

Herald-MPI host free ad event Tuesday

Lexington, SC newspaper publisher and small business consultant Jerry Bellune will conduct a free advertising seminar for local businessmen and businesswomen Tuesday at 6 p.m. at the Joy Theatre.

The Kings Mountain Herald and Mountaineer Partnership are co-sponsoring the event. The Herald will appreciate a telephone call (704-739-7496) if you are planning to attend. Big E's barbecue with all the trimmings will be served from 6-6:45 p.m. after which Herald Publisher Ron Isbell and Mountaineer Partnership Executive Director Adam Hines will introduce Bellune. The Joy Performance Center and Inn of the Patriots are assisting in making the special program possible. "The Herald is shooting for 100 people to attend," says Herald Advertising Director Rick Hord.

Bellune, publisher of the award-winning Lexington County Chronicle, will show examples of ads that



JERRY BELLUNE

really work and tell how they work. He said he will suggest, for instance, the use of advertorials, using ads to tell your own story, and talk about the real necessity of a headline on an advertisement that attracts readership as well as specific ingredients of advertising aimed at a particular niche audience.

Says Bellune, "growing a business in this economy is tough, especially for those in small communities but Kings Mountain has the right products and the right services."

STRANGE CALL: leads woman to police

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Was her grandson really in trouble? As it turns out he wasn't. The call was just one of many clever ploys crooks are using to swindle an unsuspecting public out of its hard-earned cash. They prey on the easiest of targets - the elderly in this case, but with age comes wisdom. This elder wasn't buying it. And by speaking to the police, perhaps her voice will sound the alarm on this trap now laid before her peers.

"If anyone receives a phone call from someone pretending to be a relative they need to be contacting us to find out if this is real or not," said KM Police Det. Sgt. Lisa Proctor. "Thankfully this lady had her wits about her and didn't fall for it."

Proctor said that they tracked down the specific relative the suspicious caller claimed to be and he was just as surprised and perhaps perplexed at the call.

How did the caller know about her relatives, their names and their possible whereabouts? How did he know enough to plant that proverbial seed of doubt and keep her on the line that long?

Det. Proctor suspects the Internet. The World Wide Web serves as a portal to a wealth of information scam artists can use in their crimes of swapping stories and mistaken identities for money.

A list of family members and where those relatives live can be found in obituaries (many of which are online today) and on social networking sites, such as Facebook and MySpace.

"Too many people are too open on those sites with family information, photos (and the like)," Proctor said.

Just as those users need to be careful of what they post for the world to see, people need to be wary of the contact they receive from those claiming their identities. If in doubt, ask questions.

"The more information they can give us, the more information we can check up on," Proctor said.

But she also adds another helpful tip: if you receive a phone call like this from a strange voice that claims to be a loved one, contact the phone company as soon as the call ends.

"See if they can start a trace on the line and then contact us," she said. "We don't want any of our citizens getting scammed out of money."

Be wary of anyone, supposed relative or otherwise, who asks for personal information like credit card numbers or bank account information over the phone or through email or print. The public is reminded to never give out sensitive information to anyone who asks.

"No one should be calling them asking for cashiers checks, credit card numbers, banking information or anything like that," Proctor said.

Even a wolf can appear in sheep's clothing. Even if that wolf says he's related to you.

Dear Reader,
Just a little note to tell you we love you.
Yours truly,
The Herald Staff

Spring Into The Fair Home & Garden Show April 1-3 Vendor Spaces Are Available. Call The Fair Office At 704-487-0651 For More Information

A pistol whippin' and a car jackin' Police seek mother in case

A Bessemer City man picked up two women early Thursday morning in Kings Mountain and was allegedly robbed by them and pistol whipped. The women left town with the man's cash and automobile.

Mike Black, 49, of 603 North 11th St., Bessemer City, told Kings Mountain police that he saw Jackie Renee Carroll, 40, and her daughter, Tangie Nicole Carroll, 22, walking along the side of the road, according to Det. Captain Derek Johnson.

"I knew them and gave them a ride to the Royal Motel on Shelby Road," Black told officers. When they checked into a room, one of the women allegedly pulled out a gun, demanded money and pistol-whipped Black.

