

NEWS INSIDE



INVESTING

Crowdfunding is one way to get cash

Page 2

GROWTH THE HARD WAY

Payroll Plus bought a competitor out of bankruptcy

Page 3



NC DISTRICT 98

Tolling I-77 has tightened up the race to replace Tillis

Page 8



MARKET SHARE

Publix and Harris Teeter have plenty to fight over

Page 10



SHE SAID, SHE SAID

Columnists Sherré DeMao and Cheryl Kane share their wisdom

Page 14-15

BT People	4
Classifieds	31
News-e	18
Opinion	30

Google AdWords: Not always first choice for online advertisers

Pay-per-click can still be effective, but some small businesses are opting for other channels.

BY JOHN REHKOP

Google's recent citing of Cornelius as North Carolina's "eCity" shows that area businesses are deeply engaged in the digital economy, using the Web to distribute content, connect to consumers and grow. Since cities were initially screened and weeded out by their advertising participation, the award also indicates Cornelius businesses buy search advertising from Google at a higher rate, relative to other cities.

But when it comes to AdWords, Google's flagship



Waterbean owner Tony Vo: AdWords works sometimes, not all the time advertising platform, local businesses aren't necessarily all-in. In part, that designation speaks to the digital savvy of local business owners, knowing that although Google remains

an equipment directly online, I will do a search and click on the ads," says Waterbean Coffee owner, Tony Vo. "As a consumer, I use it. But I don't think it's the right approach for my business." Funny thing, Google held its announcement in Vo's coffee shop.

With a retail coffee shop that relies on foot traffic, Vo prefers to engage both existing customers and potential new customers through social media platforms such as Face-

See GOOGLE, Page 16

Top Women in Business: Class of 2014 excels as women

Men and women approach life and work differently, and aren't we glad about that? The same situation will likely result in different responses, one reason why Business Today's Class of 2014 Top Women Business Leaders are powerful and unique, warm and influential.

Nine women from across the Golden Crescent were recognized for superlative achievements at Business Today's 10th Annual Top Women in Business Champagne Reception at River Run Country Club.

Extraordinary drive as well



Photo by Max Yochum

Top Women Class of 2014 accepts their awards

as giving back to their communities set the nine winners apart. There were a total of 29 nominees, all highly qualified, making this year especially tough for five judges, themselves past winners.

"This was difficult because all 29 are winners," said attorney

Cheri Thebeau, one of the judges. The winners weathered tough economic times, personal challenges and yet always found a way to give back.

None of them lost touch with their inner woman; in fact, they seemed to celebrate it. Here is what Phyllis A. Wingate, CEO

of Carolina's Medical Center in Concord said in her essay: "Being a woman, I think I'm more team-oriented and listen well to our customers and patients. I know how to be a win-win partner, even in extremely demanding situations and with difficult people."

We asked all the nominees the same question: "In terms of your career, how has being a woman been important?" Their answers, on pages 10 and 11, serve as a guide to achievement-oriented women—and men.

See TOP WOMEN Page 10

HOT PROPERTIES

Pages 28-29



16035 Jetton Road, Cornelius

RECORDS

Transactions	Mecklenburg 23
Cabarrus 20	Mooresville 23
Mecklenburg 21	Corporations
Mooresville 21	Cabarrus 23
Foreclosures	Mecklenburg 24
Cabarrus 22	Mooresville 26

www.businessstodaync.com



RIVER RUN

NEW LISTING!!!



WATERFRONT

NEW PRICE!!!

\$1,495,000 Waterfront in The Peninsula. 5,043 sq ft, 5 beds 4 1/2 baths & private dock, 3 car garage, master on main, New Roof & HVAC.



WATERFRONT

\$2,450,000 Gated Waterfront Estate in Cornelius. 8000+ sq ft on 1.11 acres 200' of shoreline w/ a private pier. Huge backyard!!!



WATERFRONT

NEW PRICE!!!

\$2,695,000 Immaculate Waterfront Home on a 1.87 acre peninsula located on a gated private island. Over 6000 sq ft with 5 bedroom suites and private pier. Most amazing views on the Lake

LANCE CARLYLE

704-252-0237

lance@carlyleproperties.com



WATERFRONT

\$1,995,000 3-Story All Brick Waterfront Home in Cornelius. 7600+ sq ft with a 3 car garage on .72 acres a private pier. 6 bedrooms & 6 1/2 baths with a Pool



BOAT SLIP

JUST SOLD!!!

\$802,000 2-Story Custom home in the Gated Connor Quay community with private Boat Slip. 4 Beds 4 1/2 baths, 3 car garage Amazing Kitchen



37 ACRES

UNDER CONTRACT!!!

\$2,399,000 37 acre gated estate in Mooresville. 9,900 sq ft under roof with 6,000+ heated sq ft Pool and outdoor kitchen. Master on the main level. 4 car garage, generator



WATERFRONT LOT

UNDER CONTRACT!!!

\$1,150,000 One of the last available waterfront lots in The Peninsula. Just under 1/2 acre. South/southwest exposures. Approved for a private dock.



WATERFRONT

NEW LISTING!!!

\$3,199,000 4-Story Cornelius waterfront home. 10,000 sq ft with private pier. Master on main, elevator, theater room, 6 beds 8 full baths



THE POINT

NEW LISTING!!!

\$4,200,000 Immaculate 3 story Waterfront home in The Point. Over 9000 Sq ft of luxury. Newly renovated with chef's dream kitchen, Lutron lighting system, covered veranda, open terrace, saltwater pool. Call Al Strickland 704-201-7244

JIM CARLYLE

704-252-3047

jim@carlyleproperties.com

CARLYLE PROPERTIES

www.CarlyleProperties.com

BT People

People On The Move

S&D hires VP of product innovation

Concord-based S&D Coffee & Tea has hired Eric Nakata as vice president of product innovation. The graduate of the California School of Culinary Arts has worked in the world of culinary research and development for 15 years.

He's also a classically French-trained chef. Venerable S&D is the nation's largest custom roaster and the largest blender of iced tea for the food-service industry.

"We have always admired Eric's flair for creative culinary solutions," said S&D Executive Vice President Brian Bradley. "His leadership will be vital as we continue to bring innovative products to foodservice."

Nakata will work out of S&D's Concord facility. Over the past 10 years, Nakata has worked with Newly Weds foods to develop their signature batter, breading and seasonings; as director of research and development for global manufacturer of beverage sauces and solutions Mont Blanc Gourmet; as an embedded chef at McDonald's Corp.; and as senior culinary innovations chef for Nestle. A fan of Asian and California cuisine, he has a history of successful product creations, including liquid and powdered beverages, ambient shelf-stable snacks, frozen and fried side dishes, and a tantalizing array of refrigerated sauces, spreads and marinades.

Lake Norman Realty adds five new members to sales team

Lake Norman Realty recently added five new members to its sales team. Carla Agnini, Lindsay Fisher, Sheri George, Jennifer Renegar, and Linda Wahlberg will be serving clients out of Lake Norman Realty's Mooresville, Denver, and Cornelius office locations.



Duke hires 6 more employees for MURDOCK Study

Duke University has hired six additional employees for the MURDOCK Study, bringing the staff total to 34, including 26 people working in Kannapolis and eight in Durham.

Duke has two new clinical research coordinators:

- Dr. Abha Singh, a Mooresville resident, has a master's degree in clinical research and doctorate of medicine from Bangalore Medical College in Bangalore, India. She enrolls participants and is responsible for the regulatory aspects of the study.

- Carla Kingsbury, a Cornelius resident who worked for Carolinas Healthcare System in traumatic brain injury research, enrolls participants and manages sub-studies in multiple sclerosis and primary progressive multiple sclerosis.

Two new clinical trials assistants have joined the study:

- Asia Lattimore, who transferred from Duke's main campus in Durham, oversees the scheduling process and manages quality assurance.

Kirsten Bahnson, a medical scribe in the Emergency Department at Carolinas Medical Center University before coming to Duke. She recruits and educates prospective MURDOCK Study participants and also assists with specimen collection and processing.

Duke added two employees to help market and promote the study:

- Michael Nunes, a senior marketing assistant, joined Duke to help plan, develop and coordinate promotion and recruitment for the study.

- Emily Ford of Salisbury came to Duke as the MURDOCK Study's first communications specialist. Ford previously worked as a journalist and freelance writer and was a reporter for the Salisbury Post.



SINGH



KINGSBURY



LATTIMORE



BAHNSON



NUNES



FORD

Duke launched the MURDOCK Study in 2007 with a \$35 million gift from David H. Murdock. The study's

name stands for Measurement to Understand the Reclassification of Disease Of Cabarrus/Kannapolis.

Business Notes



Dr. James Hinton, president of the American Hospital Association, presented the award to Phyllis Wingate,

CMC-Northeast receives national award

Carolinas Medical Center-Northeast in Concord has been recognized as an American Hospital Association McKesson Quest for Quality finalist. Phyllis Wingate, president of CMC-Northeast, said the \$12,500 that accompanies the recognition will be used to support the hospital's Patient Family Advisory Councils.

Housing Carolina Award for Antiquity Heights

The North Carolina Housing Finance Agency has honored Antiquity Heights and its developer, Cary-based



Solstice Partners, with a 2014 Housing North Carolina Award. The award was presented at the 25th annual Housing North Carolina Awards luncheon in Raleigh Oct. 15. The award recognizes Solstice Partners for its 96-apartment development in the Antiquity neighborhood adjacent to downtown Cornelius.

Shapiron & Ingle adds bankruptcy department

Law firm Shapiro & Ingle has launched a bankruptcy litigation department. Kimberly A. Sheek will head up the new department



SHEEK



Ray Beck
Fire Marshal
City of Shelby

Better employee health. Better bottom line.

When Carolinas HealthCare System HEALTHWORKS teamed up with the City of Shelby to provide a health coaching program to employees, Ray lost more than 60 pounds (and counting). He also lowered his cholesterol and blood pressure, which means better health for Ray and lower healthcare costs for his employer.

HEALTHWORKS collaborates with employers to identify and engage employees and their family members who are sick or may become sick and provides the right healthcare solutions when and where they need them.

For additional information and to read more of Ray's story, visit CarolinasHealthCare.org/HEALTHWORKS.



