



# Chamber Chronicles

The official source of Towns County Chamber News

Wednesday April 21, 2010

## Angel's Chamber Messages



### New Member

The Towns County Chamber of Commerce would like to welcome our newest member PD Construction of Hiwassee. Contact them at 770.355.0817 or by email at ALUMINCO@ALUMINCOUS.COM

## Crane Creek Vineyards sponsors second annual Earth Day

For the second year, Crane Creek Vineyard is sponsoring a celebration of EARTH DAY. The day is designed to give the community a chance to learn of the efforts being made in Towns County to preserve and protect this special place where we live. The local non-profit organizations participating are Hiwassee River Watershed Coalition, Trout Unlimited, Preservation Committee, Young Harris College, Hemlock Doctor, Roots and Shoots Club, Towns county Extension Service, Recycling and Sustainability at Young Harris College, USDA Forest

Service. Staff from each group will be in the Vineyard to share their areas of expertise and how you can get involved in these efforts.

There is a \$5 admission fee for adults, \$3 for children which will be divided among the participating groups at the end of the day. Food tickets are available for purchase and the Retail Gift Shop and Tasting Room will be open. Event hours are 11 a.m.- 6 p.m. So come and join your community in support of and in celebration of EARTH DAY on Saturday April 24, 2010.

## Art Works Artisan Centre Artist of the Month

Art Works Artisan Centre is proud to present Ann Thompson of Hiwassee as April's Artist of the Month. Ann began oil painting over 45 years ago while living in Germany. After traveling the world with her Air Force husband and raising a family, Ann, who was born in Hendersonville, NC, returned to her mountain roots where she now focuses on her painting and growing as an artist. In 1993, she began working in watercolors and experimenting with new styles of painting.

Ann shares her philosophy of painting. "In my paintings, the process and artistic growth are just as important to me as the finished piece. Each time I begin painting, I hope to create a 'memorable' one that touches the viewer for more than a fleeting moment. For me, there are no limitations except for self."

Ann is a signature member of the Georgia Watercolor Society. Her award-winning paintings have been included in national exhibits sponsored by the Louisiana, Georgia, and Rhode Island Watercolor Societies. She has been published in an International Artist series of "how to" books, the Georgia Heritage Center's Experience Art, and was the cover artist for the March 2006 Laurel. Her work is presently available at Turning Creek Artisans in Clayton, the Sautee-Nacoochee Center Gallery in Sautee, and Art Works Artisan Centre in Hiwassee.

Ann's work will be featured throughout the month of April at Art Works, located behind the Holiday Inn Express on Big Sky Drive. Hours are from Monday through Saturday from 10 - 5. For more information, call 706-896-0932.

## How to Increase Your Profits by Loving your Customers

Proverbs 24:3-4 "Through wisdom a house is built, and by understanding it is established; and by knowledge the rooms shall be filled with all precious and pleasant riches."

The Challenge: Sales are down by 20%.

The Mistake: When you're scared about not having enough money, you may have a tendency to try to convince people to buy your idea, product or service because you need the money. If people sense that you are more interested in meeting your needs than in helping them, they will feel manipulated and walk away.

Here's an example. I visited a small clothing and shoe store. There were no other customers and a few sales people huddled at the jewelry counter. I dashed through the aisles, and not finding what I wanted, I headed for the door. As I put my hand on the door to push it open, a sales woman scurried up to me and asked if she could help me. I said, "No thanks," and stepped toward the door. She got all excited and told me all about a line of jewelry she liked. She never asked me if I was interested in jewelry, and she never asked me what I was looking for. I politely listened for a couple of minutes

and walked out of the store, bidding her a good day.

Suggestion: Focus on your customer's needs, not your own. Find out what they want. Build relationship with them. Study how they want to be approached. Are they quick-paced or leisurely? Are they chatty or succinct? Match their style.

The Golden Rule says, "Do unto others as you would have them do unto you."

