

# *The Chamber NewsGram*

*A bi-monthly publication of The Pamlico County Chamber of Commerce*

July 2007

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[www.PamlicoChamber.com](http://www.PamlicoChamber.com)

MEMBERS

[www.PamlicoDirectory.com](http://www.PamlicoDirectory.com)

## MESSAGE FROM PRESIDENT CURTIS ORMOND

I hope everyone had a great 4<sup>th</sup> of July and you had a chance to attend the Croaker Festival in Oriental during the holidays. Maybe you spotted the Chamber's booth with our busy volunteers working hard talking with the public about the work we do.

Summer is special to Pamlico County. The roads fill up with visitors coming down to enjoy the fishing, boating and other water sports. As chamber members be sure to welcome and encourage our visitors to come back, not only in the summer months but come back and enjoy all the season.

We just had a Business After Hours at the Captains' Quarters Bed & Breakfast, in Oriental. I would like to thank our host and hostess for the event, Annick & Roy Teixeira. They enjoyed showing their beautiful B&B and it is certainly a nice addition to our community.

Please keep encouraging others to join. We have a strong chamber now but we can continue to grow and assist our businesses in Pamlico County. I would love to receive any ideas or suggestions anyone might have to benefit the chamber so please feel free to drop comments off to the chamber office or e-mail me direct at [cormond@pcsphosphate.com](mailto:cormond@pcsphosphate.com).

Congratulations to the Pamlico County Historical Society on their recent gifts and loans. The addition of the museum will soon be a great attraction for visitors.

Again, thanks to the many volunteers, board members and staff of the Pamlico Chamber of Commerce. You really make my job easy and fun.

Yours truly,  
Curtis Ormond, President

## CHAMBER AMBASSADOR PROGRAM ANNOUNCED

One of the new programs being instituted by your Chamber of Commerce is a Chamber Ambassador Program. Ambassadors have been part of Chamber of Commerce operations for many years, to the benefit of both the Ambassador and the organization. Our Board has decided to implement a program which will have 3 Ambassadors at the outset. It is hoped that the Ambassadors themselves will help to shape the program so that it is most beneficial to all.

The purpose of the new Ambassador program is to strengthen the overall relationship with Chamber members. Ambassadors are volunteers who, on behalf of the Chamber, make good will-calls to encourage strong continuing membership. Ambassadors will serve as the Chamber's "hospitality corps" by assisting with chamber events, promoting good membership relations, and creating awareness of chamber benefits.

Ambassadors are essentially a public relations department of the Chamber and their role is to represent the Chamber. They continually strive to

(CONTINUED ON NEXT PAGE)

## WELCOME NEW MEMBERS

<b>New Bern Chamber of Commerce</b> , New Bern – Kevin Roberts.....	637-3111
<b>Pamlico County Community Foundation</b> , Williston – Tia Douglass.....	729-5491
<b>Hardy Construction, Inc.</b> , New Bern – John P. Hardy .....	636-0000
<b>Hanna &amp; Associates, Inc.</b> Oriental – Katy Pugh.....	249-1949
<b>Oriental Land Company, LLC.</b> Oriental – S.Henri McClees .....	249-1097
<b>Kay Bennett, Realtor/Broker:</b> Pamlico Realty & Land, Alliance.....	229-9820
<b>Beth's Boaticians</b> , Reelsboro – Beth Bucksot .....	745-3215
<b>Marine Tech</b> , Oriental–Ronn Perrin.....	675-1244
<b>Joe Brant, Realtor/Broker</b> , Keller Williams Realty.....	639-2215
<b>Wayfarer's Cove Communities</b> , Arapahoe – Tom Hicks.....	675-2199

### AMBASSADORS, (continued from Page 1)

improve the level of personal customer service Chamber members receive, and assist members in fully recognizing the benefits of Chamber membership. Through periodic visits and phone calls to new and existing members, Ambassadors assist the Chamber in gaining a better understanding of members' business needs and in developing services to meet those needs. Any voting member or alternate voting member, other than officers or employees of the Chamber, are eligible to be considered as an Ambassador, provided that they are a member in good standing, agree to commit a minimum of 3 hours per month in addition to attending an orientation meeting and quarterly ambassador meetings, agree to a one-year commitment to the Ambassador Program.