HEALTHWORKS
By Carolinas HealthCare System

Rocky River + Holiday Party = Hole-In-One! Call to Book your Party Today!



Our full-service Clubhouse & Stonehouse Grill offer:

- Corporate or Group Outings
- Corporate or Individual Golf Clinics
- Tournaments: Corporate or Charity
- Team Building: The Rock's Team Challenge
- Meeting Space with many food, beverage options
- Rentals, Golf Attire and Golf Equipment for out-of-town guests
- Full-Service Grill with on-staff chef for all menu needs & Full-Service Bar



To book, call 704-455-1200 or email Lore.Schmidt@jqh.com
and visit www.rockyrivergolf.com today!

CABARRUS COUNTY

Kannapolis scores big with distribution facility

Gordon Food Service has announced plans to open a distribution center in Kannapolis. The 300,000 square foot facility will be located in the Afton Ridge Business Park off Kannapolis Parkway.

The GFS facility, worth some \$58 million, will employ 275 people, according to Mayor Darrell Hinnant. "They will be one of our top corporate partners as we work to provide employment opportunities for our citizens," Hinnant said.

The family-owned company, which is more than 115 years old, is ranked by Forbes as the 34th largest private company and is the 4th largest food distribution company in the U.S.

Over the next 20 years the company will contribute an estimated \$3 million in property taxes to Kannapolis. They distribute food products to restaurants and other food service operations across the U.S. and Canada.

"We are excited to add the Kannapo-

lis location to our distribution network," said Jim Gordon, CEO of Gordon Food Service. "The addition of this facility increases our capacity to serve national concepts, Group Purchasing Organizations and independent foodservice customers in the Southeast region of the United States."



The City of Kannapolis plans to approve an incentive grant of \$3.8 million over the next 20 years at its regularly scheduled meeting.

The City has also received a Golden LEAF Foundation grant for \$453,300 that will help pay for the construction of a road connection from the end of Glen Afton Boulevard to Goodman Road, to provide additional access to the Gordon Food Service location. The North Carolina Department of Transportation has committed to provide additional road improvements necessary for the project.

The firm expects the Kannapolis facility to be open by the end of 2015.

Uwharrie's third-quarter net rises 83% after consolidation

The consolidation of its three subsidiary banks continues to pay off for Albemarle-based Uwharrie Capital Corp. Net income for the three-months ended Sept. 30, rose 83 percent to \$399,000 vs. \$218,000 for the same period in 2013.

Net income available to common shareholders was \$250,000 or 3 cents per share vs. \$43,000 for the same quarter last year.

Uwharrie says operating efficiencies coming from the consolidation of three

bank charters made was the main factor behind the earnings improvement. The decline of problem assets and the level of loan loss reserve made an additional contribution, as did the wealth management division, Strategic Investment Advisors, which is having its most profitable year, Uwharrie said.

Consolidated total assets were \$517 million at Sept. 30, about level with the \$517.3 million reported at the end of 2013.



Kannapolis City Hall on track for fall '15

City Manager Mike Legg says it will take about a year to finish construction on the new Kannapolis City Hall and Police Headquarters building. Laureate Way Loop, between Watson's Crick and Biotechnology Way, will remain closed until Nov. 21 as construction progresses. The new City Hall will be a three

story brick facility with 106,000 square feet. About a quarter will be available for the public to rent. The public meeting space will be used for a variety of rental purposes such as conferences, conventions, meetings and events. There is also additional space for smaller conference rooms, a possible business incubator

CABARRUS COUNTY

Job creation and science mark NCRC's progress

The NC Research Campus (NCRC) in Kannapolis is gaining momentum as a scientific center.

NCRC scientists are constantly publishing new findings. For example, Dole Foods, Appalachian State University and NC State University found that polyphenols in fruits and vegetables shield athletes against exercise-induced viral infections. In September, David H. Murdock, owner and chairman of Dole Food Company and Castle and Cooke, Inc. as well as builder and founder of the North Carolina Research Campus (NCRC), announced a \$15 million, annual endowment given in perpetuity to the David H. Murdock Research Institute (DHMRI) to expand its scientific capacity.

The real question on the minds of people in Cabarrus County and the surrounding region is whether or not the NCRC is creating jobs.

The best estimate from NCRC officials is 1,000 jobs created since the campus opened in 2008.

"We certainly didn't expect the economy to take the nose dive it did in 2008. That slowed our growth tremendously," commented Lynne Scott Safrit, president of Castle and Cooke, North Carolina and the NCRC. "But when you think of the lead scientists and the research scientists who work with them and everyone from administrative personnel to housekeeping, construction and other support jobs, I think our

estimate of 1,000 jobs may be low."

The number of jobs will continue to grow as new scientists join the NCRC's 20 partners. Most recently, type 1 diabetes researcher Qibin Zhang, PhD, became the new co-director of the UNC Greensboro Center for Translational Biomedical Research. He intends to hire scientists and postdoctoral fellows to work in his laboratory. The UNC Nutrition Research Institute welcomed two principal investigators, Natalia Krupenko, PhD, and Sergey Krupenko, PhD, to their faculty this year. Both of them employ additional scientists and lab assistants who help them research the vitamin folate in relationship to human health and disease.

One of the most important new hires will be a DHMRI president. Murdock's endowment doubles the DHMRI's budget giving a new president the ability to build the institute's research programs in multiple sclerosis, diabetes and cardiovascular disease and expand into new areas. Expanding research means hiring more people.

"The DHMRI and NCRC will continue conducting research that will help people eat healthier and live longer," Safrit said. "This research will employ people in all professions, all working in Kannapolis and the immediate region."

For more information, visit www.ncresearchcampus.net.

State of the Region Healthcare Summit is Nov. 6

Community leaders and business professionals will convene at Great Wolf Lodge in Concord Thursday, Nov. 6 from 7:30 to 11:30 am to discuss Healthcare. Local experts will explore topics addressing public health to include reform, access and managing costs, lifestyle/prevention, and the global perspective. Presented by CMC-Northeast and

Great Wolf Lodge. Other sponsors include Business Today, US Medical Systems, and Cabarrus Health Alliance.

Ticket sales are going on now available at the member rate of \$25 (or 6 for \$125), non-member rate \$40. Tickets include breakfast. Purchase tickets online at Cabarrus.biz or by phone 704-782-4000.



IRISH CREEK

Weddings (Ceremonies, Rehearsal Dinners and Receptions)

Reunions ~ Banquets

Business Retreats Crafted to include a Variety of Meeting Space, Food, Beverage and Organized Golf

Corporate Events ~ Team Building Venues ~ Celebrations

Intimate Gatherings ~ Seminars

an Award Winning Golf Course with

Full Service Golf Events (Corporate, Civic or Charitable)

704.932-2525

www.LiveatIrishCreek.com

Raymer-Kepner is pleased to Introduce Lindsey Baxter, Advance Planning Funeral Director



Lindsey is the Advance Planning Funeral Director at Raymer-Kepner Funeral Home & Cremation Services.

Lindsey's compassion and empathy mirrors Raymer-Kepner's vision of Tradition of Excellence. With several years of experience in the funeral industry, you can trust Lindsey to help make informed decisions in a comfortable setting.

Preplanning allows you to make your wishes known in advance, saving your loved ones the emotional and financial burden. Call Lindsey today at (704) 892-9669 for a FREE Planning Guide and more information.



16901 Old Statesville Road • Huntersville

704-892-9669
www.Raymerfh.com

In the Nation, we make you whole again.



When you add **Brand New Belongings**™ to your homeowners, renters and condo insurance, we don't just give you the partial value of things that have been stolen or destroyed. We help you replace them with the latest versions. We put our members first, because we don't have shareholders.

Join the nation that doesn't do things halfway.



Join me in Huntersville & Cornelius.
Ron Parks, LUTCF
Parks Insurance Group
9713 Northcross Center Court, Huntersville
(704) 548-0500
theparksinsurancegroup.com



Options feature. Exclusions and limits apply. Damaged items may be repaired in some cases. Details vary by state and policy language. Please consult your policy for the specifics of your selected coverages. Subject to underwriting guidelines, review, and approval. Nationwide and the Nationwide N and Eagle, Brand New Belongings, Join the Nation and We put members first, because we don't have shareholders are service marks of Nationwide Mutual Insurance Company. © 2014 Nationwide Mutual Insurance Company. NPE-022900 (08/14)

District 98 candidates differ on key issues

BY DAVE FRIEDMAN

When voters make their voice heard on who will replace Tom Tillis as their representative in the N.C. House they'll be choosing between candidates who have radically different ideas on how to solve the same basic problems. But Democrat Natasha Marcus and Republican John Bradford agree that the economy, education, and roads are top priorities.

The two went head to head—and remained cordial—during the District 98 Candidate Forum and Old-fashioned Barbecue organized by Business Today in October.

Marcus said that addressing a lack of funding for education, and prioritizing schools should be a primary strategy for economic growth. Not only does she feel that emphasizing children's development leads to jobs and new businesses, but she does not believe Bradford is dedicated to educational improvements.

"I honestly support public education and I don't believe my opponent does," said Marcus. "Education is the thing that is on most voter's minds that I have spoken to. I believe it's the framework for what we care about here in North Carolina, for everything we care about. Education spurs job growth. Where do the kids of typical small business owners go? Public school."



Over 100 attended the Candidate Forum

While Bradford recognized the importance of education, and supports opportunity scholarships, he said a candidate who is rooted in the business community is most likely to understand the challenges and needs of Main Street enterprises.

Bradford is the owner of Park Avenue Properties in Cornelius. Marcus is a former attorney from Davidson.

"I actually own and run a business and have elected experience and my opponent has neither," said Bradford. "We need people going to Raleigh that



John Bradford and Natasha Marcus are far apart on some issues

lead by example. By running a small business, I understand what business owners are facing, so it is really easy for me to legislate around that. Small businesses need a way to be rewarded for creating jobs. There have got to be ways that the state government can have a level playing field, whether it be a new business coming in from out of state or a business that is already here, we need to find ways to incent all of them to come to North Carolina, stay in North Carolina, and give them ways to be rewarded for creating jobs."