The two women left the motel in Black's 2003 white Pontiac Grand Prix, a four-door model with license plate number ZYW-9382.

Black was treated at Cleveland Regional Hospital and released.

Johnson said the incident happened at 2:03 a.m. Thursday morning. He said both suspects have been in Cleveland County Jail before on previous charges.

Police found the stolen car abandoned on a roadside in Gastonia.

Police say a 16-year-old boy from Bessemer City was arrested in connection with the robbery on Tuesday. A few days earlier, Tangie Carroll, considered to be the teen's girlfriend, was arrested on Friday.

All three face charges of armed robbery and larceny of a motor vehicle.

The mother-daughter team are former residents of Kings Mountain, according to police, but are considered "floaters" by police.

Anyone with information about the whereabouts of the two women is asked to call the Kings Mountain Police Department, 704-734-0444.

COMMUNITY: rallies to support 14-year-old Timmy in his fight against cancer

FROM Page 1

(NHL). Burkitt's lymphoma commonly affects children. It is a highly aggressive type of B-cell lymphoma that often involves body parts other than lymph nodes. In spite of its fast-growing nature, Burkitt's lymphoma is often curable with modern intensive therapies. Nearly 80% of those with this localized disease are cured. Late relapses are hardly seen.

With the cancer discovered in his neck and his intestines, Baucom had a chemo port, (a thin, soft, plastic tube surgically implanted into a vein that allows healthcare professionals to draw blood and deliver chemotherapy drugs directly into a vein without having to insert an IV needle each time), put in and went through three days of intense chemotherapy. While this treatment often has rough, physical side effects, Baucom endured without becoming sick. Even the knot on his neck has gone down and is barely even seen.

Baucom has to keep his white blood cell count high to prevent infections. This is the reason he cannot go to school or even to church - any place that crowds gather. "The doctor said that what is just sniffles to us could be bad for him," Roxanne Baucom, Timmy's mother said.

Right now he is primarily

confined to be within the walls of his own home to keep from becoming ill.

If he goes into a chemo treatment and his blood white cell count is low, he may need a blood transfusion.

The cancer must be killed by chemotherapy and not by anything else; surgery is not even an option for this type of cancer.

Baucom always encourages his mom that everything is going to be okay.

"Every morning we thank God we have another day and then thank him again before we go to bed," Roxanne explained.

Ever since Baucom's story has been announced, people have been rallying together to figure out ways to help out.

"We have gotten encouragement cards from kids and churches that we have never heard of," Roxanne commented. "He also received goody bags."

When Baucom grows up he wants to be a Diesel mechanic, but right now he needs to repair his body. Because of the burden of upcoming expenses, there are two fundraisers that will be held in Kings Mountain.

On Tuesday, February 25th, there will be a spaghetti supper fundraiser at Kings Mountain High School for Baucom. It is from 5 p.m. to 7:30 p.m. in the cafeteria. Tickets are on



Timmy Baucom stands with his mom, Roxanne, inside their KM home.

sale at the school for \$7 each.

Then on Tuesday, March 15th, there will be a fundraiser at J. Oliver's, in downtown Kings Mountain, 6:30 p.m. to 9:30 p.m. The Southern Experience band will host the event featuring other groups and musicians who have also joined the cause. KMHS student JT Fitch has decided to make this event his senior project.

The family requests that everyone keep lifting them up in prayer.

"We will never be able to thank people enough for all

their prayers and contributions," Roxanne said.

If anyone would like to donate money you can give to the family or put it in a Wachovia account under the name "Timmy Baucom".

There will also be a love offering taken up at a benefit at the Baucom's church, Edgewood Freewill Baptist Church, in Bessemer City, on February 19th.

Baucom is stepping up to the plate with courage and optimism. The game may be long and hard but he is determined to win.

Kings Mountain YMCA presents a free seminar on February 15th at 11:30 Lunch will be provided

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Seating is limited Please call 704-739-9631 or 704-739-5185 to make your reservations Held at Kings Mountain Family YMCA 211 Cleveland Ave. Kings Mountain, NC . 28086