#### Some of the tasks associated with being an Ambassador:

- Be a greeter/host at Before & After Hours, Ribbon Cuttings, and other Chamber events.
- Contact members both with personal visits and by phone
- Stay informed about all chamber functions and programs
- Personally 'network' for fellow chamber members by promoting their products and services to current and new members
- Attend chamber functions as often as possible
- Attend quarterly Ambassador meetings

#### Some of the benefits to being a Chamber Ambassador:

- Be expressly informed of all chamber programs and events
- Meet business leaders - potential business & social contacts
- Obtain an insider's perspective of area's business community
- Have extended exposure to the area's business community
- Your participation will create more opportunities to benefit your business- a real impact and return on investment.
- To make a difference in the community in which we live, and, at the same time, enhance our own business exposure.
- Ambassadors will be recognized in every issue of the Chamber newsletter.
- The Chamber will provide the Sun Journal and Pamlico News with a story about new Ambassadors appointed to the Committee.
- Photos and news stories at Ribbon Cuttings will include Ambassadors
- Ambassadors (and their business name) will be listed on the Chamber website and in the Chamber Directory

**FOR MORE INFORMATION, CALL MIM AT 745-3008.**

### Members in the Spotlight

#### COASTAL HEALTH RESOURCES.

**Coastal Health Resources, Inc. (CHRI)** is a non-profit organization that provides information on health and social services in Craven and Pamlico County. This information is provided through The Community Resources Book, The LTC Alliance which writes articles for publication, seminars, and bi-monthly bookholder meetings.

If any one in your family or one of your employees suddenly becomes a care giver and does not know where to turn for answers or what questions to ask The Community Resource Book may just have their answers. This book provides information on location, type of service, eligibility, often time prices and method of payment accepted. The website [www.chrinbnc.org](http://www.chrinbnc.org) covers much of the information as well as the locations at which the Community Resource Book may be viewed.

Many agencies, both commercial and non-profit, are now using this up-to-date information to assist their clients. The information is reviewed and updated every year to 18 months or more frequently is necessary. Because each page is dated you will know the age of the information.

If you need further information or you want to place information about your service into the Community Resource Book, call Ella Mae Rayner, RN at 636-5429 or use the contact form on the website.

## FROM THE BOARD OF DIRECTORS

At the June 12 Board Meeting, the Board agreed to join the NC Chamber Federation (see story this page ). Also, the Board agreed to move forward with a Chamber Ambassador Program. New activities also include plans for a quarterly "Welcome New Members" Breakfast. Details on these programs will be announced in the newsletter.

There was no Board meeting on July 10.

## Business Growth & Development Committee

At it's June meeting, the BG&D Committee received and discussed the Scope of Work plan proposed by the Small Business Technology Development Center. It was the consensus of the group that we do not yet have the infrastructure or funding to carry out the items listed in the proposal and that focus would remain on "Determining consumer needs in the county". The committee also asked SBTDC to provide us with raw data.

It was also reported that the Smart Growth Plan for the Highway 55 corridor has been delayed.

## Croaker Festival Thank You

The Board would like to thank the following members for their assistance in helping to staff the Chamber's Booth at the Croaker Festival on July 6-7:

**Joe Brant—Keller Williams Realty**

**Carla Byrnes — B & B Yachts**

**Mary Beth Neill — Tar Heel Home Health**

**Rob Lucey — Carolina Currents**

**Barbara Ransom — Welcoming You**

**Tina Styron — Oriental Screen Prints**

**John & Alice O'Shaughnessy — Natural Wellness**

**Sallie Ransom — Camps Seafarer & Sea Gull**

**Gene Wooster — Mobile East Marine**

**Bob McDonald—McGraphics Associates**

**Ella Mae Raynor—Coastal Health Resources**

**Bill Bullard—First Mortgage Corporation**

A special Thanks to **Jeremy Richards of Advanced Water Systems/Kinetico** for providing several cases of water for distribution.

Board Meeting Minutes are available online at [www.PamlicoChamber.com](http://www.PamlicoChamber.com). Look for "Board of Directors" under "About the Chamber".

## We've Joined The North Carolina Chamber Federation

The Pamlico County Chamber has announced that it has joined the North Carolina Chamber Federation—an organized grassroots advocacy partnership for local chambers of commerce and their small business members. The purpose of the Chamber Federation is to empower local chambers and small businesses by engaging them in legislative advocacy as a means of influencing their public policy influence.

"We are very excited to have the Pamlico County Chamber as a partner in the Chamber Federation. This partnership will give their employer members more leverage to influence policymakers on issues that matter most." said North Carolina Chamber CEO Lew Ebert. At the federal and state levels, advocacy groups – such as the North Carolina Chamber's federal affiliates, the U.S. Chamber of Commerce and the National Association of Manufacturers – use this grassroots tool with powerful results, and the North Carolina Chamber will be better able to fulfill its business advocacy mission by harnessing the strength of thousands of small businesses represented by the Chamber Federation.

Chamber members will receive Federation communications through the newsletter and via email.

## EXECUTIVE COMMITTEE SEEKING CHAMBER RECORDS

When the Pamlico County Chamber was young we had no "office" where those who were involved as Board Members, Officers, and on Committees could keep important Chamber records. Thus they were entrusted to the safekeeping of those members.