Marcus said Republicans have moved too far right, hurting the state's ability to compete. She believes budget cuts have prevented much-needed federal unemployment funds from reaching families, hurting workers and small business.

"We eliminated the earned income tax credit," said Marcus. "Ronald Reagan called it the best anti-poverty solution to ever come out of Congress, and the North Carolina Legislature cut it. That's for working families. You have to have a job in order to benefit from that but be near the bottom of wage earners. Why would we get rid of that? Again, wonderful stimulus to local businesses, and the common sense fair thing to do to keep that. Small business tax credit, gone. That means if you're a small business person you're going to pay more in taxes. Why? So that we can reduce the taxes on the top wage earners here in North Carolina."

Bradford believes that the answer to economic prosperity is in the specifics. He leans on his experience when proposing ideas that will help small business.

"The \$50,000 tax credit, it just gave a unilateral tax credit to anybody that had a small business," said Bradford. "I respectively submit that we could find

a way to give small businesses who are actually hiring and creating jobs credits. What you do is give everybody a goal to run after. And that goal is hire people, create jobs. It keeps everybody honest. If you create jobs you get rewarded for it."

In a lot of ways the choice on who District 98 elects comes down to how happy constituents are with current policies. Marcus thinks the direction North Carolina has gone is wrong and needs drastic change.

"Revenues are down \$313 million in the first three months of this fiscal year," said Marcus. "We're expecting a \$5 billion revenue shortfall over the next five years if we continue on this path that we have chosen which is to drop the income tax rate so dramatically, by 2 percent for the top wage earners in North Carolina, that we can not pay for anything anymore. We have more cuts coming and more revenue shortfalls. I do not want to live in a state with no income tax and no corporate income tax. We'll have no money to invest."

Bradford disagrees. He sees a state that is making strides thanks in part to current policies, and believes strongly that by staying the course further improvements and prosperity are likely.

"You've already started to see lower personal tax, the flat tax, lower corporate tax," said Bradford. "North Carolina has moved from the 44th most business-attractive state to 17th. What we are doing is working. At the end of the day jobs are what makes this economy grow. We are on a good path folks. We just got to see it through."

Toll lanes on I-77 may be a big issue in this race.

Bradford supports them as a means to widen I-77 sooner rather than later. While he admits it is unpopular, Brad-

ford doesn't want to wait 25 years to fix a problem that he feels should be addressed now.

Bradford, while agreeing that something must be done to alleviate congestion on I-77, attempted to shift some of the blame to Raleigh by reminding the audience that he had signed and sent a letter last spring to Gov. Pat McCrory asking him to hold off on signing the project contract with Cintra, a Spanish company. "He signed it anyway. There was nothing more we could do. It's the better of two bad choices," the other being to wait for general purpose lane funding. Marcus said that "government has failed us at every level on this project" and criticized Bradford for stepping in much too late.

With regard to the same-sex marriage issue, Marcus said that Speaker Tillis "should spend his own money" if he wants to appeal the recent ruling. "We need to get past this issue, the decision is over." Bradford supports the appeal, noting that the gay marriage amendment was approved by North Carolina voters in 2012.



Cornelius Mayor Chuck Travis

Bradford opposes the 1/4 cent sales tax referendum which is supposed to fund education and will be on the November ballot in Mecklenburg County "since it is non-binding." Marcus is in favor of the sales tax increase.

So far, it's been an expensive race. Bradford has raised about \$140,000 from 220 donors. He has also lent his campaign \$150,000 in personal funds. Marcus has raised more than \$165,000 in cash from 625 individual donors, a record for a Democrat in a district that has been held by a Republican since at least 2003 when former Cornelius Town Commissioner John Rhodes was elected.

Sponsors of the Candidate Forum & Old Fashioned BBQ were Realtor Dixie Dean of Allen Tate, KS Audio Video in Cornelius and Raymer-Kepner Funeral Home, in Huntersville.

Jetton Road 16505 Jetton Road - \$3,995,000 WATERFRONT	The Peninsula 18927 Peninsula Club Drive - \$959,000 GOLF COURSE	The Peninsula 18901 Peninsula Club Drive - \$1,585,000 GOLF COURSE
The Peninsula 18320 Peninsula Club Drive - \$622,350 GOLF COURSE	The Peninsula 18824 Balmore Pines Lane - \$1,275,000 WATERFRONT	The Peninsula 18704 John Connor Road - \$1,000,000 GOLF COURSE
The Peninsula 18830 Peninsula Cove Lane - \$639,000 GOLF COURSE	The Peninsula 17606 Westward Reach Road - \$2,675,000 WATERFRONT	The Peninsula 17131 Green Dolphin Lane - \$600,000 GOLF COURSE
The Peninsula 19311 Stableford Lane - \$748,000 GOLF COURSE	The Peninsula 16504 Pelican Point Lane - \$653,500 GOLF COURSE	The Peninsula 18118 Sunset Cove Lane - \$600,000 GOLF COURSE

LuxuryPortfolio.com/LakeNorman

LUXURY
PORTFOLIO
INTERNATIONAL



Dixie Dean
704-641-1465
Dixie.Dean@allentate.com
DixieDean.com



TOP WOMEN from page 1

TOP WOMEN IN BUSINESS CLASS OF 2014

Ruth Brooks

Multi-Cultural Community Student Union, Concord

"I have had several careers including a minister, school teacher, a Major in the United States Marine Corps and CEO of MCCSU. I feel that being a woman in these roles has been important because it has enabled me to support individuals with understanding and compassion and yet be firm. As a minister, I am able to help individuals with relationships, beliefs and understanding of themselves and others. As a teacher, my task was to make sure that my students understood the importance of a solid education and find an honest career that they can enjoy. Although my time in the military was a career, my plight was somewhat different. I learned the true purpose and importance of my country. I learned how blessed one is to be from the United States of America because of the beliefs and situations that I experienced



BROOKS

in other countries. Because of being a foster child living in abusive and under privileged situations, I am sensitive to youth in MCCSU. Finally, the combination of my careers has helped me to understand individuals of different races, creeds, and color."

Holly Emerson

Ingersoll Rand, Davidson

"I began my career as a mechanical engineer. I was one of two women in my graduating mechanical engineering class. My hobbies are male dominated (ice hockey, motorcycles). These factors have definitely influenced the way I approach problem solving. However my approach to my career and life in general is a bit more complex than skates and final drives. Clichés about multitasking might be partially true. After all, the majority of women manage multiple schedules. Their partners no doubt share the home workload, but managing orthodontist



EMERSON

appointments, tennis schedules, confirmation retreats and curriculum night takes a certain amount of organizing skill and ability to retain a lot of information. No. I think multitasking is overrated. As is this notion that we must always be 'busy'. This recent trend towards 'busy' is a trap, as the Harvard Business Review said "...we addicted to the drug of more, we are pushers too. There is something to be said for the woman who can overlook the dishes, the papers that need to be signed, and the dogs that need grooming (I'm referring to pedicures here...) and can kick back and simply connect with her partner and children. There is no winner in the 'busy' race. We need to slow down and connect on a more fundamental level. We need to connect with what matters to us, our kids, our partners, the neighborhood animal shelter, or the local running group."

Denise Hallett

Vulcan Materials Company, Concord

"One of the reasons I choose Civil Engineering as my course of study when I entered NCSU in 1979 was because there were very few women in the industry and I felt this would help my chances of a job prospect at graduation. Little did I know at the time how this decision created the launchpad for my career development over these 30+ years. I entered a male-dominated industry in 1984 working for Koch Materials Company in asphalt sales and then transitioned to Vulcan Materials in 1994. Both times, I was their first female hire in sales. Being a female removed any intimidating barriers with my male counterparts and customers and allowed for a greater flow of information and collaboration. Characteristics which traditionally are associated with females: nurturer, helpful, multi-task oriented, etc...have helped me become successful in my career."



HALLETT

Carla Howell

Rowan-Cabarrus Community College

"As a business woman, my perspective on happiness and success has changed a great deal over my 26-year career. Unlike many professionals, I did not begin my career with a goal of being an execu-



HOWELL

tive chief officer in a community college. My primary focus was on being an exceptional employee in a position that I could manage in conjunction with my primary role as a wife, a mother and a daughter. As I gained more satisfaction, confidence and momentum in the various roles and positions that I was privileged to serve, I yearned for more opportunity and realized that happiness could be achieved through professional and personal success. I am a community college graduate with a two-year degree and had to work very hard to succeed in the extraordinary opportunities that I have received. While my extended career has been a journey of progression within one institution, being a woman has inspired me to develop above and beyond my own expectations and limitations. My success to date has been the illustration to others that you can be all you want to be. True happiness is found from within and will enable you to acquire and achieve your dreams."

Judge Donna H. Johnson

Cabarrus County District Court

"In November 1998, I became the first female elected to District Court in Cabarrus County. My gender helps bring a unique perspective to my work. For domestic violence cases, I understand the role that economics play for women in deciding whether to return to their abuser. I am mindful that abused women see me as an authority figure who believes their story, which may empower them to make a change in their lives. For most of my career, I have been the judge to hear the majority of the juvenile cases involving abused and neglected children. In 2007, I was the recipient of the NC Court Improvement Grant due to my efforts. Because of the grant, we were able to collaborate with social workers, guardians ad litem and caregivers which led to a significant reduction in the number of children in foster care in Cabarrus County. Finally, when I came to Cabarrus County in 1994, there were seven female attorneys. As more and more female attorneys began practicing here, I have tried to be a positive mentor and role model and provide encouragement to women as they struggle to make decisions between their families and career."



JOHNSON

See TOP WOMEN, Page 11

TOP WOMEN from page 10**Georgia Krueger**

Ada Jenkins Center, Davidson

"I've been a woman all of my life so I honestly don't know anything different. In part, I suppose, based on my age there have been a number of situations in which I was the first female in various situations. There is no doubt in my mind that these circumstances have influenced me professionally. Due to those experiences there has never been a hesitation on my part because of gender. Because of the work I have been gifted to do, I have been in situations where working with a group of women has been both difficult and wonderful. My current position is one in which I have experienced both and as a manager had to both set the culture and stop the negativity. I believe it was important that I am a woman because I was able to approach the situation from a different perspective than a man. I could understand and eliminate the poison. At that point I was able to reset the culture to create an amazing sense of unity and security. I do not think a male would/could have done the same thing. I am both thankful and proud to be a woman leading a not-profit!"



