

# BUSINESS *Update*

Business news and information brought to you by the Kinston Lenoir County Chamber of Commerce

## ► Message from the PRESIDENT

### Agenda for the new year

Each year Chambers work with their members, boards, committees and volunteers to craft a strategic plan for the coming year. The Kinston-Lenoir County Chamber of Commerce 2008 PLAN OF WORK will continue to develop throughout the year. The well-attended planning sessions this past November proved to be very productive with many recommendations and suggestions for our Chamber's direction in 2008.

The Kinston-Lenoir County Chamber of Commerce and its Executive Committee is comprised of individuals, both volunteer and paid staff, who are responsible for particular areas of work. A follow-up planning session scheduled for January 31, 2008, will give the new Executive Committee members an opportunity to identify the goals for each individual committee. They will be able to determine what changes may be necessary to meet today's business challenges. A short board development workshop will follow for all members of the Board of Directors. The Chamber staff, Board of Directors, Chamber members along with the help of community and business leaders will work together to pave the road to a successful 2008.

In 2007 the Chamber welcomed 81 new members and added a database system that offers members a range of options to promote their business on the Chamber's website membership directory. Other new benefits include Hot Deals, an area to post promotional coupons, and Hot Jobs, an area to list job postings.

The Kinston-Lenoir County Chamber of Commerce will continue to build on the work accomplished this past year. In 2008, the priority is to become indispensable to our members and our community. Communicating how the Chamber benefits Lenoir County and how vital membership is to each business and organization will be key to accomplishing this goal. This year we hope to identify up-and-coming new potential community leaders inviting them to become more involved with the Chamber and our community.

Laura Lee Sylvester

## ► Now you KNOW

### Retail business owners...

You can now post your sales events and discounts on the "Hot Deals" area on the Chamber's website. This service is available to members only at no cost as it is a membership benefit. To learn how to utilize this Chamber benefit contact Laura Lee Sylvester at 527-1131 extension 25 or email lsylvester@kinstonchamber.com.

## ► Chamber HAPPENINGS



Submitted photo

The recent ribbon cutting celebration welcomes Wendy Rhodes and her new business, Liberty Tax Service, to Kinston. The business is located at 1208 W. Vernon Ave., across from Blockbuster. Liberty Tax Service is ready to assist you. Liberty Tax Service is a leader in the industry of income tax preparation, founded by John Hewitt in 1997. Their goal is to be #1 in the Universe with a mission to Set the Standard, Improve Each Day & Have Some Fun! To see how Wendy can assist with your tax preparation needs, stop by or call her at (252) 522-1040.

### Upcoming ribbon cutting

Fit-4-Life  
 Tuesday, January 22  
 4 p.m.  
 2407-A N. Heritage St.  
 Plaza Shopping Center

Mickey Whaley is proud to announce eastern North Carolina's newest Fit-4-Life facility located at the Plaza Shopping Center in Kinston. The gym is open 24 hours a day, 365 days a year.

Fit-4-Life differs from other gyms through its different approach to training, wellness and nutrition. The gym offers the industry's top fitness equipment and a sport-specific and core "Training Zone" for its members. Personal trainers are available to assist the novice or the experienced athlete reach their potential.

"We don't want to be first place in your life, that should be your family," said Whaley. "We want to be the place you think

about, that place where you can break free of all your daily worries and join friends and relieve stress and work on just you."

Fit-4-Life also has a fully stocked sports nutrition and supplement store, providing members as well as nonmembers, a large selection of vitamins, minerals, weight loss, weight gain and protein products to help you meet your fitness goals.

### Special event

Fit-4-Life will have a personal training exhibition from 4-5 p.m. today.

### New member Orientation

Wednesday, January 23  
 11:30 a.m.-1 p.m.

Did you join the Chamber of Commerce in 2007? Learn about the value of your membership and how you can make the Chamber work for you. This informal but very informative session will help you learn easy and effective ways you can help your business or organization grow and be more visible in our community. Lunch will be provided. Register for this gathering online at www.kinstonchamber.com or by calling Jean at 527-1131.

## ► Chamber AT WORK

The Lenoir Community College's Small Business Center and the Kinston-Lenoir County Chamber of Commerce present "Basic Bookkeeping for Your Business," with Jess McLamb of the Kinston Enterprise Center.

Do you know your product or service upside down and backwards, but the numbers just drive you up a wall? Do you work really hard but always seem to run out of cash at the end of the month? This three-hour seminar will help you to understand the difference between cash basis and accrual basis of accounting and single versus double entry bookkeeping. We'll talk about calculating and recording

payroll taxes and sales tax. You'll become familiar with hands-on experience in preparing financial statements, including cash flow, income and expense statement, and balance sheet.

For additional information please call Greg Hannibal at 252-522-4676, Ext.2021, or Linda Murray at Ext. 2022.

