

Quality Customer Satisfaction Is Key To Growth And Survival

BY HOLLY RICHARDS, EXECUTIVE VICE PRESIDENT
South Brunswick Islands Chamber Of Commerce

How important is quality customer satisfaction to you? Have you ever been in a place where the person supposed to be helping you has ignored you? Had a bad attitude? Acted like they'd rather be somewhere else? If you're like me, it's happened a great deal and I don't like it.

Here at the chamber we feel that quality customer satisfaction is a must if the economy of the South Brunswick Islands is to continue to grow and in some cases even survive. When I was a little girl my father said something to me that I have always remembered, "You catch more flies with honey than you do with vinegar." How true.

Here in the South Brunswick Islands our livelihoods depend on quality customer satisfaction. Most of us are in customer-oriented businesses, whether the business be seasonal or year 'round. Based on tourism or local people, the fact remains that customers are customers. And customers must be treated well in order to have repeat customers.

This is all well and good, but what are we going to do about it? As you know, our chamber wants to be a leader in the trends, not a follower. Quality customer satisfaction is the wave of the '90s. We can be in the forefront of this movement or let it fall by the wayside. We've chosen to be in the forefront. Watch our program of work for 1992. Now, in the '90s people are getting back to good old basics. "Do unto others as you would have them do unto you." What a nice concept. I'm sure I wasn't the first one to think of it. Our chamber, along with Velva Jenkins at the Small Business Center of Brunswick Community College and Harriett Bellamy, Distributive Education Clubs of America (DECA) instructor at West Brunswick High School, have formed a Quality Customer Satisfaction Committee. Several area business leaders who believe in the reality of quality customer satisfaction are serving on this committee.

The committee is geared to help our citizens become happier, more productive workers and improve our ability to compete in the global marketplace of the 21st century. It is the hope of this chamber, along with the Small Business Administration and the DECA program, to help improve what we feel is the key ingredient to success in the '90s, your skills in quality customer satisfaction.



RICHARDS



STAFF PHOTO BY DOUG RUTTER

Builders Aid Shelter

Randy Hurst, president of the South Brunswick Islands Home Builders Association, presents a \$500 check to Cathy Swaim, director of Hope Harbor Home. Hope Harbor is Brunswick County's shelter for victims of domestic violence.

JOBs Program Enrolls First Clients Hoping To Earn Pay

BY TERRY POPE

Six Brunswick County residents are trying to improve their education and job skills in an effort to get off federal welfare.

They are the first of 56 initial applicants for the Jobs Opportunities and Basic Skills Training Program (JOBs), which the Brunswick County Department of Social Services began in July.

JOBs is part of state legislation passed in 1988 that hopes to overhaul the federal welfare program by giving persons on Aid To Families With Dependent Children (AFDC) the right job training, education opportunities and day care needed to help them get paying jobs.

During the next three years, it will be phased in to operation in 40 counties across the state, where the bulk of the state's welfare recipients live.

In Brunswick County, the lack of public transportation often keeps people on welfare, said Ginger DeBerry, Brunswick County's JOBs coordinator.

"It's always been a barrier here," said Ms. DeBerry.

The program must link DSS with area transportation and child care providers. DSS will either pay the providers directly or reimburse clients that participate in JOBs.

The six now participating are unemployed parents who were "mandatory volunteers," said DSS Director Jamie Orrock. Five groups of people are targeted by the state as potential clients for JOBs.

Most of the mandatory clients are

unemployed parents who have not completed high school, said Orrock. They often complain that the lack of child care keeps them from getting a job, he said.

"Hopefully, we can remove some of the barriers," said Orrock. "If they are excused, we can find that out also by saying we can take care of it."

The first emphasis will be to have participants obtain a general equivalency diploma (GED) or high school diploma. Clients can attend Cape Fear Community College in Wilmington, Brunswick Community College in Supply or Southeastern Community College in Whiteville.

"We're not excluding any resources just because they lie outside of the county lines," said Orrock.

The program is funded through state and federal funds, with the county's share about \$38,000 annually, said Orrock.

Ms. DeBerry said she has been busy since July recruiting county resources that will participate in the JOBs program.

"We still have to have vendors who are willing to work with us," she said. "Rome wasn't built in a day, and this program will take a little time to get off the ground."