KRUEGER

Lisa Perry

Perry Productions, Concord

"As a small business owner, I believe that developing strong relationships is key to long term success, and I think that women have an advantage with that. Early in my career, I decided that I would not try to hand out a large volume of business cards or hard sell people on my services right away. Instead, I joined a service group, volunteered side by side with other business owners and let them get to know me first. Business opportunities grew out of those relationships over time. Women, in general are nurturers, with our families and with the people we work with and for, and tend to be the ones who genuinely want to get to know people and what they are passionate about. When you do that well, you are better equipped to give a client the best possible service. I also think that women are strong encouragers and in my line of work, it is not hard to get excited for my clients about their businesses. I enjoy showing them the potential in how they can share the stories of the business or organization they love."



PERRY

Dianne Snyder

Cabarrus College of Health Sciences, Concord

"Women sometimes have a tendency to downplay their gender, but for me, being a woman in a leadership position within the healthcare industry has been important. Because a sizeable proportion of the healthcare workforce is made up of women, I have had the opportunity to connect with other women who are pursuing a similar career path to mine and be a mentor. When I was new in my career I did not have a female mentor that I could go to for advice and guidance nor was I aware of how having a mentor could help me achieve my professional goals and aspirations. As I got older and gained more experience, however, I made a decision to "pay it forward" and be there for other women. There is a great deal of personal satisfaction knowing that I have contributed in some way to the professional success of other women."



SNYDER

Phyllis A. Wingate

Carolinas Medical Center, Concord

"Successful leaders are people who inspire others to follow them. In healthcare, that inspiration is connected to our purpose, as an organization and role in our community/society. Our mission is rooted in our values and the relationships and teamwork that are inherently a part of a service that is as critical and personal as healthcare. Being a woman, I recognize and relate intuitively to these values and our mission. Women make the majority of the healthcare purchasing decisions for their families. It is hard to generalize gender traits, but being a woman I think I'm more team-oriented and listen well to our customers/patients. I know how to be a win/win partner, even in extremely demanding situations and with difficult people. I have not felt that being a woman has held me back in my career progression, as much as it has been somewhat a different patch from most of my male colleagues. I'm a planning and policy wonk, so I've been willing to do the extra committee, industry board service and community work that allowed me to develop leadership skills, expertise and a perspective that has been helpful."



WINGATE

See TOP WOMEN, Page 12

Congratulations!

**Carla Howell**

Chief Officer of Governance, Foundation & Public Relations

2014 Winner
Top Women
in BusinessRowan-
Cabarrus
COMMUNITY COLLEGE

704-216-8000 (T222) www.rcc.edu



Congratulations

Kristin Parsons Couch
on being a
Top Women in Business
Nominee!AQUESTA
BANK

FDIC



Proud sponsor of Top Women in Business 2014

Congratulations
Gail Williamson being nominated for Top Women in Business
2014

TOP WOMEN

Lula Bell Houston receives Lifetime Achievement Award

Lula Bell Houston, who went to work for Davidson College in 1947 for \$12 a week, received the Lifetime Achievement Award at Business Today's 10th Annual Top Women in Business Champagne Reception at River Run Country Club.

Ms. Houston received a lengthy standing ovation when she received the award from Business Today.

The 91-year old worked 60 years in the college laundry before retiring seven years ago. She began working when racial discrimination was an everyday fact of life. A friend to generations of students over the years, she never missed a day of work even while raising three children, mostly on her own.

Ms. Houston has been honored by the Town of Cornelius for distinguished service. She has also received the "Sojourner Truth" award from the National Association of Negro Business and Professional Women's Club.

She is a member of the Gethsemane



Bill Williams and Lula Bell Houston

Gospel Singers, based at Gethsemane Baptist Church in Davidson. The group performs all over North Carolina.

Co-workers, students and administrators said Ms. Houston always had a kind word and a smile for the thousands of students she greeted at the laundry. It was her dedication and spirit that moved the Trustees of Davidson College to name the facility in honor of a staff member, an honor normally reserved for large donors and academic leaders.

Top Women in Business Champagne Reception

Photos by Max Yochum



All 29 nominees gather together to be recognized



Pat Horton, Craig Jones, Barbi Jones



Michelle Goglia, Susan Gresham, Sara Foley and Linda Daley (standing)



Judy Bezler, Kathleen Rose, Katy Yager



Robin Smith Salzman led Power Networking session

Congratulations!



Dr. Amanda Barker Assell
on being nominated for
"Top Women in Business"!



"You'll See. We care."

7547 Waterside Loop Road, Suite A, Denver, North Carolina 28037
704-822-9920 • www.seeadvanced.com

Cabarrus, LKN are super markets for top grocers

BY DAVE VIESER

As new grocery stores open from Concord to Cornelius, major food chains are sanguine about prospects for even more growth. Retail sales in Concord, just named the seventh-fastest growing city in the U.S., are two-and-a-half times the state average.

New supermarkets are no small undertaking. "Opening a new supermarket is a very expensive process so the food chains are extremely careful before making a commitment to a specific area," said Lindsey Kueffner, executive director of the Carolina Food Industry Council. "Over-saturation is quite rare due to the extensive research done before a site is selected."

Cabarrus and Lake Norman are almost a no-brainer for big grocers. "We look very carefully at each prospective location, and in that portion of North Carolina we saw great opportunity," said Publix spokeswoman Kimberly Reynolds. She said factors such as population, household income and growth potential are all taken into consideration and that Publix believes the region will sustain their stores in Huntersville, Cornelius and Concord.

On a recent Sunday, the new Publix in Huntersville's Rosedale Shopping Center was packed.

The employee-owned Publix chain is in the final phases of building a 49,000-square foot store in the old Magnolia Plaza Shopping Center in Cornelius. Scheduled to open early next year, the new store will employ approximately 140 associates, and will feature all of the chain's special departments as well as a drive-through pharmacy. At the same time, Publix renovated a closed Bi-Lo's in Huntersville and opened it as the region's first Publix. Next year, they will be opening a new 49,000 square foot store in Concord at George W. Liles Parkway and Weddington Road, creating about 140 jobs.

Harris Teeter is also on the move in the region. Work is under way on a new 53,000 square foot supermarket near the Antiquity development just east of Main Street at Catawba Avenue in Cornelius. Their store on Old Jetton Road underwent a major expansion and renovation last year, mak-



Publix in Huntersville was bustling with excited shoppers on opening weekend

ing it one of the largest Harris Teeter stores in the state. In addition, last year they refurbished a closed Lowe's store in Davidson, giving them a key new location near the Mecklenburg/Cabarrus County line on Highway 73.



Publix coming to George W. Liles Parkway and Weddington Road

A new addition to the supermarket scene in Huntersville is Whole Foods. The company refurbished a former Food Lion on Sam Furr Road near I-77 Exit 25. The Texas based grocer has stores in the US, Canada and Britain, and specializes in natural and organic foods.

There's no word on any major renovations or expansions planned at the Food Lions in the region.

Still, the Golden Crescent is a growth market. The U.S. Census Bureau reports that the population in Cornelius rose 92 percent between 2000 and 2010, from 12,900 to 24,800. Population rose by 97 percent in

Huntersville and at a more modest but still respectable rate of 46.5 percent in Concord. Interestingly, retail sales per capita were \$19,848 in Cornelius in 2007, according to the Census Bureau, vs. \$12,641 per capita statewide. Huntersville sales were nearly identical, at \$19,431 while Concord, which is the home of the Concord Mills mega-shopping complex, was \$31,025.

According to 2013 data compiled by Florida-based Chain Store Guide, Walmart is the area's No. 1 grocer by market share, followed by Harris Teeter, Food Lion, Sam's Club, and Bi-Lo.

Publix is new to the Charlotte market, but it has been a major player for years in Florida. Both Harris Teeter and Publix have consistently ranked



Whole Foods, Huntersville

in the top 10 of Consumer Reports Grocery Store Satisfaction Surveys. Matthews-based Harris Teeter, which was founded in 1960, is a wholly owned subsidiary of Kroger. Publix, founded in 1930 in Winter Haven, is among the 10 largest-volume supermarket chains in the country.

Property Management done right.

- ✓ Turn-key management services
- ✓ Tenant procurement services
- ✓ Competitive rates
- ✓ Maintenance coverage
- ✓ Property advertising
- ✓ Applicant screening
- ✓ Dedicated property management team

Park Avenue
PROPERTIES

INVEST | RENT | MANAGE

WWW.PARKAVEPROPERTIES.COM | 704.334.2626

Small Business Toolbox

Are you practicing band-aid marketing?

Is your business implementing a marketing effort or a marketing strategy? I was inspired to write this column after continuing to see a pattern in what I would classify as the top five band-aids companies use with the belief that their sales will skyrocket or when a desperate need for sales exists.

Using a "Band-Aid" to resolve any type of a problem is an American idiom for a temporary solution or something that seems to be a solution, but has no real effect. If you are frustrated by a lack of results or performance from your

marketing efforts, you could be using a band-aid marketing approach. I witness this literally everyday as I help companies shift out of knee-jerk and transactional thinking to strategic operational thinking.

One Hit Blunder:

You place a single advertisement or send out a single postcard and then you are disappointed by a total lack of response. Several factors play into why this simply doesn't work. First, when you only commit to one placement or mailing, you are

likely going to pack it with too much information, causing information overload and no real "hook" to draw the prospect in. Second, in this age of information overload, it now takes at least 12 touches or more to even begin to gain share of mind or awareness.

Transaction Distraction: You need more sales and you need them now, so you develop a "special offer" or "deal" to try to generate fast sales. You are so focused on making transactions with your customers, you fail to consider the relationship. Most often, this transaction mentality is what has gotten you in the desperate need for sales anyway.

Phone Call Free-For-All: You have a sales team and it's getting towards the end-of-the-month quota time and the numbers aren't gelling. The directive is to get on the phone and make some calls. In our CRISP Principle study, growth companies with commissioned or salaried sales people did not rely on telemarketing and cold calling for sales. As a matter of fact, it was not even a primary directive. Engagement and ongoing service, solutions and relationship-building initiatives were what was considered paramount.

