

# BUSINESS *Update*

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

## ► Now you **KNOW**

### Green technology has arrived

By Ricardo Harvin

If you haven't been paying attention to energy efficiency as it relates to business or have been focused on the up-front costs of deploying the available solutions, you're missing an opportunity to save money.

#### Green Corner

"Green" is a term used to describe products and solutions designed to reduce energy use, minimize the use of, or impact on, natural resources or both. Is going green good for your business? With energy prices soaring ever higher, more and more businesses are finding that the answer is undeniably yes.

Even though you may pay a small percentage more in the beginning to buy green products rather than standard products, the overall savings you realize usually justify the change.

For example, Energy Star, a joint project of the Environmental Protection Agency and the Department of Energy, estimates that switching to compact fluorescent light bulbs (CFLs) saves about \$30 over the life of each bulb compared with standard incandescent bulbs. Multiply those savings by the total number of bulbs you're using and it should become clear that there may just be something to this whole green thing. Because CFLs also last about 10 times longer than standard incandescent bulbs, large facilities may see noticeable savings on maintenance costs associated with changing light bulbs.

Beyond these types of direct benefits, green solutions are sometimes accompanied by indirect benefits. You may see lower cooling bills because green products such as computers and monitors generate substantially less heat than their standard counterparts, helping you keep your work space comfortable without lowering the thermostat.

Switching the vehicles that you drive, or at least the fuel that they use, is another way to go green. Across the country, transit systems are deploying more vehicles powered by hybrid or natural gas technology to lower their fuel costs — some by 20 to 30 percent. And you may be able to take advantage of various tax incentives by switching to alternative fuel vehicles.

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## ► Chamber **HAPPENINGS**



Submitted Photo

Eastern Pregnancy Information Clinic (EPIC Center) celebrated its new location at 2906-B N. Heritage St. with a ribbon cutting. The new offices are across from Lenoir Memorial Hospital in the building behind Urgent Care next door to Dr. Lewis Casey, Optometrist, in Suite A. EPIC is a non-profit faith-based organization providing services to women and their families at no charge. Executive Director Diane Hardee welcomed all that came, explained their services and offered a tour of the new offices.



Submitted Photo

Massey Motors, at 4760 Hwy. 70 West, hosted a Business After Hours event at the new facility. Owner Randy Kelley spoke to a packed showroom introducing his staff and mentioning that Massey Toyota has been a locally owned family business serving Kinston and Lenoir County since 1940.

## Where's the BUZZZZZZ?

**Lenoir County Education Foundation 2008 Adult Spelling Bee**  
Tuesday, Oct. 7  
GTP Training Center  
4:45 p.m. Light Refreshments  
5:30-7:45 p.m. Spelling Bee and award ceremony

Support the Lenoir County Education Foundation by sponsoring a team. You can assemble your own team or sponsor a group of people ready to take on the spelling bee challenge. By the end of this fun filled eve-

ning, we hope to raise the needed funds to support the popular TEACHER MINI GRANT program. Demonstrate to our schools and teachers that the business community supports our students. The cost is \$150 for a team sponsorship and \$50 for three extra "buy words" to help your team win. The top three teams will be able to award the school of their choice with a cash bonus. Contact Laura Lee Sylvester for details at 527-1131 or llsylvester@kinstonchamber.com.

## Stuff the bus!

Saturday, August 2  
10 a.m.-7 p.m.  
Wal-Mart

The Lenoir-Greene United Way and the Lenoir County Education Foundation are working with Lenoir County Public Schools to help families in need have the necessary school supplies for their children. When you go to Wal-Mart on August 2,



buy a few extra items and help STUFF THE BUS! A list of necessary items will be provided. If you would like to volunteer a few hours that day please call the Chamber at 527-1131.

## ► Chamber **AT WORK**

### Conflict resolution workshop set

Lenoir Community College Small Business Center and Kinston-Lenoir County Chamber of Commerce present:

**How to Handle Conflict**  
Presenter: Johnny Bullins  
Kinston Enterprise Center  
Tuesday, August 5  
Registration: 8:30-9 a.m.  
Registration Fee: \$10  
Class: 9 a.m.-noon

Nearly all conflicts involve underlying emotional issues. The stronger the feelings, the more difficult the resolution. To resolve conflicts it is absolutely necessary to address the feelings of all parties.

First, the probability of a mutually agreeable solution is increased when:

- The parties are in direct communication
- The parties honestly communicate both thoughts and feelings

- There is a mutual respect of needs and feelings
- Participation is voluntary, not forced

- The goal is a win-win outcome
- Seek to understand, then to be understood

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

## Upcoming ribbon cutting

Portraiture by Melanie  
Wednesday, August 13  
4:30-5 p.m.

201 N. Queen St. (on the corner of Gordon and Queen)

Photography is our passion — which every photographer should be able to say — but for Jeff and myself, it runs pretty deep. Part of that passion is to create something unique and special, something that you wouldn't get from anywhere else. Almost all of our clients could tell you stories about how far we went for the shot... climbing onto window sills, crawling around on the ground, even sneaking behind doors to grab that "real" moment before the sight of a camera spoiled it. We love what we do and we'll do just about anything for what we love.

Please join the Chamber as we celebrate another new business in beautiful downtown Kinston!

## Business After Hours

Sale Auto Mall  
Thursday, August 7  
5:30-7 p.m.  
1053 Hwy. 258 North

Sale Auto Mall is a family owned and operated business. They have been in business for more than 20 years. Over the years they have grown their business and facility and this past year they added a newly remodeled BMW showroom. Join us for this signature Chamber networking event. Be sure to bring plenty of business cards and plan to make new contacts. Register by calling 527-1131 or by going to www.kinstonchamber.com.

## President's Club

### Gold

Harvey Fertilizer and Gas  
Progress Energy  
Lenoir Memorial Hospital

### Silver

Advantage Printing  
Best Diamond Packaging  
Cherry Energy  
Chrysler-Dodge-Jeep & Suzuki of Kinston

Coastal Connections Marketing  
Corporate Resources  
Down East Protection Systems

Embarq  
First Flight Federal Credit Union  
Fasco, Inc.

Grady Dental Lab  
Honda & Hyundai for Goldsboro  
Kelly Services

Lenoir Community College  
Liberty Tax Service  
Minges Bottling Group, Inc

Neuse Sport Shop Inc.  
Nissan of Kinston  
Perry Management, Inc.

Sylvia Chiropractic Center  
The Beauty Box  
U.S. Cellular

West Pharmaceutical Services

## To reach us ...

To learn more or to become involved with the KLCCC contact us at:

Phone: 252-527-1131

E-mail: info@kinstonchamber.com

Web site: www.kinstonchamber.com

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Community College

231 Hwy. 58 South, Kinston, NC  
www.lenoircc.edu

# REGISTRATION DAY AUGUST 14

# CLASSES BEGIN AUGUST 18