DSS hopes to have 215 people enrolled in JOBs by June 1992.

In other business Monday, the Brunswick County Department of Social Services Board voted to move the Nov. 25 meeting to Nov. 18, 5:30 p.m., in the conference room of the DSS building at the government center in Bolivia.

BUSINESS BRIEFS

New Law Office Opens

Edmund A. (Buddy) Liles has opened a law office at Seaside Plaza, Seaside, where he will be engaged in general practice.

Liles previously practiced in Ocean Isle Beach during 1986. After leaving the county, he worked for Commonwealth Land Title Insurance Co. in Rockville, Md. until this past March.

A native of Wadesboro, he attended Davidson College and earned his law degree from Wake Forest University in 1966. His past experience includes approximately nine years in private practice in Charlotte, two years as an assistant solicitor in Mecklenburg Superior Court and two years with the National Railroad Passenger Corp. (AMTRAK). He also worked with the Federal Housing Administration's Home Mortgage Division, General Counsel's Office, with the HUD/FHA Property Disposition Program.

He and his wife, Judy McCulley Liles, have four children.

Course Offered

Brunswick Community College is offering an electrical contractor license renewal class in two sessions, Monday, Nov. 4, and Monday, Nov. 11, from 6:30 p.m. to 9:30 p.m.

Sam Carteret will be the instructor for the class, which will meet in the teaching auditorium of the ALS Building at the main campus north of Supply.

All state-licensed electricians who wish to maintain their license are encouraged to sign up for the course.

Registration fee is \$30, payable at the first session. Students need to bring their electrical code books to class.

For more information about this or other continuing education classes, call BCC at 754-6900, 457-6329 or 343-0203.

Host Symposium

More than 60 eye doctors from across North Carolina attended Carolina Eye Associates' second annual Vitreoretinal Symposium held at the Southport Community Center the weekend of Oct. 19.

The two-day event, directed by Gregory Mincey, M.D., presented

the latest surgical techniques and laser treatments used to combat eye disease. Mincey and guest speaker Dr. Joseph Gunn of Charlotte were the speakers for the 12 programs.

Mincey and his wife, Jody, also hosted a king mackerel fishing tournament and reception at their home in Southport.

Insurance Seminars Set

Two courses that will fulfill continuing education requirements for those with insurance licenses will be offered in November by the Brunswick Community College Small Business Center.

The first, *Introduction to Qualified Retirement Plans*, is Nov. 9, and the second, *Federal Estate/Gift Tax Planning Concepts*, is Nov. 16. Both seminars will meet from 8:30 a.m. to 3:45 p.m. on the main campus of Brunswick Community College north of Supply.

Registration is limited and pre-registration is encouraged by calling the center at 754-6900, 457-6329 or 343-0203. Registration is \$2 and course books will cost \$23.

Appointed At Sea Trail

The Clarion Resort at Sea Trail Plantation in Sunset Beach has announced two appointments to its staff.

Mike Smith has been named director of housekeeping, said Grant Kuhn, general manager of the resort, returning to the area after working three years at the Lawrence Welk Resort in San Diego, Calif.

Judy Baker has been named manager of Tavern On The Tee, said Bob Coyne, food and beverage director for Sea Trail Plantation.

The Tavern on the Tee is the Sea Trail restaurant and lounge located in the clubhouse of the Dan Maples course.

Legal Notices

Legal Notices

NOTICE OF SUBSTITUTE TRUSTEE'S FORECLOSURE SALE OF REAL PROPERTY

Under and by virtue of the power and authority contained in that certain Deed of Trust executed and delivered by James C. Brown dated October 11, 1988 and recorded in the Office of the Register of Deeds for Brunswick County, North Carolina, in Book 38 Page 96, and because of default having been made in the payment of the indebtedness secured by said Deed of Trust and failure to do and perform the stipulations and agreements therein contained, and pursuant to demand of the Owner and Holder of the individuality and by said Deed of Trust, the undersigned Substitute Trustee will execute for sale at public auction to the highest bidder for cash, the property herein described, to-wit:

BEING all of Lots 9 and 11 of Village Point Estates, according to a survey by James R. Longkins, R.T.S., dated 27th November 1984, a map of which appears in Map Exhibit P (page 51 of the Brunswick County Register).

Address of Property: Lots 9 and 11, Village Point Estates, Seaside, Brunswick County, North Carolina.