SEO Go-Go: There is no doubt about it. Internet presence and being found on the Internet is essential to a business' success. Research we are conducting is validating that 6 out of 10 searchers will narrow their preference to two or three companies or product choices, and 2 out of 10 will narrow their choice to a specific company or product. However, relying entirely on search engine optimization (SEO) as your sole source of attracting business is misguided thinking. Worse yet, if you think it is going to bring immediate calls, inquiries and visitors the minute you get it rolling or ramp it up, you are mistaken. Optimization takes time to elevate your presence in the rankings. There

is no magic click and its done. Like any other marketing initiative, there is strategy building and momentum building that is involved.

Market Reach Breach: You have a new product or service offering that you want to get out to the masses of likely buyers, so you focus your entire attention on a prospect list and new sales generation, ignoring your existing customer base and the ability to strengthen an already established relationship. Unless the offering is targeting an entirely new segment, you are remiss to not first allow your customer base a sneak peak with preferred advantages as a reward for being a customer.

When it comes to a band-aid marketing approach, you are not really addressing the underlying cause of the lack of inflowing business in the first place. Stop viewing marketing as only necessary when you need business. If this is your mentality, you are failing to see it for what it should be as operationally a part of your ongoing business strategy. When you do finally "get it," you will see a shift with customers and sales flowing in on an ongoing basis. Best of all, it feels effortless because it is a habit of best practices strategically linked together versus a series of knee-jerk "have to do's" or "gotta try" moves out of a desperation for sales and profits. y

This month's column is an edited excerpt from DeMao's book, 50 Marketing Secrets of Growth Companies in Down Economic Times. Sherre DeMao is the author of nationally acclaimed books and is founder of SLD Unlimited Biz Growth Inc., a full-service operational strategy firm based in Denver, NC. Her column seeks to help business owners build and grow sustainable enterprises with economic value and preference in the marketplace. DeMao can be reached at 704.483.2941 or sherre@sliduntlimited.com.



BizGrowth 5.0

SHERRE DEMAO

Ultimately, patience will help close more sales

Sales professionals can sell almost anything, instinctively. Independent business owners often sell from a position of passion and expertise in their wares. Both, however, need today's sales to be repeated in the future, as soon as possible. They both need to pull sales back to them.



Sellers Market

CHERYL KANE

The professional sales person is goal-oriented; and sometimes their over drive for selling can over-power their ability to be patient with the customer who may be lingering over a decision. Their pressure to buy can hinder the customer from calling back. Patience can help close more sales, ultimately.

On the other hand, small business owners with a big passion for what they do often deliver what no one else can: pure, unadulterated joy for their products and services. The entire time a customer is in their presence he or she is learning, engaged- becoming a big fan. Yet sometimes their lack of effort in marketing in simple ways may hinder the customer from finding their way back to buy again.

What the hard-driving sales person often needs to remember is to showcase the product or service- not their sales prowess, and to let the customer think through their decision-to buy at their own pace. Meeting sales goals at the expense of future sales is not strategically productive. Graciousness today can bring in future sales faster next month and beyond.

And the small business owner must make sure they build the strongest contact link with the customer they can-be it be through brick and mortar, direct sales, or web-based. Sometimes it may feel

like an elaborate or expensive advertising campaign is out of reach. But at least do not miss the easiest way to advertise: make sure every item the customer has of yours has contact data on it so they can find their way back to you effortlessly.

Recently I visited a new specialty shop. I was greeted warmly, allowed to stroll about. The unique highlights of the products were pointed out in detail with great care; I was engaged. I learned they are already taking holiday orders, they ship with care, and can customize any order. I knew exactly what I wanted to do- get my holiday list to them the next day and relax early this year from shopping.

The next day I had a few minutes to be productive and tried to call them; but when I located the sales receipt I discovered the sales receipt has absolutely no identifying information. The packages my purchases were in had a beautiful label- but did not have a phone number, fax number, web address, or social media information. I sadly put my list away and decided to 'do it later' which may mean I might forget.

A simple phone number or web address on the sales receipt would have made it easy for me to reconnect. Information on the gift package tag would have helped the recipient of my gift to easily do the same. Ditto for signage and voice-mail information: make helpful information easy for the customer to locate and use.

Strong sales professionals who extend patience with a customer during a sales process will build loyalty to the sales professional and put future repeat sales solidly in the pipe line.

Passionate independent business owners remembering to diligently

place business names and contact data everywhere the customer may need it after they leave the store may seem too simple, but it is the quickest pathway back to your door.

Both expert sales professionals and independent business owners need customers to return and return often. Patience and easily accessible contact with you will pull your customers back, fast.

Cheryl Kane, MBA, is a business consultant, sales trainer, and professional speaker specializing in service quality. If you seek assistance in growing your business, need a business speaker, or have a question you would like to see answered in this column, Cheryl welcomes your communication at (704) 795-5058 or through her web site, www.cherylkane.net.

Commercial Real Estate Experts



Barbara S. Brown Paula W. Quickel
704-896-1028 704-746-5139

- 30 years EXPERIENCE
 - Office, Retail, Land, Flex Space
 - Let us do your legwork
- Lake Norman & Charlotte Areas

Sperry Van Ness

19901 West Catawba Ave, Suite 102
Cornelius, NC 28031
www.svncharlottecommercial.com

Our Menu Includes Choices to Fit All Your Business Needs.



AL UPDIKE
Alton's Kitchen & Cocktails

Alton's menu provides choices for even the most discriminating palette. In the restaurant business, it's important to have an insurance agent whose menu of services meet our daily needs. Aquesta Insurance provides us with a made to order policy to protect us in all aspects of our business."



AQUESTA
INSURANCE SERVICES, INC.

Auto • Home • Boat • Business • Life • Health

www.aquesta.com

Cornelius Office	19510 Jetton Rd., Cornelius	704-892-6411
Huntersville Office	9906 Knockando Ln. Huntersville	704-439-1417
Kannapolis Office	2610 Dale Earnhart Rd., Kannapolis	704-782-7411
Mooresville Office	837 Williamson Rd. Mooresville	704-809-1285

unexpected convenience, unsurpassed service

HEALTHCARE SUMMIT

NOVEMBER 06.2014

In healthcare today, remaining profitable and competitive is more challenging than ever. Costs continue to escalate and regulations continue to change. Connect with local businesses as well as federal, state, and local experts to discuss topics such as access to healthcare, managing costs, public health and the Affordable Healthcare Act.

For tickets visit www.cabarrus.biz/healthcare.

To be listed as a supporter and sponsor of this event contact us at 704.782.4000 or membersupport@cabarrus.biz for more information.



Carolinus HealthCare System



CABARRUS REGIONAL
CHAMBER OF COMMERCE



cha CABARRUS
HEALTH ALLIANCE

Business Today

GOOGLE from page 1

book, Instagram and Google Plus. By connecting via social media, he's not only strengthening his relationship with consumers who are already fans of his coffee shop but he's leveraging their willingness to share his story and advocate his brand to their network of friends. "It's more cost-efficient than advertising, and word of mouth is very powerful in attracting new customers," he says.

Search engine advertising vehicles such as AdWords, limit his reach only to those consumers actively seeking him out. Vo, who used AdWords to promote an ecommerce site he once owned in the automotive industry, believes search advertising can be very effective for the right type of business, particularly those companies that generate direct revenue online.

Virtual business, online only

Ecommerce sites that don't have a brick-and-mortar presence could be considered the sweet spot of search engine advertising. Given their nature, those sites are actively looking for consumers ready to buy. One of the appealing features of search engines is their ability to shed light on the user's intent through the keywords entered in the search query. A user searching for "digital cameras" may be in the information-gathering stage, where "buy nikon coolpix 1830" indicates a readiness to act. Through AdWords, a camera shop with an online store could set different bid amounts for these keywords, based on the value associated with where the user is in the buying cycle.

Online retailers are not the only business type in which pay-per-click advertising can be effectively applied. AdWords is also popular with industries that thrive on lead generation, such as insurance and mortgage companies, heavily-searched categories like travel and tourism and those businesses looking to reach a younger age demographic such as education, particularly given the trend toward virtual learning.

But for brick-and-mortar retailers, like Waterbean Coffee, that rely on foot traffic, directly connecting the dots between ad clicks and in-store visits, and measuring the campaign's return on investment, can be challenging. Plus, in Waterbean's case, Vo says the website already ranks high in non-paid, or or-

ganic, search listings for the keywords he is most interested in, such as "coffee shops cornelius." Website traffic that is referred from Google's organic search results pages is generally considered higher quality than paid traffic, as consumers are increasingly aware of which listings are paid and which are earned. Vo, who is opening a second Huntersville location this winter, credits his high organic search rank to the media coverage and subsequent increase in online mentions he received from his early adoption of the trendy digital currency bitcoin.

Although he is not engaged in AdWords, Vo has embraced other Google-branded tools, such as Google My Business and Google Business View, to build a stronger online presence and connect him to potential new customers.

Google My Business is like Yellow Pages 2.0, offering businesses a free listing on the right side of the Google Search results page when a company's brand name is typed into the search engine. That listing, which is connected to Google's social platform Google Plus, provides no-cost exposure and other features to introduce potential new customers to a business like photos, a map and reviews from existing customers.

The suite spot

Using virtual tour technology that can be embedded on a website, Google Business View creates an online window into a retail store, hotel or restaurant, for example, that allows users to experience a concept before stepping through the front door. Part of the Google Maps product suite, Business View technology is free for site owners. But a photo shoot by a certified Business View photographer can run \$300 and up.

Google is betting that products such as these, and others, will further tether them to small businesses and strengthen the Mountain View, CA-based company's position as a go-to resource for reaching the local consumer. While Google's advertising revenue—totaling

\$50 billion last year—continues to rise, the emergence of additional online advertising options, including social media sites such as Facebook and Twitter, has pressured Google to constantly evolve.

Google's revenue growth has been fueled by an increase in the number of advertisers and expansion of the AdWords platform. Since AdWords was launched with 350 customers in 2000, it has evolved from simple text ads displayed within its search engine to a robust network of sites, targeting options and creative formats to reach

different audiences in different ways. Just a few of the advancements include its Display network, which offers advertisers the option to place ads on more than 2 million Google-partner websites, video advertising on YouTube and a relatively new offering called remarketing.