**What:**  
 "Basic Bookkeeping for Your Business"  
**When:**  
 Jan. 31  
 9 a.m.-noon  
**Registration:**  
 8:30-9 a.m.  
**Fee:** \$10

## ► The Chamber NEEDS YOU

Chamber committees are the best way to become an even more visible member of the Lenoir County community and to develop a greater number of relationships with member businesses. Contact the Chamber at 527-1131 for more info on any of the following committees.

**Government Affairs**  
 Help guide the interaction of the business community with local and state government on issues of critical importance to you and your fellow Lenoir County area businesses.

**Business and Tourism**  
 Work with a dedicated group of Chamber members to discover and enact ways to make the Lenoir County area more attractive to

businesses and to spur economic growth and prosperity.

**Special Projects**  
 Join us as we work on the Chamber's signature events and programs such as Festival on the Neuse, Living the Good Life Business Expo, and Leadership Lenoir.

**Membership Services/ Ambassadors**  
 Help with Chamber networking events and/or become a Chamber Ambassador, visiting with other Chamber members and forming long-term personal and professional relationships.

**Manufacturing and Industry**  
 This new committee is poised to take off this year and examine

ways the Chamber can support our existing industries and assist with any economic development efforts to attract new firms or professional talent to our community.

**Education**  
 Use your passion for education to help with the Lenoir County Education Foundation programs that support local teachers and schools through the Teacher Grants program, Newspaper in Education and other projects and activities.

**Community Development**  
 Assist with efforts to help our local area and businesses succeed by keeping them up to speed with the latest education, training, and professional and business development in our area. This committee also works to make

sure that our area is attractive to interested businesses and individuals that are considering Lenoir County home.

**Diversity Affairs**  
 The Diversity Affairs Committee is an extension of the Chamber of Commerce working to identify and pursue projects that will result in developing and expanding the economic prosperity of minority businesses within Kinston and Lenoir County.

**Agri-Business**  
 Have a passion for Agri-Business and the Farming Business Community? Become involved with a group that can use the Chamber's resources to promote this segment of our business population.

## ► Chamber AT WORK

### Applications being accepted for '08 Leadership Lenoir

The Kinston-Lenoir County Chamber of Commerce recognizes that Lenoir County is experiencing many changes and considerable growth. It is vital for our leadership to be progressive in meeting the challenges that face our county today and in the future.

Leadership Lenoir graduates are challenged to apply their talents throughout the community by becoming an active part of a Chamber, other professional associations, civic clubs, public boards and service organizations. 2008 Leadership Lenoir is a six-session program that takes place over a five-month period beginning in February. It also includes the completion of Hands on Lenoir and a graduation recognition ceremony. Sessions include related tours of businesses and facilities as well as in-depth development of current issues pertinent to the day's topic. Participants will study the qualities that make a leader, analyze their individual leadership roles and develop their leadership styles and skills.

The goal of Leadership Lenoir is to identify potential community leaders and to provide them with the information and encouragement needed to spur action and involvement. Community leaders will offer information and thoughtful analysis of:

- Business and economic development
- Education
- Government and the judicial system
- Quality of life
- Leadership development
- Human needs and health care

For more information or to register for 2008 Leadership Lenoir contact Jan Barwick at 252-527-1131.

## President's Club

### Gold

Harvey Fertilizer and Gas Progress Energy Lenoir Memorial Hospital

### Silver

Advantage Printing  
 Best Diamond Packaging  
 Coastal Connections Marketing  
 Corporate Resources  
 Down East Protection Systems  
 Embarq  
 First Flight Federal Credit Union  
 Grady Dental Lab  
 Kelly Services  
 Lenoir Community College  
 Minges Bottling Group, Inc.  
 Perry Management, Inc.  
 Sylvia Chiropractic Center  
 U.S. Cellular

## It's not too late, to apply for Lenoir Community College's newest Health Science Program

### Polysomnography

The study of sleep disorders.

All interested applicants for the Polysomnography program need to register and attend one of the following information sessions:

Jan. 28 12 to 1 p.m.  
 Feb. 5 6 to 7 p.m.  
 Feb. 16 11 a.m. to 12 p.m.

All sessions will be held in Room 121 in the Administration Building.

PSB testing dates for Polysomnography applicants are:

Feb. 19 6 p.m.  
 Feb. 23 9 a.m.  
 Feb. 28 1 p.m.

Testing will be held in Room 110, Health Sciences Building. Call (252) 527-6223, ext. 800 to register.

DEADLINE FOR APPLICATIONS: February 29

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**LENOIR**  
 Community College

APPLICATIONS ARE STILL BEING ACCEPTED FOR THERAPEUTIC MASSAGE.

For more information, contact Gay Cox at 527-6223, ext. 810.



For more information, contact Admissions at 527-6223, ext. 343.