

BUSINESS Update

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

▶ Chamber HAPPENINGS

Next Maximize your Membership Thursday, Oct. 23 3-4:30 p.m. Chamber office.

Learn what the Chamber can do for you and how to get the most from your membership! Go to www.kinstonchamber.com to register for this free session.



Living the Good Life Expo Tuesday, Oct. 28

Living the Good Life expo promises to be the "must do" chamber event of the year. For exhibitors, you will be able to market your products and services to a growing group of attendees interested to see what you have to offer. For restaurants, you can enter the much-anticipated Culinary Challenge, serve up your best dish and become an instant hit with the attendees. For the attendees, visit and talk to the businesses and organizations that offer what we need to experience Living the Good Life in Eastern NC. AND enter to win a \$300 Gas Card donated by Harvey's Tidewater Transit and Mallard Oil Co.

This year's Living the Good Life President's Club members are:

- GOLD LEVEL-** PROGRESS ENERGY
- SILVER LEVEL-** Advantage Printing
- Costal Connections Marketing
- Corporate Resources
- Down East Protection Systems
- Embarq
- Honda of Goldsboro
- Kinston Chrysler-Dodge-Jeep
- Lenoir Community College
- Liberty Tax Service
- The Beauty Box
- U.S. Cellular
- West Pharmaceutical Services

Want to be an exhibitor? Register today. Go to www.kinstonchamber.com for details.



▶ Just the FACTS

After returning from a trip to Nashville and visiting the headquarters of Journal Communications, publisher of IMAGES magazine, Laura Lee Sylvester, Chamber of Commerce president has a few things to share.

- Out of the 6.7 billion people in the world, 1.46 billion use the internet
- 337 million people in North American use the internet (73 percent)
- There are over 105 million Web sites which include 30 billion pages
- In March of 2008, 11.5 billion videos were viewed online
- 96 percent of 9 - 17-year-olds have used social networking on the internet
- 71 percent of them use it weekly
- Facebook has over 60 million active users and add 250,000 new accounts per day
- MySpace has over 110 million users with 300,00 new accounts per day

▶ At the CHAMBER



Submitted photos

▲ **Business After Hours at the little bank:** Despite the threat of bad weather, the Chamber of Commerce helped host one of the largest Business After Hours this year. Last month over one hundred attendees joined the little bank to celebrate their 10th anniversary. The night included a delicious pig pickin', entertainment, door prizes and thank you comments from the management and staff of the little bank.

▶ **The Kinston-Lenoir County Chamber of Commerce along with the Global Transpark Park, Lenoir County Committee of 100 and Spirit AeroSystems is working to share information about what our community can expect with Spirit coming to Lenoir County.** A Spirit AeroSystems' representative has been addressing various groups over the past few weeks. Most recently Rick Davis, NC Site Operations Director spoke to a group of Attorneys, Realtors, Bankers and Builders. The Chamber will continue to schedule other presentations inviting others from our community to attend.



▶ Economic DEVELOPMENT

2009 Images of Kinston-Lenoir County Magazine published

The Kinston-Lenoir County Chamber of Commerce is pleased to announce the debut of Images of Kinston-Lenoir County 2009, a spectacular new edition that showcases the best of the community through original features and photography.

The Chamber and select area businesses will distribute the magazine to prospective residents, visitors and other key venues such as medical, professional and real estate offices. Copies will also go out to attendees at various trade shows, conferences and events throughout the year.

Images of Kinston-Lenoir County is part of a complete publishing program that also includes an online edition of the magazine, a photographic video tour of the community, a targeted distribu-

tion network and customer retention and acquisition program.

This unique marketing publication is truly a collaborative effort, and we sincerely thank all of the local businesses that supported the project through advertising. Images of Kinston-Lenoir County is published annually. Advertising is available for purchase year-round on the online magazine. For information on how your company or business can get involved, please contact our publishing partner, Journal Communications, directly at (800) 333-8842 or inquire through the online magazine.

Get connected! Enrich your Web site instantly with engaging community content with a link to Images Kinston online magazine. Go to imageskinston.com, "Links" and "Link To Us." We also invite you to pick up a copy of the magazine anytime at the Chamber office.

▶ New MEMBER BENEFIT

Exciting news for Chamber Members. New Google mapping in our online Business Directory will help visitors locate your business much easier!

ChamberMaster, our provider of online member management software which generates our online Web site Business Directory, has automatically updated our software to include this new enhancement.

Their most recent update, ChamberMaster 4.2, will include Google mapping right within the search results of our Business Directory. Address information is all that is needed for your member listing to display with a Google map pinning your business location. Specific GPS coordinates may also be indicated to be even more precise. Clicking the pushpin icon next to the desired business will automatically refocus the embedded Google map.

Presently, your current address specified in the Business Directory has been used to pinpoint your location. While Google maps have a high percentage of reliability, some addresses are not always mapped correctly.

View and adjust your location, or even remove your pushpin from the map by logging in at www.kinstonchamber.com and going to Members Only. Enter your login and password and then Click Webpage Info in the left-hand menu and make desired changes in the Search Results Map Information area.

Contact us for more information or with questions on your login name and password.

Locating your business will be much easier now with this new Google mapping feature. We hope you enjoy this new benefit of your membership.

▶ Member TESTIMONY

As a Chamber member, our organization has taken advantage of putting items and services on the hot deals section and events calendar of your Web site. By using the site, we have broadened our ability to reach customers. Thank you for the opportunity.

Judy C. White
Executive Director
American Red Cross
Lenoir County Chapter

▶ Chamber AT WORK

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

Creating Better Relationships for Business and in Life Presenter – John Formica Kinston Enterprise Center Tuesday, Oct. 28 Registration: 8:30 – 9 a.m. Registration Fee: FREE Class: 9 a.m. – noon

Have you or a member of your team ever thought...

Why is this person so hard to get along with? Why do I have to repeat myself all the time? This person is driving me nuts! Why can't we keep employees or get anything done?

In this program you will learn:

- Improve productivity, customer relations and reduce conflicts.
- Solutions to enhance working relationships and teamwork.
- How to build a positive and productive work environment.
- How to get people to listen to you.
- 10 ways to avoid misunderstandings.
- The do's and don'ts of communication.
- How to reduce, eliminate and resolve conflict in the workplace.
- Get what you want without being disrespectful
- Get more done and improve productivity.
- How to communicate with your customers and create loyalty.
- 5 ways to become an active listener.
- How to build cooperation, collaboration and trust.
- Conduct more effective meetings in less time.
- Build bridges with your co-workers.

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

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

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