Remarketing

Remarketing allows businesses to stay in front of past website visitors by continuing to serve relevant ads to those visitors as they navigate to other sites. For example, a visitor to a shoe retailer's website who selects a pair of tennis shoes but fails to complete the purchase could be served a display ad on other Google-partner websites for those specific shoes with a free shipping offer. While the technology is new, the concept of remarketing parallels traditional forms of marketing like direct mail: get in front of consumers at the right time with the right message.

You may pay \$50 per click

But the heightened competition and complexity surrounding AdWords has also driven up the prices for keywords on its search network and made it more difficult for some smaller companies to compete, especially those who market nationally. The most expensive keywords can top \$50 per ad click. Last year, the most competitive keyword categories were insurance, loans and mortgages, according to Internet marketer WordStream.

Fortunately, for Howard Culbreth, owner of Cornelius-based Howard

Culbreth Insurance Inc., the competition for insurance-related keywords in the local market he targets isn't nearly as fierce. He says he pays an average of \$4 per click on a monthly budget of approximately \$150. While he can't pinpoint exactly how many quote requests he generates specifically from his paid search advertising, he says he receives about three to five requests total from his website every day. But Culbreth also continues to engage in traditional, direct mail campaigns successfully.

Scalability helps

One of the key reasons Google has been able to successfully penetrate the small business market nationally is its scalability. Advertisers can set specific budgets for how much or little they want to invest on a daily basis, as well as what they are willing to bid for specific keywords in the online auction. Moreover, AdWords is structured to allow small businesses to target consumers on a very hyper-local level. Culbreth, for example, says his campaign is set to reach only users within a 20-mile radius of his office.

But since AdWords operates under a complex system of algorithms, or formulas that determine when and where to display individual ads, it can also be a very inexact science.

One Lake Norman-area boat rental company owner claimed Google was serving his ads to a much broader geographic area than the 100-mile radius he set, based on the number of phone calls he received from states across the country. Those out-of-state calls meant significant money wasted on unqualified ad clicks and site traffic.

The potential for glitches, security risks and time involved in effectively managed self-directed online advertising products like AdWords has caused some to shun digital marketing for tried-and-true mediums like print, which still have a significant place in the portfolio of many small business owners.

That's also why ad agency executives often tout diversification. They say integrating print with digital will increase your brand's reach and add value in a "sum of the parts" kind of way. The reality is that each business and consumer is different and putting all your eggs in one basket is rarely the best approach. It's also why company's like Google continue to expand and reinvent.

Give Your Business The Advantage!

BUSINESS LINK**ON THE JOB**

Receive up to \$1500 in allowances for any new work vehicle!

Graphics Allowance

Get \$250-\$1000 to add your company logo to your vehicle.

- or -

Equipment/Upfit Allowance

Get up to \$1000 to upfit or add new equipment to your vehicle.

- or -

Service Allowance

Get a 2-year Lube-Oil-Filter service allowance for your gas or diesel vehicle.

- or -

Bosch Power Tools

Choose from a \$500 or a \$1000 Bosch toolkit.*

*While supplies last**LAKE NORMAN****Commercial Advantage**

Carolinas' Largest Inventory! Below Market Prices!

Plus, every new business vehicle comes with:

One Set of Tires FREE!

Includes heavy duty trucks.

Car Washes for LIFE!

Stop by for a free carwash anytime we're open.

Commercial Loaners for LIFE!

Business loaners suitable for most business needs.

Rewards for LIFE!

Earn 5% back in rewards on parts and service.

FREE BusinessLink Enrollment!

All makes and models are eligible.

Next-Bay Available Service!

Move to the head of the line.

Extended Service Hours!

We work longer to get you back on the road faster.

Lake Norman Chrysler Dodge Jeep Ram's BusinessLink Manager, Jamie Walling, is available to answer all of your questions regarding the Lake Norman Commercial Advantage, the BusinessLink Program and On The Job Incentives.

Contact Jamie Walling at: 888-848-4720 or jwalling@lakenormanchrysler.com.

**LAKE NORMAN**

CHRYSLER DODGE Jeep RAM

I-77 @ Exit 28 | LakeNormanChrysler.com | 704-896-3800

*Offers subject to change without notice. See a sales associate for complete Lake Norman Commercial Advantage program details and requirements.

Carolina Trust reports sharply higher earnings

Oct. 20 Carolina Trust Bank says net income available to common shareholders was \$678,000 for the third quarter, up dramatically from \$200,000 for the same quarter a year ago. Results reflect an increase of 239 percent compared to the same year-ago quarter. The results compare favorably to the \$610,000 the Lincoln-based bank earned in the June 30 quarter.

For the first nine months of 2014, Carolina Trust reported net income available to common shareholders of \$1.79 million compared to a net loss attributable to common shareholders of \$1.26 million for the same period in 2013. Excluding payment of dividends on preferred shares, the bank earned \$737,000 for the third quarter.

"Without question, the 2.4 percent growth of our loan portfolio in one three-month period is a remarkable achievement, particularly in a recovering economy," said President and CEO Jerry L. Ocheltree. "As markets rebound and small business expands, we are adding lenders and staff in preparation for 2015."

The bank plans to open a loan production office soon at Exit 33 in Mooresville, staffed by veteran local commercial bankers Woody Washam and Adam Stewart.

RockTenn plans \$8 million investment in Mooresville

Oct. 14 RockTenn plans to invest \$8 million in new machinery and equipment into their facility on Mooresville Boulevard in the Mooresville Business Park. This investment aims to increase productivity and efficiencies at this location, according to the Mooresville South Iredell Economic Development Corp. Improvements were expected to start as early as October. The company, which has 94 full-time positions in Iredell, is one of the nation's leading manufacturers of corrugated and consumer packaging. It is headquartered in Norcross, Ga.



NEWS-e



Alevo to launch next year with 500 jobs, 2,500 in 3 years

Energy Service Provider could employ 6,000 in Concord

Oct. 28 Alevo Group, the new owner of the old Philip Morris plant in Concord, will employ 2,500 workers at the 3.5 million square foot facility. The business will zap new life into the Cabarrus economy, thanks to the manufacturing of "GridBanks," which, combined with advanced analytics, can substantially cut electricity waste in existing fossil-fuel generation, while enabling expanded use of wind, solar and other renewable energy sources.

In short, the company's products cut waste in today's electrical grids. Alevo's public announcement Oct. 28 might rival the Second Coming. Some 500 business, social and non-profit leaders attended the event, where Alevo CEO Jostein Eikeland was heralded like a rock star, complete with lights and big projection screens when he spoke.

"What this means in practice is lower costs to the utilities, smaller bills for the consumer and a reduction in greenhouse gases per megawatt that will help cost-effective coal-fired generation achieve the EPA Clean Power limits," Eikeland said.

He is launching the operation with significant agreements with power generation ventures in China and Turkey.

He bought the massive Philip Morris plant for \$68.5 million and renamed it Victory Industrial Park. Alevo, an energy service provider or ESP, could employ 6,000 workers in a matter of years.

Alevo has invested over \$100 million in battery R&D. Eikeland is a serial entrepreneur in technology and manufacturing. He began his entrepreneurial career—forsaking a life as a music promoter and manager—with TeleCommunting in 1996, a forerunner of today's cloud service providers.

Dr. Deng Xu, chairman of China ZK, said Alevo was chosen to improve the efficiency of power generation and distribution. "Specifically, we will be able to significantly reduce production costs, improve efficiency... and thus be able to provide better service to our end-users and reducing pollution."

Alevo is headquartered in Martigny, Switzerland. The company's website is www.alevo.com

LNTC head says Red Line stuck on stop

Oct. 13 Any hope that a commuter rail line between the Lake Norman area and Charlotte will be built on existing Norfolk Southern rail freight right-of-way is dead. Lake Norman Regional Transportation Commission Executive Director Bill Thunberg made that very clear during the commissions' meeting.

"We're still stuck on stop with Norfolk Southern," Thunberg said. "They're not interested in passenger rail here, and there's really nothing the state or North Carolina RR can do. We can't continue to wait around."

For a number of years, local transportation officials had been eyeing the existing Norfolk Southern freight line which runs through Huntersville, Cornelius, Davidson and Mooresville as an ideal corridor for a commuter rail line. Developers for a number of local projects, such as Antiquity in Cornelius, expected that the commuter line would eventually serve their homeowners, acting as an attractive alternative for those who drive to Charlotte. However, without Norfolk Southern's interest, the rail project is literally derailed.

Thunberg said that funding for an alternate analysis of transportation options in the Lake Norman area would most likely be sought in the 2016 state budget, which will be formulated next spring.

At the same meeting, Thunberg also revealed that the contract between the state DOT and Cintra to build the I-77 toll/managed lanes requires that their construction not interfere or disturb the existing general purpose lanes. Public hearings will also be required next year, prior to the establishment of toll rates for the new lanes.

In response to questions from several other commission members who asked if the I-77 project could still be stopped, Huntersville Transportation



THUNBERG

Continued from page 18

Director Bill Coxe said, "The only way I see is if the private sector financing is rescinded."

The commission members also took some time to review the results of their Regional Transportation Summit held Sept. 30 at the Charles Mack Center in Mooresville. "We were very pleased with the size and diversity of the crowd," said Melinda Bates, who coordinated the summit program. Bates said that while the event was billed as an east-west topic oriented discussion, some I-77 conversation got mixed in, diluting time for the NC 73/150 corridor discussions. To follow-up on the corridor needs, a survey mailing will be prepared and sent to all 189 attendees within the next several weeks.

The Lake Norman Transportation Commission is a joint agency of Huntersville, Cornelius, Davidson and Mooresville, and meets monthly at rotating town hall venues. October's meeting was held at Huntersville Town Hall.

Legal moonshine maker launches in Concord

Oct. 6 Southern Grace Distilleries has opened in the old Warren C. Coleman Mill in Concord. Mayor Scott Padgett flipped the switch, turning on the still for its very first run of production. "It's an exciting time here in Concord to welcome new businesses and new endeavors...we're glad that this wonderful company chose Concord as their home, and we look forward to enjoying the great spirits they're crafting right here in our backyard," Padgett said. Liquor will be crafted in a 113-gallon still manufactured by DA Moore in Concord.

