

RANGER: to take no prisoners

FROM Page 4A

"It's more real than we thought," she said. "On TV it looks fake," Brucker added. But seeing your teacher come to school the next day wearing a neck brace, seventh grader David Gamble had to admit, "it's real".

Students Tanner Davis, Gamble, Sellers, Brucker and Ponder spoke with enthusiasm of the matches they've witnessed. A few noted that if Mr. McDonald doesn't beat the "Sheik", there'll be no living with him after this. They know how competitive he gets.

The Duke Blue Devils flag he has hanging in the room taunts Brucker - an avid Carolina Tarheel fan - on a daily basis.

Some of his students have returned the taunts lately with playful digs of their own about the "Sheik" and the "beatdown" Mr. McDonald faces.

In the running

Last Friday, McDonald was warming up for the match with students in his running club at KMMS. They ran down to John Gamble Stadium next door at the high school and formed lines on the track. He led them through exercises that warmed up their muscles for the workout they were about to face.

What a workout! He charged them to run up the hill and down the stairs of the stadium's home side, again and again. Then he told them to run a couple of laps around the track. They did it. Even though some were clearly tired, like he was tired in the ring, they soldiered on under the guidance of this soldier.

In pep talks before and after their workouts he told them why it matters to keep going, to push for a strong finish and to be the champions in their own lives.

Not everyone in the club is going to be a star athlete, he explained after school, but everyone needs to learn how to overcome ad-

versity and how to face challenges.

When asked if the two gold belts that sit behind his desk in the classroom were trophies he won in his wrestling matches with the EWA, he laughed.

"It's a funny story," he said.

One afternoon a few weeks ago, he needed cash to renew the license tag on his car. He popped over to a nearby toy store and looked for something quick to buy to get cash back on his bank card.

And there he saw it, shining in the aisle. It was a plastic belt that shone like gold and was inscribed with the words: "Heavyweight Champion". He bought it for laughs and brought it into his classroom. It sits on top of a metal filing cabinet next to another toy belt that a student found and brought him. That belt has a WWE logo that spins he pointed out with a smile.

He's challenged his students with selling tickets for the event on Friday night. Each student who sells five tickets earns a homework pass. It's a win for students and for Hospice.

Many of his students will be watching from the sidelines as he takes on "The Sheik from the Middle East" Friday night. And like Rocky's Adrian, his wife of 16 years Amy McDonald will be watching too, cheering for a champion.

Whether McDonald wins or not in the ring, his students believe in him and in that way this teacher is already a champion. You can see it in the signs that hang in the school's halls. You can hear it in the steady chants of "U-S-A, U-S-A". You can see it in the determination of his students who continue running and climbing hills, even when they're tired.

They've got that same sparkle of determination in their eyes that he has - the eyes of a tiger...the last known survivor stalking his prey in the night.



photo by LIB STEWART

Shirley Brutko, executive director of the Kings Mountain branch of the Cleveland County Chamber of Commerce, above, chaired the 13th annual Business Showcase which opened Tuesday night at City Hall and continues through March 18. Brutko stands at the Southern Arts Society exhibit on the theme, "Where Main Street Begins." The event attracted its largest participation ever with 53 businesses showcasing and large opening crowds in attendance.

SHOWCASE: hosts largest participation ever, 53 businesses

FROM Page 1

tracts its largest crowd of exhibitors.

Presenting sponsors are Warlick & Hamrick Insurance, Kings Mountain Hospital and First National Bank.

Sponsors are Premier Federal Credit Union, Kings Mountain Woman's Club and City of Kings Mountain.

Food sponsors are Food Lion East, Food Lion West, Linwood Restaurant, Big E Restaurant, Center Street Tavern and Smoke-

house, Kentucky Fried Chicken and Subway. "Scoop" Dixon of Gardner-Webb University made the award presentations, also recognizing Chamber Ambassadors, and sponsors.

"Main Street," the theme for the expo, features a wide range of services that promote local business, drawing interest from both exhibitors and daily visitors to city hall to appreciate the creativity expressed by each merchant advertising products that fit the theme.

CLUBS: offer students outlets

FROM Page 4A

He told them that since they started in the running club, they've come a long way.

"I'm proud of all of you," he said.

The club started with nearly 40 students. Although it's down to about 30 now, the students it hosts are not there because they drew the short end of a stick. They are

there because they chose to be. One student, Austin Butler, has even made his own shirt sporting the running club and the Army logo. He's offered to make McDonald a shirt.

"Everything I do, I want to do the best I can," McDonald said, after school on Friday.

The students seem to be heeding that same calling in



Austin Butler shows off the shirt he made in honor of his Running Club at KMMS.

his club.

KMMS Principal Aaron Allen asked each teacher to come up with a club idea and the students were offered a list of clubs to choose from.