The Platinum Rule says: "Do unto others as they would like done unto them."

The sales woman was using the Golden Rule. I'm sure she was well-intentioned, but she assumed that talking to me in an excited manner would engage me, but it didn't. I wasn't interested in jewelry and I wasn't in a talkative mood because I had a tight time schedule.

If the sales woman had tuned into me before she approached me, she would have seen me quickly scan several rows of shoes and racks of clothes before walking toward the door. She could have asked me in a warm voice, "It looks like you are in a hurry. Is there something in particular you are looking for? I'd be happy to help you find what you need." The quality of

her connection would have made the difference for me. She could have matched my quick-paced style with sincerely wanting to help me instead of trying to make a sale. I would have told her, "I am looking for bone-colored shoes and a long brown skirt." If she had helped me look for those things in an efficient manner, I would have welcomed the help. I would have felt like she had my best interest in mind, and I would have liked her and trusted her.

S.M.A.R.T. business people continually ask themselves the following questions: "How can I help my customer the best? What are their needs? What is important to them? How can my product or service contribute to their life? If my product does not help them, how can I make a referral that will help them?"

That sounds a lot like love to me, doesn't it to you? Business and love should go together. People buy from people they know, like and trust. When people strike a deal based in genuine caring, a trusted relationship begins to grow. People will return time and time again, and refer their friends.

Point to Remember: Show people you care about them in the way they like to be cared

for. We're all different, so don't assume that what works for you will work for every one else. Be your Authentic Self and, at the same time, be flexible enough to match your customer's style.

About the Author: As a Relationship Coach, Benita A. Esposito, MA combines a master's degree in psychology and 3 decades of career wisdom with her intuitive ability to understand people at depth. She gets to the bottom line quickly so people can efficiently resolve challenges and move into their full potential. Benita facilitates people to develop and sustain flourishing personal and business relationships rooted in The Authentic Self. Contact Information for Benita A. Esposito, M.A.

1. Call (cell) 770.998.6642 to schedule a free 15-minute consultation.
  2. Email: Benita@EspositoInstitute.com
  3. Website: www.EspositoInstitute.com for testimonials, events and blog.
  4. Become a fan on Facebook: a. "Relationship Coaching for S.M.A.R.T. Women with Benita A. Esposito, MA"
  5. Connect on LinkedIn
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## Towns County Chamber of Commerce Calendar of Events

4/22/2010 - 4/24/2010 Joseph & the Amazing Technicolor Dreamcoat

1028 Georgia Road • Franklin, NC 28734  
Hours: Fri & Sat 7:30 Sun 2:30 & 7:30 • Cost: \$8 - \$12  
Phone: 866-273-4615 • Website: www.greatmountainmusic.com  
Sponsor: Smoky Mountain Center for the Performing Arts  
Description: Music by Andrew Lloyd Webber & Lyrics by Tim Rice: The Story of Joseph and his coat of many colors taken from the book of Genesis comes to life on stage in this delightful musical

4/22/2010 - 4/24/2010 Collegiate Bass Tournament  
Hiwassee, GA 30546 • Location: Lake Chatuge  
Contact: Katie Polstra - Ramada Inn  
Phone: 706-896-5253 • Email: lclodge@brmemc.net  
Sponsor: Towns County Tourism Association  
Cost: To be determined • Description: Details to follow.

4/22/2010 - 4/25/2010 The Pirates of Penzance  
Glegg Fine Arts Building • Young Harris, GA 30582

Location: Glenn Auditorium  
Hours: Thurs, Fri & Sat 7pm Sun 2pm • Cost: \$15.00  
Contact: Box Office Mon-Fri 1-5pm two weeks before show  
Phone: 706-379-4307 • Website: www.yhc.edu  
Sponsor: Young Harris College

Description: Gilbert and Sullivan's most popular operetta is a smash-hit, swashbuckling romp inhabited by sentimental pirates, bumbling policemen, silly young lovers and an unforgettable Major-General and his dewy-eyed daughters. Full of romance, comedy and intrigue, this musical masterpiece has been called "a truly perfect show!" by the London Times

