



BEACON AD STAFFERS, from left, Linda Cheers, Cecelia Gore and Timberley Adams display seven awards won by the newspaper in the N.C. Press Association's 1992 Advertising Contest.

# Brunswick's Weekly Papers Capture Advertising Awards

Brunswick County's two weekly newspapers captured 15 of 65 weekly division awards in the N.C. Press Association's 1992 Advertising Contest.

The Brunswick Beacon's honors included one first place and five second place awards, accepted by advertising representatives Linda Cheers and Cecelia Gore. The State Port Pilot brought home four first place, one second place and two third place awards.

Both newspapers were awarded gold star certificates for their vacation supplements.

The awards were presented during the association's 1992 Advertising Conference May 29 in Charlotte.

The Beacon's first-place award went to editor/publisher Eddie Sweatt for best newspaper promo-

tion, "Nobody Covers The Beaches Better."

Publisher and advertising director Carolyn Sweatt won two second-place awards, best full-color ad and best color ad for apparel, jewelry and accessories. Both winning ads were designed for the Salt Peddler at Holden Beach.

Beacon representative Gore won second place for best use of spot color on an ad for Day at the Docks, an event sponsored by the Holden Beach Merchants' Association.

Second place in the best small ads category went to Timberley Adams for an ad designed for Little Friends, a children's clothing store at Sunset Beach.

Island Living, published four times a year by the Beacon, won a gold star award for best special section. Another gold star went to the

Pilot for its Vacation Guide '91.

The Pilot's first-place awards went to Sue Parker, Diane McKeithan and Ed Harper for best classified section; McKeithan, for best real estate ad, Ocean 1 Realty; Kim Adams and Debi McKellar, best restaurant/entertainment ad, Jubilee Amusement Park; and Adams and McKellar, best ad campaign, Doshier Memorial Hospital.

The Pilot staff won second place for best newspaper promotion, Cookie Contest. Parker and McKellar took home third place, best ad for apparel, jewelry and accessories, for an ad designed for Merle Norman.

Since 1982, the Beacon has won 62 awards in N.C. Press Association news and advertising competitions, including first place for general excellence in 1984 and 1985-86.

## BUSINESS BRIEFS

### Carlson Joins Newspaper Staff As Managing Editor

Lynn Sweatt Carlson has joined The Brunswick Beacon staff as managing editor.

Carlson, 37, was editor of the Beacon from 1976 to 1977 and is a former editor and co-owner of the Outer Banks Current in Kill Devil Hills.

Since 1987 she has been assistant director of Blue Ridge Community Health Services in Hendersonville.

She holds a bachelor's degree in news/editorial journalism from the University of South Carolina and has won awards from the N.C. Press Association and N.C. Press Women in news and editorial writing, photography and page design.

Carlson is the daughter of Beacon editor-publisher Edward Sweatt. She is married to Eric Carlson, a staff writer for the newspaper. The couple lives at Holden Beach.



CARLSON

Richard Toler, Brunswick County ASCS director, said the restriction does not affect commodities already in storage with Brunswick Farm Supply.

### Three Are Certified

Three registered nurses from the staff of The Brunswick Hospital's emergency department have received certification for advanced treatment of critical patients.

Kay Ryan of Long Beach obtained certification in advanced cardiac life support, indication of her special knowledge in areas such as dysrhythmia recognition and airway management. The training will enable her to better assist physicians during emergency situations and enhance her level of preparedness and decision-making ability in emergencies.



RYAN

### Completes Course

Pauline Williamson of Coastal Development & Realty at Holden Beach recently completed a two-day course in residential real estate held in Charlotte by the Residential Sales Council of the Realtors National Marketing Institute.



WILLIAMSON

"Listing Strategies for the Residential Specialist" provided skills in effective listing and marketing techniques and is one of the courses that leads to qualification for the Certified Residential Specialist designation.

### Prepare For Licensing

Individuals preparing to take the North Carolina Electrical Contractor's licensure exam can review essential information in a preparation course that begins June 15 at Brunswick Community College.

The class will meet Mondays and Tuesday through Aug. 31 from 6:30 p.m. to 10 p.m., with Sam Carteret as instructor.