The Executive Committee asks that if you have, or know of a previous member who has any Chamber records, that these documents be sent to the Chamber Office. These may be dropped off at the Chamber office or call us at 745-3008 and we will be happy to pick them up.

## UPCOMING EVENTS

July 21-22 Woodmen of the World, Members and Guests **Beach Camping/Fishing Trip**. Call Rob Homan 638-4659.

July 26 (Thursday) Chamber of Commerce Remodeling Grand Opening and Ribbon Cutting After Hours at **Minesott Golf & Country Club**. 5:30 pm.

August 5—(Sunday) **Artist of the Month Reception** at Circle 10. 2-4pm.

August 9 (Thursday) **Business Growth & Development Committee**, 8:00 am at Small Business Center.

August 9 - (Thursday) Chamber of Commerce Grand Opening and Ribbon Cutting After Hours at **United Country: Pamlico Realty & Land**. 5:30pm.

August 14—(Tuesday) **Board of Directors** at Small Business Center, 8:00am

August 15 — **Chamber Non-Profit Council, Organizational Meeting**, 11am-Noon. Visitor's Center. BYO Lunch, Beverages will be provided. Members only.

August 16 (Thursday) Small Business Center and Chamber of Commerce Seminar "**How to Write a Business Plan - Part I**". Presenter: Reggie Smith. 6:00 pm. No charge, but reservations required 745-7348.

August 18 — Woodmen of the World **Swing Zone Golf**. Members and Guests. Call Rob Homan 638-4659.

August 22 (Wednesday) — **Life Line Screening** at Oriental First Baptist Church. Pre-registration required. 1-800-324-1851.

August 22—(Wednesday) The Basics of E-business. In Williamston 1:30-3:30 pm. (see story back page). Register at [www.e-nc.org/calendar.asp](http://www.e-nc.org/calendar.asp). Carpool available. Call Chamber 745-3008.

August 23 - (Thursday) Chamber of Commerce Business After Hours at **River Dunes** 5:00.

August 23 — (Thursday) Small Business Center and Chamber of Commerce Seminar "**How to Write a Business Plan - Part II**". Presenter: Reggie Smith. 6:00 pm. No charge, but reservations required 745-7348.

September 2 —(Sunday) **Artist of the Month Reception** at Circle 10. 2-4pm.

September 6 (Thursday) **Business Growth & Development Committee**, 8:00 am at Small Business Center.

September 11 (Tuesday) **Board of Directors** at Small Business Center, 8:00 am,

September 13 - (Thursday) Chamber of Commerce Business **After Hours at The Gardens of Pamlico**. 5:30pm.

September 27—(Thursday) Small Business Center and Chamber Seminar "**Easy Steps to eBay for the Novice**" Presenter: David Williams. No charge, but reservations required. 745-7348.

October 4 — (Thursday) **Business Growth & Development Committee**, 8:00 am at Small Business Center



**252-670-7535**

*Health Awareness Workshops*

*Hatha Yoga*

*Massage Therapy*

*Tai Chi • Gigong*

*Fitness Classes*

*Gift Certificates Available*

*Nancy Schwarzer, LMBT*  
*Susan Koepp, NP, RYT*  
*705 Broad Street*  
*Oriental, NC 28571*

*Release • Replenish • Restore • Renew*

## Before and After Hours Networking

All 2007 dates are now filled. If you would like to host a Before or After Hours for 2008, please contact the Chamber.

After Hours are scheduled for the 4th Thursday of each month, and Before Hours for the 2nd Thursday of each month.

## NEWSLETTER ADVERTISING NOW AVAILABLE FOR MEMBERS

Approximately 250 copies of the NewsGram are mailed out in January, March, May, July, September, and November.

At its May meeting, the Board, in response to requests from our members, approved a plan to add advertising to our newsletter. In keeping with Chamber policy to keep prices affordable for members, the prices for advertising have been set to cover the cost of additional materials, printing, assembly, and postage. The Board approved this plan for the remainder of 2007, and it will be reviewed for both member acceptance and cost effectiveness for the 2008 Chamber year.

Advertising in the NewsGram is unavailable for non-members. Non-Profit (501C) members receive a 10% discount.

**Inserts:** One newsletter insert per member will be accepted from any member business or organization. We can include a maximum of 3 inserts per mailing; reservations will be accepted on a first-come, first paid basis. Advertisers must provide 250 copies on 8 1/2 x 11 paper of the advertisers choice, and both sides of the paper may be used. Cost per issue \$25.

**Display Advertising:** Two sizes are offered: Business Card size (2" x 3.5") for \$10 per issue, and Quarter Page (4"x3.5") for \$15 per issue. Display advertisements are all black/white and must be submitted in the following digital formats: .jpg, .gif, .bmp or .png. PDFs, Word, Publisher, and paper copies cannot be accommodated at this time. All display ads should be emailed to the chamber.