Southern Grace Distilleries' owners are Leanne Powell and Perry Morris, both of Concord, and Thomas Thacker of Wadesboro. Southern Grace will hand-make small-batch spirits. The company



MORRIS

owners plan to partner with local charities and make a contribution for each bottle sold.

"We looked throughout the Southern Piedmont for the right place to put Southern Grace, and we're proud to make Coleman Mill and Concord our home," said Thacker. "Over the next few months we're going to be unveiling our products, our label designs, and the charities we're planning to support as we donate a portion of our proceeds for every bottle sold. We want to make good liquor and do good in the world, and we don't think those things have to be mutually exclusive."

LKN Chamber of Commerce announces leadership class

Oct. 3 The Lake Norman Chamber of Commerce recently accepted 26 local business leaders into its 18th Leadership Lake Norman class.



Leadership Lake Norman is sponsored by Sam's Club and their goal is to develop a group of informed, committed and qualified individuals capable of providing visionary and progressive leadership for the Lake Norman region. The class recently went on an overnight retreat to focus on team building during a confidence course and leadership training.

Accepted in Leadership Lake Norman Class XVII are: Susan Blackwelder, Branch Manager - Park Sterling Bank; Kirk W. Brittain, MBA, Bus. Partner, HR, Novant Health, Greater Charlotte Market; Vincent Cairelli, Jr., General Manager - The Range at Lake Norman; Terry Emechel, President - Global Recruiters of Lake Norman; Becky Griffin, CPA, Senior Staff Account - Boatsman Gillmore Wagner PLLC; Kristin Harris, Owner - Fleet Feet Sports; Melody Hedger, Development Assistant - Ada Jenkins Center; Brett Hicks, Director of Sales - Candlewood Suites; Shayna Imman, Broker / Realtor - Lake Realty; Sandra Johnson, Business Asst. - Kenneth McGrath, DDS; Howard Kaplan, Owner - Sea Tow of Lake

NEWS-e

Norman; William G. Kennedy, Ph.D. Director / Public Safety Programs - Merancas Campus, CPCC; Julia A. Kirby, Attorney at Law - Church Watson Law, PLLC; Bonni Leone, Owner / OP - Healthy Habits Wellness; Tricia G. Lytle, Chaplain - Novant Health; Jeff L. Moody, Managing Agent - SRPC Insurance Agency, LLC; Becky Partin, Communication Specialist - Town of Cornelius; Tammy Rojas, Owner - redhot marketing & design; Beau J. Rosser - Montrose Construction; Beatrice Runyan, PHR, MBA Dir. of HR - Carolina Office Systems; Kim Snyder, Broker/Realtor - High Caliber Realtors; Angela Standish, Sales Manager - Allen Tate Lake Norman-Davidson; Patrick Walker, Club Manager - Sam's Club; Marguerite White, Director of Bus Development - Datatech Information Services; Gail Williams, Sales & Marketing Director - Business Today / Cornelius Today; Brock Zevan, Broker / Owner - Compass Real Estate Group.

Harvest Garden Pro picks Mooresville for regional HQ

Oct. 2 Harvest Garden Pro LLC, a division of Harvest Power Inc. will locate its divisional headquarters in Talbert Business Park, creating 33 jobs and investing approximately \$120,000 over the next three years in Mooresville.

Mooresville/South Iredell officials said Harvest creates a more sustainable future by helping communities better manage and beneficially re-use their organic waste through the production of renewable energy, soils, mulches and natural fertilizers.

The Harvest Garden Pro subsidiary sells millions of bags of mulches, soils and bagged garden products through retail outlets including Lowe's, The Home Depot, Walmart and independent garden centers. With this move, the EDC said, the company will be better positioned to serve key operations, distribution channels, and customers.

"Harvest Garden Pro is exactly the

kind of company we want to continue to attract to North Carolina," said NC Secretary of Commerce Sharon Decker. Salaries will vary by job function, but the average annual wage for the new jobs will likely exceed \$70,000 plus benefits. The Iredell County average annual wage is \$42,724.

Steve Liffers, senior vice president of Harvest Power's Consumer Products division, said the company plans "to get up and running quickly and we are looking forward to a robust 2015 season."

The project was made possible in part by performance-based grants from the One North Carolina Fund, Town of Mooresville, Iredell County and MI-Connection.

Earth-Kind opens plant in Mooresville

Sept. 29 Earth-Kind, Inc. an all-natural, non-toxic pest control solutions company, announced plans to lease a 50,000-sq.-ft. of manufacturing space located at



346 E. Plaza Drive. The initial manufacturing facility—it will have 14 full-time employees—represents an investment of \$5.8 million in new machinery and equipment. Over the next four years the company plans to grow to over 380 full-time employees.

Established in 2000, Earth-Kind Inc. is headquartered in Bismarck, N.D. Earth-Kind Inc. develops and manufactures naturally efficient solutions for indoor home maintenance, including rodent, pest and odor control.



/BusinessTodayNC @BusinessTodayNC



BusinessTodayNC
businessstodaync@gmail.com

Visit www.businessstodaync.com for daily news updates

Visit www.businessstodaync.com for daily news updates



FEATURED LISTINGS

33 Lake Concord Rd. – Concord – For Sale – 5,033 s.f. Office building on .38 acre lot. The property has its own parking lot with 19 spaces. Outstanding location adjacent to CMC - Northeast Hospital. Great visibility and high traffic volume. Property is zoned C-1 and could be used as medical office or for a number of commercial uses.

988 Lee Ann Dr. – Concord – For Lease – 1,000 s.f. Office / Keyman Office space. Class "A" office space in a great location with high visibility. Parking lot with ample parking spaces. Located near CMC-Northeast Hospital. Excellent access to major highways and I-85.

136 Oak Ave. – Kannapolis – For Sale – Retail buildings with large parking lot located in Cannon Village. Property is adjacent to the North Carolina Research Campus. Buildings total 48,818 s.f. and sit on 2.85 acres with 266 feet of road frontage. Site would be good for retail, office or as a potential research

1411 Dale Earnhardt Blvd. – Kannapolis – For Sale – 29,280 s.f. Warehouse building on 2.907 acres. Warehouse has 6 docks, high ceilings and is sprinklered. Additional space on the property would provide for expansion or outside storage. This property also has a rental house and a duplex that could be retained for income or removed for expansion. The site is located just blocks away from US-29 and has good access to interstates and major highways.

166 Union Street – Concord – For Sale – 5,547 s.f. office building. Great location in Concord near downtown and governmental offices. Located on Union Street. Minutes from I-85, US-29, and US-601 Business.

South Union Shopping Center – Concord, NC – For Lease – 4,800 - 9,600 s.f. of retail space. Excellent space currently available in this popular neighborhood shopping center. Ample parking and high visibility.

2048 Wishon Rd. – Concord - For Sale – Land on Wishon Rd. in Cabarrus County. 10.73 acres zoned CR. Please call for details.

923 Union Street S – Concord – For Lease – 650 s.f. of attractive office space that is professionally upfitted. Ample parking on site.



RCP

Bill Rinker
ph: 704.782.8080
cell: 704.699.1406

Email billrinker@ctc.net

ON THE RECORD

THIS MONTH

REAL ESTATE TRANSACTIONS ... 20

FORECLOSURES 22

NEW CORPORATIONS 23

REAL ESTATE TRANSACTIONS

These are recent property transactions over \$200,000 as recorded by the county Register of Deeds in Cabarrus, Iredell and Mecklenburg.

Cabarrus County

09/12/14 \$456,500 NVR, Inc. to Charles & Cathy Buckman, 8481 Whitworth Ave., Harrisburg.

09/12/14 \$395,000 Uwharrie Bank to Robert & Valerie Granham, 1125 Brafford Dr., Concord

09/12/14 \$305,000 Christopher & Judith Woodall to Dino Deangelis, 1613 Chadmore Ln., Concord

09/12/14 \$267,000 Lennar Carolinas, LLC to Dinorah Gutierrez & Obdulio Jiminian, 4912 Smiling Ave., Harrisburg

09/12/14 \$355,000 Lennar Carolinas, LLC to John & Whitney Branisteanu, 3299 Basalt Pl., Davidson 28036

09/12/14 \$390,000 Lennar Carolinas, LLC to Fernando Pena & Melinda Wolfe, 2084 Topaz Ln., Davidson 28036

09/12/14 \$3,250,000 Boris & Deanne Said and Dale Earnhardt Jr. to Athenian Motorsports, LLC, Lots 2 & 3, Air Industrial Park Subdivision, Concord

09/12/14 \$329,000 Michael & Pamela Kaczmarek to Michael & Allison Barbee, 5903 Havencrest Ct., Concord

09/12/14 \$427,000 NVR, Inc. to Isthikar Husain & Rehana Isthikar, 10001 Violet Cannon Dr., Concord

09/12/14 \$290,000 Jeffery & Annette Ballard to Shareef & Jennifer Ivey, 2320 Elendil Ln., Charlotte 28269

09/15/14 \$262,000 David Krispin to Travis, Paul & Colleen Matte, Lot 240, Afton Village, Concord

09/15/14 \$226,500 Live Well Homes, LLC to Einar & Luzia Endregaard, 4527 Lanstone Ct., Concord

09/15/14 \$245,000 The Ryland Group, Inc. to Edward & Cindy Perri, 2254 Laurens Dr., Concord

09/15/14 \$267,500 Andrew & Sherri Lipson to American Escrow & Closing Co., Lot 216, Laurel Park Subdivision, Concord

09/15/14 \$267,500 American Escrow & Closing Co. to Scot Stanley, Lot 216, Lauarel Park Subdivision, Concord

09/15/14 \$242,000 Lennar Carolinas, LLC to Kevin & Amanda Hamlin, 10662 Sapphire Tr., Davidson 28036

09/15/14 \$275,000 Lennar Carolinas, LLC to Jason Pool, 9281 Perseverance Dr., Harris-

burg

09/15/14 \$226,000 Kenneth & Stacy Kiker and Stacey Carolthers to Tori & Latoya Claude, 4207 Greenfield Cr., Concord