Cost will be \$30, with the course text the National Electrical Code Book. Students may register at the first class meeting.

For more information contact Continuing Education Director Perry Hall at 754-6900.

### Off Warehouse List

Brunswick Farm Supply, with locations in Ash and Longwood, has been removed from the Commodity Credit Corporation's list of approved warehouses, according to the state office of the Agricultural Stabilization and Conservation Service.

No Commodity Credit Corporation owned commodities or loan commodities, or commodities delivered for purchase under a price support program is to be stored or handled through Brunswick Farm Supply at those locations.



WOOD

LAYMAN

Sheila Wood of Nakina and Tim Layman of Boiling Spring Lakes were certified as medical intensive care nurses. To earn this certification a person must be a registered nurse with certification in advanced cardiac life support and basic trauma life support. Also required is completion of 160 hours of classroom instruction, eight hours of work in another hospital's emergency room and 20 hours working with advanced life support personnel. A subsequent board examination determines certification.

The department's medical intensive care nurses work in conjunction with the county's 911 system to prepare for the arrival of critically ill or injured patients and helping to guide treatment prior to arrival at the emergency room.

### Boat Company Expands

The Henry O Boats Company, previously on Midway Road, is in the process of expansion and relocation, according to Thomas Monks, executive director of the Resources Development Commission for Brunswick County.

The firm is leasing the 20,000-square-foot former Zum Nepco building at Southport and will convert from custom-made boat production to production line units, producing boats 15 feet to 26 feet in length.

J. Terry Miltenberg is now partner and president of the business, Monks announced.



BEMC PHOTO BY PHILIP MORGAN

### Safety Effort Recognized

Brunswick Electric Membership Corp. was recognized recently by the National Child Safety Council with a certificate of appreciation for its service to the safety of Brunswick County children. BEMC supports programs such as the Brunswick County Sheriff's Department's Child Safety, Child Molestation and Drug Education program, which serves all Brunswick County students in kindergarten through third grades. It discusses stranger awareness, Halloween safety, juvenile drug education, sexual abuse prevention and other safety-related topics. Above Council Safety Coordinator Jim Hart (left) presents the certificate to Don Hughes, a BEMC district manager.

### Program Has Low-Interest Loans For Small Businesses

A new program located at Southeastern Community College at Whiteville will provide start-up or expansion funds for small businesses in Brunswick, Columbus, Robeson and Bladen counties.

Floyd L. Shorter will coordinate the Microenterprise Loan Program, with Janice Simms, coordinator of the SCC Small Business Center, serving as site director.

An informational meeting will be held Tuesday, June 9, at 7 p.m. at SCC, at which Shorter will describe the program in detail. The meeting will be held in Room 123 of M Building at SCC's campus on N.C. 74-Business between Whiteville and Chadbourn.

Shorter brings educational and business experience to the program. He holds an undergraduate degree from Tuskegee Institute and a master's in business administration from Old Dominion University. He has worked in banking and is the former owner of two fast-food franchises.



SHORTER

### Chest Pain Center Available

A chest pain emergency center has opened at The Brunswick Hospital, Earl Tamar, chief executive officer, announced last week, providing a designated place for specialized care of patients suffering from chest pain.

Located in the emergency department, the center is equipped with advanced monitoring devices and is staffed around the clock with emergency medicine physicians trained in early cardiac care and nurses with coronary care training.

Chest pains or a pressure or tight feeling in the chest is one of the classic signs or symptoms of a heart attack. Persons experiencing any type of chest pain should arrange from someone else to transport them for treatment, said Daphne Yar-

brough, hospital marketing director.

Recent studies indicate, she said, that at least one-third of all deaths resulting from heart attacks are of patients who do not seek medical assistance. When treatment is not sought within the first few hours following an attack, damage to the heart muscle is irreparable. In crucial situations, she said, even minutes can make a difference.

Tamar said the center is of importance for several reasons, two of them being that the region's nearest major heart center is located 30 minutes to an hour away from most area residents and that the area's over-40 population is increasing rapidly. Also, he said, specialized care is needed for this type of patient and should be handled separately from other emergency room activity.

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