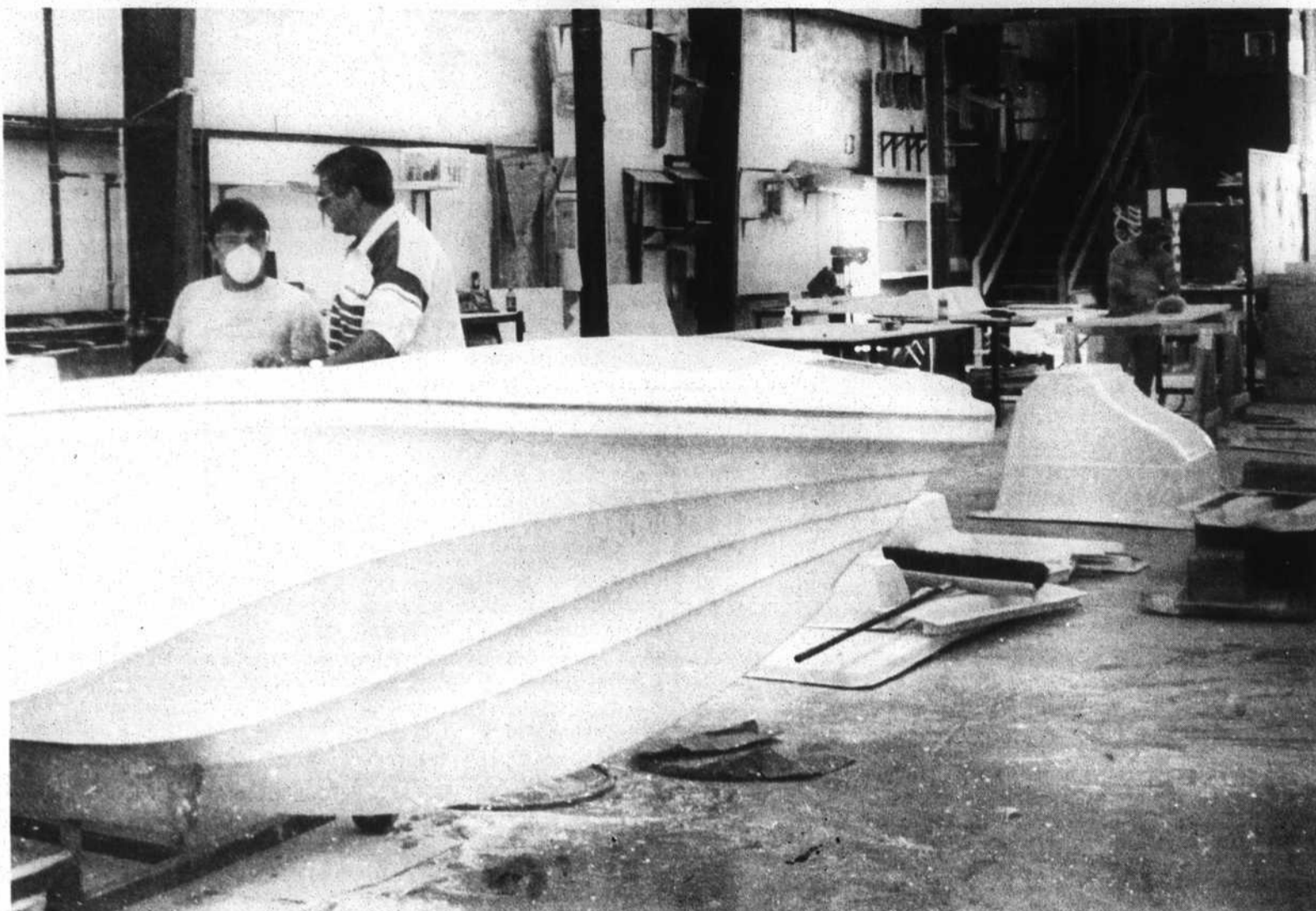
Mildenberg and partner William Marks, both originally from Michigan, bought the company from Henry O. McKee in April and are in the process of moving the business from Midway Road near Bolivia to the 20,000-square-foot building vacated by Zum Nepco, just outside Southport.

"Bill and I intend on making it a major operation," Mildenberg said. He and his partner are pouring money into the struggling business to make it a successful contender among the top boat manufacturers. Both Henry O and Boston Whaler have unsinkable, foam-filled hulls with ten-year warranties.

In deciding to purchase the business, Mildenberg said he realized, "There were a couple of things Henry O needed very badly. Henry knew how to design boats. His son knew how to build boats. The thing they didn't have was the business background, sales and money."

And that's just what he and Marks had to contribute. Marks is a retired attorney. Mildenberg owned a paper converting company in Michigan which he sold to Federal Paper Board Co. before relocating to Wilmington.

"We both have loved boats forever, but had never been in the business of manufacturing them. Like the guy from Remington, we liked the boat so much we bought



Terry Mildenberg (right) talks with one of the Henry O employees in the company's new 20,000-square-foot home outside Southport. The new owners plan on marketing the locally manufactured boat nation-

ally. The boats will still be designed by Henry O. McKee at the business's original location near Bolivia.

Photo by Marybeth Bianchi

the company," he said.

"I was very impressed when I saw it," Mildenberg said of the first time he observed a Henry O boat with its deep-V hull. "I was amazed at how

dry the boat ran. It sliced through the waves. I couldn't believe how well the boat handled."

