

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 Con-

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

Publisher and advertising director Carolyn Sweatt won two secondplace 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

The Pilot's first-place awards went to Sue Parker, Diane Mc-Keithan 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, Dosher Memorial Hospital.

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

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, was editor of the Beacon from 1976 to 1977 and is a former editor and co-owner of

the Outer Banks Current in Kill CARLSON Hills.

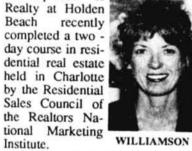
Since 1987 she has been assistant director of Blue Ridge Community

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.

#### 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 Na-



Institute. "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 Electricial 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

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.

CONVENIENT TOURS AND TRAVEL FOR ALL YOUR TRAVEL NEEDS Niagra Falls, New York .. June 21-27 Branson, Missouri Home of Country Music...June 30-July 5 ...July 28-Aug.20 Coast to Coast. ...Aug. 22-24 Plus Many More • Deposits needed

CALL 754-4222

FULL SERVICE TRAVEL AGENT
Hwy. 17 N., Shallotte

(next to Allison's Barber Shop at Wal-Mart)

APAPAPAPAPAPA?

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

#### 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 knowleged in areas such recognition and airway management. The training will enable her to better assist physi-



cians during emergency situations and enhance her level of preparedness and decision-making ability in emergencies.



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 20,000square-foot former Zurn 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 Mildenberg is now partowner and president of the business, Monks announced.



·Flags Banners ·Flagpoles ·Pennants A Variety Of Flags

State & Foreign Flags Festive Flags & Banners

FREE Catalog & Delivery 101 Aviators Lane Burgaw, NC 28425

Catherine Moore, Owner



#### Safety Effort Recognized

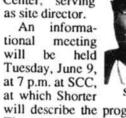
Brunswick Electric Membership Corp. was recognized recently by the National Child Safety Council with a certificate of appreciation for its service to the safety of Brunswick County children. BEMC supports programs such as the Brunswick County Sheriff's Department's Child Safety, Child Molestation and 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,

Janice Simms, coordinator of the SCC Small Business serving Center, as site director. An





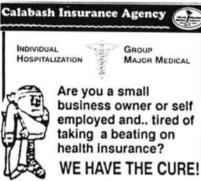
will describe the program in detail.

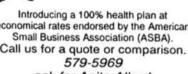
The meeting will be held in Room 123 of M Building at SCC's campus on N.C. 74-Business between Whiteville and Chadbourn.

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.

Selection of SCC for the program was announced by Daniel T. Blue Jr., speaker of the N.C. House of Representatives, and Billy Ray Hall, president of the Rural Economic Development Center. SCC applied for the program in a joint effort with the Columbus County Minority Business Council.

For more information contact SCC's Small Business Center at 919-642-7141.





ask for Anita Allard. Out of area? Call collect.

# Have Lunch With Us! **EXPRESS** 24 Hours A Day—7 Days Shallotte-Jct. Hwy. 17 & Holden Bch Rd.

### 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 cru-

cial situations, she said, even min-

utes 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.

#### John J. Caulfield, D.D.S., P.A.

Oral & Maxillofacial Surgery

is pleased to announce the association of

#### Thomas M. Gilbert D.M.D. **Endodontics (Root Canal Therapy)**

at our Brunswick office

Appointments are now being taken

754-2728

Suite #2, Doctors' Office Complex The Brunswick Hospital, Supply

Dr. John J. Caulfield, 754-2727 • 1-800-222-8126

#### Some Choice Programs for Grange Members\*

North Carolina State Grange and Blue Cross and Blue Shield of North Carolina are names you can trust. Send us this I coupon, and our agent will contact you about special programs I for Grange Members.\*

<ul> <li>Individual</li> </ul>	<ul> <li>Family</li> </ul>	<ul> <li>Medicare Supplemental</li> </ul>
Name		
Address		
City	Stat	e Z <sub>I</sub> p
Telephone		
ST VE	Blue Cross Blue Shield	Mail to: Coastal Insurance & Realt P.O. Box 1238



Shallotte, NC 28459 754-4326

Non-members may apply by making application for membership. © 1988 Blue Cross and Blue Shield of North Carolina

# **Security Systems**

Residential Commercial • Industrial

 Burglar Alarms Fire Alarms Closed Circuit TV Central Vac

 Sound & Intercom **Professional Sound & Security** 

Licensed in North & South Carolina Call John Schwab

(919)754-5333or (803)399-9999 3769 Sea Mountain Hwy., Little River, SC 29566