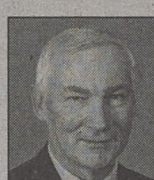
Attendance is up on Fridays, he says.

The clubs range from tasks in running to community service, in watching classic movies to writing poetry and in yearbook to P.O.W. (the Power Of Words). The school hosts 29 clubs in all.

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SEMINAR: reveals magic of advertising

FROM Page 2A

"They have uninteresting artwork to grab the eye."

"Worst of all, they lack personality."

In order for companies to see 3 to 1 or better ROI, Bellune said that advertisements must have at least of these five elements:

"A strong and irresistible offer your target audience can't resist."

"Eye-catching artwork to draw their eyes from the clutter on a page."

"Intriguing headlines and subheads that make you read on."

"Copy that energizes your target audience to buy."

"A compelling call to action that will get them off the couch (and out to your store)."

Bellune shared some of the 196 dynamic words that he's found to offer a punch in advertisements.

An ad is your salesman, he said, make it work for you.

"There are thousands of successful weekly newspapers so they must be doing something right," he added. "They are distributed in zones which means you can reach a more geographically-suitable area. Use a strong call to action with a special

offer so when readers call you can track the results...It is read by the customers you want in the community you serve."

Kings Mountain Herald and Mountaineer Partnership Inc. sponsored the event.

"Mountaineer Partnership exists to grow your business, that's why we're here," MPI President Suzanne Amos told the audience at the start of the pro-

gram.

She mentioned that a recent survey showed an estimated \$34 million in sales have been lost in downtown Kings Mountain to other outlying cities. MPI is hoping to help businesses chop away at that figure.

Ron Isbell, publisher of the Herald, reminded the crowd that the best way to bring new customers into your business is to advertise.

FUNDRAISERS: set to help kids with cancer

FROM Page 1

and the brother of Melissa and Brittany all of Kings Mountain.

In efforts to raise money for Baucom and his treatments, there will be a spaghetti supper at Kings Mountain High School Friday, Feb. 25, from 5 p.m. to 7:30 p.m. in the school's cafeteria.

Tickets are on sale at the high school for \$7 each.

Justice is the son of Roxy and Jeremy Harris, the brother of three-year-old Symphony Harris, and the grandson of Roger and Sandy Greene of Kings Mountain.

The family, who lives in

Hawaii, is hoping to fly to St. Jude's Children's Hospital in Tennessee for treatment.

Relatives and friends in Kings Mountain will hold a hot dog and bake sale, and if weather permits, a yard sale to benefit Justice beginning at 8 a.m. Saturday, Feb. 26, at the Oak Grove Fire Department. The benefit will continue, while supplies last, throughout the day.

The family is trying to raise money to bring Harris from Hawaii to St. Jude's, where he can receive top treatment.

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2011 Sprint Cup Schedule

No.	Date	Location	Channel	2011 Winner
-	February 12	Daytona Shootout	FOX	
-	February 17	Daytona Twin Duels	Speed	
1	February 20	Daytona 500	FOX	
2	February 27	Phoenix Int'l	FOX	
3	March 6	Las Vegas	FOX	
4	March 20	Bristol	FOX	
5	March 27	Fontana	FOX	
6	April 3	Martinsville	FOX	
7	April 9	Texas Motor Spdwy.	FOX	
8	April 17	Talladega	FOX	
9	April 30	Richmond Int'l	FOX	
10	May 7	Darlington	FOX	
11	May 15	Dover Int'l	FOX	
12	May 29	Charlotte (All-Star Race)	Speed	
13	June 5	Kansas	TNT	
14	June 12	Pecanoo	TNT	
15	June 19	Michigan	TNT	
16	June 26	Infinion Raceway	TNT	

Stay tuned in to the races with a copy of our Nascar Daytona 500 history & 2011 Sprint Cup season schedule.

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The Kings Mountain Herald
700 E. Gold Street, Kings Mountain

NEW CLINIC:

opens in KM

FROM Page 1

well as management of chronic health conditions close to home. The physicians work in partnership with primary physicians as well as hospital physicians.

Sanger also operates a clinic in Shelby.

Dr. Boyette specializes in cardiology and cardiovascular disease with expertise in clinical and consultative cardiology, non-invasive cardiology and cardiac catheterization.

Dr. Patel specializes in cardiology with expertise in clinical, preventive and consultative cardiology, cardiac catheterization, stress testing with nuclear imaging, echocardiograms including stress and transesophageal echocardiograms.

Dr. Lieu specializes in cardiology with expertise in clinical cardiology, echocardiography, nuclear cardiology, diagnostic cardiac catheterization and cardiac CT.

After the open house, the hospital also hosted the Cleveland County Chamber of Commerce After Hours attended by a large crowd.