"I knew I didn't know how to build boats, but I could run a busi-

ness and that's all it took to make Henry O go," he said. Henry will stay at the plant in Bolivia doing the design work he loves, and his sons will assist in manufacturing. All

have maintained a percentage in the company's ownership, Mildenberg said.

Mildenberg has big plans for Henry O, including a professionally

designed national advertising campaign, something which has never been done before.

The next issues of *Saltwater Fisherman*, *Sportfishing* and *Florida Sportsman* will feature full-page ads and two-page spreads detailing the boat's features and giving the company's Southport address and phone number.

Professionals will also be marketing the boats in North Carolina, South Carolina, Virginia, Georgia, Florida, Alabama and throughout the Northeast.

In addition, the company is spending about \$20,000 to exhibit seven boats at the Atlanta boat show.

"An awful lot of dealers go to the show and we're going to make our presence known," Mildenberg said.

He said the hardest part won't be in selling the boats, which range in size from 15 to 26 feet, but in building them fast enough to meet the demand he anticipates.

There have been several delays in getting the manufacturing of boats rolling, including securing the necessary air pollution control permits, the owner said, but he expects everything to be operational in the next couple weeks.

There are already 25 people working at the Southport plant, and Mildenberg expects between 30 and 35 to be on staff when four boats a day begin rolling off the production line.

"We prefer hiring people locally. We're not pulling anyone in from the outside," he said. And, not all those being hired are experienced boat builders.

"I think more than anything, as far as people are concerned, give me someone with good work ethics and desire and we can train them how to

See New boats, next page



Sherri Marshall (left), owner/broker, and Nancy McCall, sales and marketing coordinator, of Coldwell Banker Southport-Oak Island Realty, attended the Coldwell Banker Systems Orientation in Newport Beach, Calif. The four-day orientation is an introduction to the international real estate company's business philosophies, management techniques, products and services available to home buyers and sellers. Coldwell Banker Southport-Oak Island Realty has offices located in Southport and Yaupon Beach.



Members of the Brunswick County Volunteer and Information Center staff show off the certificate of appreciation they received from Brunswick County DECA members. Pictured are Bonnie Leonard, Angie Fisher, Pete Barnette, Ruth Cannon and Marcia Whiting. Not pictured are Mamie Frazier and Verda Holder.

Morse is named BHI resort sales manager

Sharon Tucker Morse has been appointed manager of resort sales and marketing for Bald Head Island.

The announcement was made by Peter Hamel, vice-president of resort operations for the 12,000-acre island resort off the southeastern Brunswick County coast.

Previously, Morse was director of sales and marketing for five years for Vintage Hotels' properties in Santa Barbara and Ventura, Calif. Earlier, she held the same post with the 160-room Financial Plaza Hilton in Oxnard, Calif.

Morse began her career in the hospitality industry in 1981 with AIRCOA/Associated Inns and Restaurants Company of America as night manager of the 320-room Sheraton Denver Tech Center, advancing soon after to the position of sales manager.

She was senior sales manager for one year for the 198-room Stockton (Calif.) Hilton. Following that, she was pre-opening director of sales



MORSE

and marketing for the 242-room Clarion Hotel in Sacramento.

A resident of Wilmington, Morse was born and reared in Huntington Bay, Long Island, N. Y.

Essey attends state seminar

Dorothy Essey of Red Carpet Dorothy Essey and Associates attended a June 24 political affairs seminar in Raleigh sponsored by the North Carolina Association of Realtors.

The seminar, "The How-To of Lobbying Legislators in the General Assembly", was designed to organize and mobilize realtors on issues to protect the rights of private property owners.

While in Raleigh, Mrs. Essey met with Rep. David Redwine and Sen. R. C. Soles to discuss issues relative to the rights of private property owners.

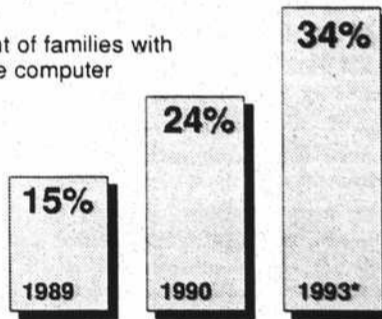
Mrs. Essey is a member of NAR Realtors Active in Politics. She is presently serving as vice-president of the Brunswick County Board of Realtors and as a state director of the North Carolina Association of Realtors.

SMART MONEY

Home computers are now a way of life

The Census Bureau estimates that by next year more than one in three families will have a home computer.

Percent of families with a home computer



SOURCES: Good Housekeeping magazine; Census Bureau

Copley News Service/Ken Marshall

St. James incentive for sales

Area realtors have been given a "fun, exciting and financially rewarding" incentive to help develop homesites at St. James Plantation.

"We wanted the general brokerage real estate community involved in the sale of our property," said Kent Smith, sales and marketing director for St. James Plantation.

To do that, Wright Management Company and Development Resources Inc. put together an "Olympic-style" incentive package with bronze, silver and gold medals awarded to individual realtors and their companies, according to the number of sales that person makes at St. James.

"We already have our first bronze medal winner," Smith said.

At a party last week to kick-off the "Go For the Gold" program, 62 realtors from Southport-Oak Island and the surrounding area were handed maps and invited to explore the golfing community development located outside Southport. The tour concluded at The Gauntlet Golf and Country Club, which was decorated with flags featuring each real estate company's logo.

In addition to medals, realtors and their companies receive monetary bonuses for sales at St. James.

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REWARD

Information leading to the arrest and conviction of persons breaking and entering and removing personal items from **142 Oakview Drive, Dutchman Acres Subdivision, Southport.**

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