4/23/2010 - 4/24/2010 Annual Spring Book Sale  
Main Street • Young Harris, GA 30582  
Location: Mountain Regional Library  
Hours: Friday 9-5 Saturday 10-2  
Sponsor: Friends of the Library

4/24/2010 Trees Leave Concert  
301 Church Street • Hayesville, NC 28904  
Location: The Peacock Playhouse  
Hours: 7:00 pm • Phone: 828-389-2787  
Website: www.peacockplayhouse.org  
Sponsor: LLPAA's Peacock Playhouse

Cost: General admission tickets available at the door \$10.00  
Description: A Nashville-based alternative folk-rock duo with local roots. Corbi Ferguson and Wyatt Espalin blend their bluegrass beginnings with a love of rock, blues and traditional country music.

www.treesleavemusic.com

4/24/2010 United Community Bank - Bankers Hour  
1311 Music Hall Rd. • Hiwassee, GA 30546  
Location: Anderson Music Hall - Georgia Mountain Fairgrounds  
Hours: 2pm and 8pm • Contact: Georgia Mountain Fairgrounds  
Phone: 706-896-4191 • Email: gamtfair@windstream.net  
Website: www.georgiamountainfairgrounds.com  
Sponsor: Georgia Mountain Fairgrounds • Cost: \$10

4/24/2010 Earth Day Celebration

916 Crane Creek Rd. • Young Harris, GA 30582  
Location: Vineyard • ours: 11am-6pm  
Contact: Crane Creek Vineyard • Phone: 706-379-1236  
Email: info@cranecreekvineyards.com  
Website: www.cranecreekvineyards.com  
Sponsor: Crane Creek Vineyard  
Cost: Over 21 - \$5.00, under 21 - \$3.00

More Info: For additional information Description: EARTH DAY CELEBRATION Saturday, April 24th, 11am to 6pm Crane Creek Vineyards will be hosting our very first Earth Day Celebration! Come and enjoy a day of wine and food while browsing educational tables set up by local non-profit organizations. There will be workshops and demos on different activities and acoustic live music. Bring the entire family out for an afternoon of fun in celebration of our environment. Over 21- \$5, under 21- \$3. All proceeds from the gate and 10% of proceeds from the day will be divided and donated to the participating non-profits.

4/25/2010 Jeremy Camp

1028 Georgia Road • Franklin, NC 28734 • Cost: \$20-25  
Phone: 866-273-4615 • Website: www.greatmountainmusic.com  
Sponsor: Smoky Mountain Center for the Performing Arts  
Description: When you think of Jeremy Camp, the words "shy and quiet" don't come to mind. Energetic? Yes, Passionate? Definitely, Straightforward? Absolutely. Camp's thoughtful lyrics and booming voice have earned him legions of fans and accolades including 16 No1 songs, five Dove Awards, three ASCAP Songwriter of the Year wins and an American Music Award nomination.

4/25/2010 Young Danish String Quartet  
John C. Campbell Folk School • Brasstown, NC 28902  
Location: Keith House • Hours: 2:30pm • Cost: \$14.00  
Phone: 828-389-2595 • Email: brasstownconcert@gmail.com  
Website: www.mapaa.org • Sponsor: Brasstown Concert Association

Description: The quartet has won a number of major prizes and has won acclaim for its musicianship, and the camaraderie, joy and freshness of its playing.

4/27/2010 Day of Discovery

Hwy 76 • Blairsville, GA 30512 • Location: Blairsville Campus  
Hours: 11:30 - 2:30 • Phone: 706-754-7714  
Email: cbrown@northgatech.edu  
Sponsor: North Georgia Technical School  
Cost: \$10 includes lunch. Proceeds will be used to fund student scholarships.

Description: Enjoy a wonderful luncheon, tour the campus and visit specific classrooms.