The newsletter, in addition to paper mailing is available on the Chamber's Website. Display advertisements will appear in the web edition, and inserts provided to us in digital formats of .jpg, .gif, .bmp, or .png will be included in the edition posted on the web.

Ads and payments must be received on or before the dates below for the remainder of the 2007 issues. Members may pay for their ads by check, paypal or credit card. Call the Chamber for more information.

2007 Issue	Display Ads Due	Inserts Due
September	9/7	9/10
November	11/9	11/12

### IRS Warns Taxpayers of New E-mail Scams

The Internal Revenue Service recently alerted taxpayers to the latest versions of an e-mail scam intended to fool people into believing they are under investigation by the agency's Criminal Investigation division.

The e-mail purporting to be from IRS Criminal Investigation falsely states that the person is under a criminal probe for submitting a false tax return to the Franchise Tax Board. The e-mail seeks to entice people to click on a link or open an attachment to learn more information about the complaint against them. The IRS warned people that the e-mail link and attachment is a Trojan Horse that can take over the person's computer hard drive and allow someone to have remote access to the computer.

In another recent scam, consumers have received a "Tax Avoidance Investigation" e-mail claiming to come from the IRS' "Fraud Department" in which the recipient is asked to complete an "investigation form," for which there is a link contained in the e-mail, because of possible fraud that the recipient committed. It is believed that clicking on the link may activate a Trojan Horse.

The IRS urged people not to click the link in the e-mail or open the attachment. Similar e-mail variations suggest a customer has filed a complaint against a company and the IRS can act as an arbitrator. The latest versions appear aimed at business taxpayers as well as individual taxpayers.

### Red Rickshaw receives Business Appearance Award

The Red Rickshaw, featuring a showroom gallery of exquisite furniture, antiques, accent pieces, and accessories for your home, has been named the recipient of the Summer Business Appearance Award. The actual red rickshaw that the shop and decorating service is named for can be seen outside the store (in good weather). The owners of the shop and decorating service, located on Water Street in Oriental, are interior designer Scott Williams and his brother Steve Williams.

### NON-PROFIT COUNCIL BEING FORMED

Non-Profit Members of the Chamber are invited to an "Organizational" meeting on Wednesday August 15, from 11am-Noon at the Chamber Office/Visitors Center. Attendees may bring their own lunch, beverages will be provided.

Recognizing that Non-Profit Businesses/Organizations have needs that are often different from traditional businesses, a Non-Profit Council will afford those members the opportunity to both help determine how Chamber Membership might best serve them, and also to work together to solve common issues.

The Non-Profit Council is open only to Members.



**P.O. Box 23  
Bayboro, NC 28515**

## **The Basics of e-Business – Minus the Confusion**

Do you feel like the rest of the commerce world has buzzed by? Would your business stand to improve from engaging in e-Business, but you're mystified by where to start? Are you starting to think that the fast-texting, e-savvy customers of today will intimidate your business goals into oblivion? Register now for this **FREE training seminar**, and learn the surprisingly straightforward truth of conducting business online.

### **Who should register?**

Partners of the Kellogg Entrepreneurship Development System (EDS), Staff members and clients of the e-NC Business & Technology Telecenters, Small business owners, Entrepreneurs, High-school and vocational educators ...anyone thinking about opening a small business!

This training is offered through a partnership between the e-NC Authority and the Rockingham County Business & Technology Center, with funding from the Kellogg Foundation. Join us to better understand e-business and discover how you can implement e-commerce and Web-based tools to grow and sustain your operations. Also presented in this valuable training:

- ◆ ·Developing a strong Web presence,
- ◆ · Finding new ways to reach customers
- ◆ · Web advertising and e-mail marketing
- ◆ · Keeping an eye on your competition
- ◆ · Selling products and services online

This seminar will be neutral to different technologies – and you won't hear any vendor sales pitches! This is intended for individuals and organizations that may not have a strong technical background, and will be presented in a way that is easy to understand.

### **How do I sign up?**

Visit the Calendar page on the Web site for the e-NC Authority ([www.e-nc.org/calendar.asp](http://www.e-nc.org/calendar.asp)), and click on "Register" next to the session and date you'd like to attend. The sessions are free, but space is limited! If you have any questions about registration, please call the e-NC Authority at 1.866.627.8725 and speak with Angie Bailey.

### **When and where are the sessions?**

There are four different sessions scheduled at various places. The nearest to Pamlico County is in Williamston on August 22. If you would like to carpool with us, please call the Chamber at 745-3008.

### **Wednesday, Aug. 22**

1:30 – 3:30 p.m.

Northeast Technology & Business Center

415 East Boulevard, Williamston, North Carolina 252.792.2044