

Greetings from the Chamber



Chamber Developments

Things are still progressing nicely at the chamber. Each quarter when I finish my article for the next newsletter I think I will not have much to say by the time the next newsletter comes around. After about two weeks it is quite evident that that will not be a problem because the business community here in the county constantly amazes me with its vitality and stamina despite the economy. Instead of having little to speak about, I have to narrow down the items of interest. The laptop computer contest sponsored by local businesses was a success. An outstanding young lady from Plymouth won the contest, Katheryn Woolard, a senior at Lawrence Academy was the winner and she will represent the chamber and her school with honor. Katheryn will be attending college next year and plans to be an international business lawyer. We wish her the best and would like to thank all of the contestants for participating. I wish we were able to give them all a reward for their efforts. Several people have inquired if we were going to have the contest next year but at this time I am unsure. If business owners are willing to sponsor it again, we will be glad to do our part here at the chamber.

Some Facts:

- If you increase customer retention by just 5%, your profits will increase 100%
- U.S. population growth is projected to be only 1.1% in the next twenty years.
- Disposable income in the U.S. is growing only 2% every year.
- U.S. businesses will invest more than \$1 billion this year on computer technology—just for customer service departments.

These interesting bits of information basically mean that the number of customers is dwindling. This is why customer service is today's competitive advantage. If we don't have masses of potential customers, we better keep the ones we do have happy—even ecstatic.

BY PATRICIA FRIPP

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WINNER of Essay Contest



Katheryn Woolard of Plymouth, NC was the winner of the essay contest. Her proud parents, Mr. & Mrs. Donald Woolard, were present for the presentation held at the Martin County Chamber of Commerce on October 15.

Katheryn is a senior at Lawrence Academy in Bertie County. Next year she plans to study international law and would like to be an international business attorney.

Sponsors

(Laptop Computer)

- **Chowan Trading Company**
Williamston, NC
- **Roanoke Tar Cotton, Inc**
Williamston, NC
- **BB&T Bank**
Williamston, NC
- **Coastal Plains Timber**
Williamston, NC
- **RBC Bank**
Williamston, NC
- **Brystar Tools**
Roxobel, NC



Bill Paul (Chowan Trading Co), David Whitely, Katheryn Woolard, and Dr. Ed Clouse (Principal at Lawrence Academy)

RIBBON CUTTINGS

Weyco Community Credit Union

October 22, 2010

Official ribbon cutting for the Williamston branch of Weyco Community Credit Union was held on Oct. 22. WCCU is a full federally insured community chartered financial institution which means that membership is open to anyone who lives in Washington, Martin, Pitt, Beaufort and Craven counties, or if one is a relative of someone who does.

Steven Hardison, general manager is CEO of Plymouth, Vanceboro, Ayden and of the new Williamston branches.



Georgette Chilton, Arnette Daniels, David Whitley, Johnny Small, Steven Hardison, Penny Manning, Judy Ange, Phillip Martin Brent Kanipe, Wallace Collins, Dalton Waters,



Roanoke River Partners

October 26, 2010

New camping platform located along the Roanoke River opened with a ribbon cutting on Oct. 26. Pictured cutting the ribbon is David Whitley, Tommy Roberson, Edith Warren, Lucia Peele, Carol Shields, Brent Kanipe, and Mark Garner.

NEW MEMBER BREAKFAST at Sunnyside Oyster



Jarmal Phelps & David Whitley

Bill and Sandra Jones were the gracious hosts at the New Members Breakfast on October 20. Over twenty people were in attendance and a great breakfast from Shaw's Barbeque House was served. It was a good time for everyone to meet other business owners and network about what is going on in their businesses and throughout the county.



Bill & Sandra Jones, Mary Katherine Saunders, & Susan Dunlow



Annette Bowen & Penny Manning

LUNCH & LEARN Seminar



The worldwide presence of you and your business is becoming of greater importance. People want to know more about you before they trust you with their money, just as we pay more attention to what "others" have said about a product than the advertised description when we are considering buying a product online.

~Martin Brossman

Facebook & Other Media for Business

The Martin Community College SBC and the Martin County Chamber of Commerce sponsored a Lunch & Learn Workshop on Tuesday, Oct. 26 at the TeleCenter in Williamston, NC. About 20 business owners, realtors, and internet users attended the workshop to learn how to setup and maintain facebook accounts. Facebook, MySpace, LinkedIn, and Twitter were also addressed at the workshop. It was a power packed session which was designed to get your social media traffic a kick-start.

Martin W. Brossman is a Success Coach, Trainer, and Author from Raleigh, NC and will be here again in the Spring.

* Lunch served by Cathy Roberts (Conceptual Cuisine, Inc.)



Martin W. Brossman, Instructor



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**MARTIN COUNTY CHAMBER OF
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To:

We're on the Web!

Website: www.martincountync.com

**WELCOME
New Members**

MED EX

805 Washington Street
Williamston, NC

NC Division of Vocational Rehabilitation

504 East Blvd
Williamston, NC

Sonic Drive-In

1549 Washington Street
Williamston, NC



When People Thank Us They Are Thanking You!

The Martin County Chamber of Commerce is committed to community building by guiding and encouraging economic growth. We serve as a gateway for county-wide information, partnerships, networking, and business opportunities.