4/27/2010 YHC Concert Band  
Young Harris, GA 30582 • Location: on the Campus Plaza  
Hours: 7pm • Phone: 706-379-3111 • Cost: FREE  
Website: www.yhc.edu • Sponsor: Young Harris College

## Travis Tritt was incredible

By Jessica Keaton  
TOWNS COUNTY HERALD  
jessica.tcherald@brmemc.net

It was "a great day to be alive" at Anderson Music Hall on Friday night, as Georgia native Travis Tritt took the stage to sing hits such as "I'm Gonna Be Somebody," "Country Club," "Anymore," and "Modern Day Bonnie and Clyde."

Before Travis started some "T-R-O-U-B-L-E" on the Anderson Music Hall stage, Clay Leverett and Friends kept their "hands to themselves" with just an acoustic/electric and steel guitar. Performing covers from the Georgia Satellites and Hank Williams Jr., the Toccoa natives set the mood for the rest of the night.

Just before Travis hit the stage, the Towns County Lions Club held a raffle with proceeds going to underprivileged Georgians. Prizes for the raffle included two T-shirts and two sets of front row tickets. Winners of the raffle were Lindsey F. for the Clay Leverett T-shirt, Kendal Todd with the Travis Tritt black T-shirt and Becky Buffington with the Travis Tritt green T-shirt. Front row seat winners were Terry Shelton and Nancy Strait.

After the raffles were complete, Travis took the stage. With an introduction by none other than Larry the Cable Guy, whose voice came over the speaker system pleading



Travis Tritt put on a spectacular show Friday night at Anderson Music Hall. The Georgia natives sent folks home smiling. Photo/Jessica Keaton

with audience members to not "throw any quarters or other hard objects on the stage during the performance," Travis began the show with the hit "I'm Gonna Be Somebody."

Travis encouraged the crowd, "anytime you want to clap your hands, stomp your feet, holler, scream, yell, sing along at the top of your lungs, throw small babies in the air, I'm doing all of that. There's only one rule: if you do sing along, and, if by some chance, you don't know all of the words to a song, please limit yourselves to the chorus only...I'm just kidding, sing along with all the wrong words you want to."

Travis continued the show, singing a song he hasn't sung in a show in more than a decade.

"When we released this

song, it was the number one song in the country, not just for one week, but multiple weeks in a row...I wrote it". The song he was referring to was a familiar one, formally known as "Foolish Pride."

Other songs on the set list included "Here's a Quarter," "Drift off to Dream," and "Sometimes She Forgets." After the first set list, Travis came out for an encore, beginning the set list filled with both country and blues tunes that included "Modern Day Bonnie and Clyde."

At the end of the encore, fans flocked to the front of The Hall to get a chance to shake Travis's hand. For those lucky fans, along with those watching in the back seats, the night was one full of good music and good times spent with a fellow Georgian.

## RSVP Legacy Link presents volunteer awards



(L-R) Dorothy Suchke, RSVP Director and Ralph Holdsworth, recipient of the Lifetime Award for 4,000+ volunteer hours.



(L-R) Dorothy Suchke and Sarah Leidel.



(L-R) Becky Conkle, John Conkle, Bill Lessard, Dorothy Suchke, Tillie Brown, Ralph Holdsworth, Lucky Owenby.

Dorothy Suchke, RSVP Director with The Legacy Link, Inc., presented Ralph Holdsworth with The President's Call to Service Award (Lifetime Award) for his dedicated work at Union County Senior Center. Ralph has contributed over 4,000+ hours to helping others in the community. Ralph packs out home delivered meals and also serves congregate meals daily. Dorothy Hughes was not present for the presentation, but she also was awarded the Lifetime Award for the 4,000+ hours she has contributed to serving the community. Tillie Brown received the Gold volunteer award and Silver volunteer awards were given to John Conkle, Sarah Leidel and Lucky Owenby for their service.

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