Person in Possession: N.W. Chumel, Inc.

The terms of the sale are that the real property hereon described will be sold for cash to the highest bidder and that the undersigned may require the successful bidder at the sale to immediately deposit with or pay to the undersigned in full the amount of ten percent (10%) of the high bid up to and including \$10,000 or plus five per cent (5%) of any excess over \$10,000.

The said property hereon described will be sold subject to any superior liens, including taxes and special assessments.

The sale will be held open for ten (10) days for reports to be filed required.

Date and Hour of Sale: November 6, 1991 12:00 noon.

Place of Sale: Brunswick County Courthouse.

Date of this notice: October 16, 1991.

Shelia K. McLamb, Substitute Trustee
ANDERSON & McLAMB
Attorneys at Law
P.O. Box 345
Seaside, North Carolina 28579
Oct. 31

ESTATE NOTICE

The undersigned having qualified as Administrator and Administratrix of the Estate of Laidley Earls Simmons, Sr., deceased, late of Brunswick County, this is to notify all persons having claims against said estate to present them to the undersigned on or before the 15th day of April, 1992, or this notice will be pleaded in bar of their recovery. All persons indebted to said estate will please make immediate payment to the undersigned.

This the 15th day of October, 1991.

Gayla Varnam, Administratrix of the Estate of Mildred S. Hewett
Rt. 2, Box 214 E
Supply, NC 28462
Nov. 14 pd.

UNITED STATES BANKRUPTCY COURT EASTERN DISTRICT OF NORTH CAROLINA

NOTICE OF BANKRUPTCY SALE
In accordance with Rule 6004 of the Bankruptcy Rules, Notice is hereby given of a bankruptcy auction of the real property described as:

Lots Number 422, 423, 468 and 469 in Section 7 of the Plan of Boiling Spring Lakes, a map of which appears of record in Book 6 of Maps at page 170, records of Brunswick County.

BEING the same lands described in a deed from Reeves Broadcasting and Development Corporation (Boiling Spring Lakes Division) to Richard L. Parsons and wife, Dorothy M. Parsons, dated April 29, 1963, and recorded in Book 170 at Page 701 of the Brunswick County Registry.

SUBJECT, HOWEVER, to the restrictions set forth in an instrument recorded in Book 170 at page 335 of the Brunswick County Registry.

DATE OF SALE: November 1, 1991.
TIME OF SALE: 12 o'clock Noon.
LOCATION OF SALE: At the site of said real property to be sold which is 404 Queens Drive, Boiling Springs Lake, County of Brunswick, Southport, North Carolina 28462.

MANNER OF SALE: By Public Auction, 10 percent of sales price required as deposit, balance due within 30 days of date of auction. Property sold subject to ad valorem taxes for 1991 and subsequent years.

This real property will be open for inspection one hour prior to the sale. Anyone having questions concerning the sale may contact Anthony L. Register at the address and phone number below.

Anthony L. Register
401 Chestnut Street, Suite 1
Wilmington, N. C. 28401
(919) 251-0103
Oct. 31

DAVID G. WHITE, Attorney for Plaintiff(s)
P.O. Box 631
205 Magnolia Street
Spottsylvania, S. C. 29304
(803) 574-5149
(Oct. 31)

Cost-Share Program Supports Farm Conservation Measures

Technicians at the Brunswick Soil and Water Conservation District office in Bolivia are taking requests from local farmers and other landowners for assistance with improving and converting their land.

The North Carolina Agriculture Cost-Share Program for Nonpoint Source Pollution Control is an assistance project, said Bill Norris, Cost-Share Program technician, designed to reduce sediments, nutrients, animal waste and pesticides from entering the state's streams, rivers and lakes.

Norris said that farmers are invited to call the district office and ask a technician to come out and inspect their property. If problems are reported, the district office reviews and approves an application request

that will be made for the landowner to the state office.

The program pays 75 percent of the average cost for each approved best management practices (BMPs). These are conservation measures taken to help farmers protect water quality.

In Brunswick County, BMPs include conservation tillage, animal waste lagoons and waste application, cropland conversion, sod-based rotation water control structures, field borders, critical area treatment and drop-pipe structures.

Technical staff members are available to assist in developing conservation plans. Interested landowners can get more information from the district office at 919-253-4458.

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