09/16/14 \$240,000 Nicholas & Kimberly Page to Rollin & Cecilia Phillips, 615 Peacehaven Rd., Kannapolis

09/16/14 \$232,500 Meeting Street Towns, LLC to Stephen Osaguona, 2227 Eversham Dr., Concord

09/16/14 \$250,000 Jennifer Tuttle to Qingxia Zhao, 9700 Ravenscroft Ln., Concord

09/16/14 \$233,500 Donald & Teresa Cline to John & Christina Worden, 5832 Gold Hill Rd., Concord

09/16/14 \$349,000 Pulte Home Corp. to Sudhir Kerodian & Dipthi Bhaskar, 9575 Clarkes Meadow Pl., Concord

09/16/14 \$224,000 Harrisburg-Midland Properties, LLC to Scott & Deidre Blevins, 12864 Hill Pine Rd., Midland

09/16/14 \$308,000 Lennar Carolinas, LLC to Gregory & Natasha Taylor, 9321 Swimming Dr., Harrisburg

09/17/14 \$4,300,000 Quiktrip Corp. to 7777 Corp., Lot 1 on Concord Pkwy. at Florence Ave., Concord

09/17/14 \$239,000 Michael & Erin Looney to John & Erika Allred, 7358 Waterwheel St., Concord

09/18/14 \$246,000 D.R. Horton, Inc. to Kulema McKoy, 3186 Lock Erne Ave., Kannapolis

09/18/14 \$318,000 Edward & Kathleen Mogabgab to U.S. Bank Trust, Lot 59 of Ashford Green Subdivision, Concord

09/18/14 \$367,500 Weekley Homes, LLC to Joe & Heather Mangum, 4545 Sunprince Dr., Harrisburg

09/18/14 \$326,500 Ishmaeli James to Sumeer Kapila & Mamta Marwaha, 2267 Barrowcliffe Dr., Concord

09/18/14 \$341,500 Galen & Sara Carmichael to Edward & Jana Rozier, 9384 Leyton Dr., Harrisburg

09/18/14 \$200,000 Jon & Cheryl Cottrill to Kyle & Krista Runyon, 7220 Pharr Mill Rd., Harrisburg

09/18/14 \$328,500 NVR, Inc. to James & Laura Rettke, 10015 Violet Cannon Dr., Concord

09/19/14 \$230,000 Niblock Development Corp., William Niblock, Jr. and Deaven Demarco to William Niblock, Jr. and Deaven Demarco, 2656 Bedford Pl., Concord

09/19/14 \$266,000 D.R. Horton, Inc. to Eric Flatley, 10956 River Oaks Dr., Concord

09/19/14 \$286,000 Lennar Carolinas, LLC to Shashikanth & Neha Sharma, 9308 Swimming Dr., Harrisburg

09/19/14 \$484,500 The Ryland Group, Inc. to Nathaniel Coleman & Jean Auzenne, 2631 Stonewood View, Kannapolis

09/19/14 \$217,500 D.R. Horton, Inc. to Anthanio & Veronica Stephenson, 3135 Kelsey Plaza, Kannapolis

09/19/14 \$262,000 D.R. Horton, Inc. to Nancine Bowman, 3198 Lock Erne Ave., Kannapolis

09/19/14 \$229,000 Robert & Laurel Barnes to Wells Fargo Bank, 144 Eastcliff Dr., Con-

cord

09/19/14 \$221,500 Chad & Amy Roberts to Brian & Sandra Clemens, 800 Juanita Dr., Concord

09/19/14 \$438,000 Thomas & Melody Knox to Troy & Patricia Rice, 880 Craigmont Ln., Concord

09/22/14 \$491,000 Orleans-Conservatory Group to John & Megan Cornelius, 3872 French Fields Ln., Harrisburg

09/22/14 \$267,000 Babette Newton to Charles & Julie Riggleman, 1567 Wheaton Way, Concord

09/22/14 \$239,000 Lennar Carolinas, LLC to Jeffery & Cynthia Hollenbach, 10650 Sapphire Tr., Harrisburg

09/22/14 \$269,500 The Ryland Group, Inc. to William & Kira Bibb, 2242 Laurens Dr., Kannapolis

09/22/14 \$345,500 NVR, Inc. to Nathan Andreu, 9916 Violet Cannon Dr., Concord

09/22/14 \$310,000 NVR, Inc. to Mark & Yohoma Sanders, 2259 Stone Pile Dr., Concord

09/23/14 \$427,500 Kevin & Genevieve Hill to American Escrow & Closing Co., 1821 Laveta Rd., Charlotte 28269

09/23/14 \$427,500 American Escrow & Closing Co. to Ramy & Sara Bestowros, 1821 Laveta Rd., Charlotte 28269

09/23/14 \$23,250,000 JPMCC 2006-CIBC14 Commons Retail, LLC to Concord Improvements LLC, approx. 31 ac. Walmart Shopping Center, Hwy. 29, Concord

09/23/14 \$378,500 NVR, Inc. to Stephen & Theresa Leyton, 3544 Grace Church Rd., Harrisburg

09/23/14 \$301,000 South State Bank, SCBT and The Scottish Bank to IPFIM, LLC, 353, 355, 357, 359, 361, 363, & 365 Union Cemetery Rd., Concord

09/23/14 \$211,000 Rocky River (Charlotte), LLC to NVR, Inc., Lots 294, 296 & 303 of Abington Subdivision, Harrisburg

09/23/14 \$217,000 Kenneth & Nancy May to FREQ North Carolina, LLC, 10354 Wesson Hunt Rd., Huntersville 28078

09/24/14 \$300,000 Parker & Orleans Homebuilders, Inc. to Lisa Cameron-Harris, 5233 Kindling Pl., Concord

09/24/14 \$277,000 Lennar Carolinas, LLC to Matthew & Jill Kenney, 9317 Swimming Dr., Harrisburg

09/24/14 \$265,000 Lennar Carolinas, LLC to Nicolas & Amal Khoury, 10619 Rippling Stream Dr., Concord

09/24/14 \$399,000 Pulte Home Corp. to Richard & Kelly Wilburn, 9566 Clarkes Meadow Pl., Concord

09/24/14 \$213,500 Thomas & Annita Marchese to Ryan & Rachel Leonard, 2620 Shallow Creek Tr., Mount Pleasant

09/25/14 \$234,500 The Ryland Group, Inc. to Craig & Kelly Phillips, 5374 Hackberry Ln., Concord

09/25/14 \$445,000 True Homes, LLC to Jeffrey Sweeney, 12847 Mustang Dr., Midland

09/25/14 \$203,000 Anne Bishop to John & Beverly Vosburg, 2546 Old Ashworth Ln.,

See **TRANSACTIONS**, Page 21

Business Today

Business Today

TRANSACTIONS

From page 20

Concord

09/25/14 \$388,500 Weekley Homes, LLC to James & Susan Taylor, 4539 Sunprince Dr., Harrisburg

09/25/14 \$212,000 Scott & Christina Vaughan to Amod & Nisha Singh, 4094 Deerfield Dr., Concord

**More Cabarrus Transactions
online at www.BusinessTodayNC.com**

Mecklenburg

9/19/14 \$219,000 Ryan & Dana Habersang to Erik & Kayse Foor, 19040 Celestine Ln., Cornelius

9/19/14 \$216,000 Delbert III & Judith Gregg to Seth & Elizabeth Stratton, 10042 Switchyard Dr., Cornelius

9/19/14 \$494,000 JCB Urban Co. to Richard McClure & Luisa Mauceri, 1222 Samuel Spencer Pkwy., Davidson

9/19/14 \$240,500 MS Antiquity to Scott & Sharon Higgins, 22354 Market St., Cornelius

9/22/14 \$325,000 William & Lisa Battle to ColFin AH-North Carolina 12203 Kane Alexander Dr., Huntersville

9/23/14 \$298,000 Theresa Gettings to Elizabeth & Aaron Clark, 15703 Taviston St., Huntersville

9/23/14 \$440,000 Linda & Frank Murrow to Jose Zapardiel & Belen Gorostizaga, 9642 Cockerham Ln., Huntersville

9/23/14 \$305,000 Pulte Home Corp. to Rajkamal Hari & Murthy Aduri, 14206 Century View Dr., Huntersville

9/23/14 \$800,500 Monterey Bay Homes to Gregory & Crystal Martin, 16733 Reinsch Dr., Davidson

9/25/14 \$200,000 Kristin Wilcox to Andrew Watkins, 11410 Potters Row, Cornelius

9/25/14 \$545,000 Ruth & Edwin Jr. Wadsworth to Stephen & Maria Aldrich, 13414 Scanlan Way, Davidson

9/25/14 \$230,000 Daniel Healey to David Hester, 7024 Sweetfield Dr., Huntersville

9/25/14 \$230,000 Keith Moses to Mary McAuley & Sandra Moore, 8202 Townley Rd., Huntersville

9/25/14 \$430,000 Mark & Karla Reed to Ryan Reed, 21612 Scottcrest Cir., Cornelius

9/26/14 \$589,500 Michael & Jennifer Thomas to E. Thomas Watson & Susan Bartlett, 857 Concord Rd., Davidson

9/26/14 \$271,500 Pulte Home Corp. to Karen Barnes, 14202 Century View Dr., Huntersville

9/26/14 \$285,000 Eric & Nancy Dobratz to Jacki Jensenius, 8400 Bridgestone Dr., Huntersville

9/26/14 \$307,500 Raminder Saluja & Kane Rogers to Kelley Crowder, 8112 Evanston Falls Rd., Huntersville

9/26/14 \$524,000 Classica Homes to Michael & Amy Efron, 9134 Robbins Preserve Rd., Cornelius

9/26/14 \$235,000 Patrick DaSilva to Andrew

& Sabrina Hicks, 14003 Helen Benson Blvd., Davidson

9/26/14 \$605,000 Classica Homes to John & Sue Gilbert, 9120 Robbins Preserve Rd., Cornelius

9/26/14 \$677,000 Christopher & Gretchen Harrison to Tiffany Coscia, 16716 Yardarm Ln., Cornelius

9/29/14 \$355,000 12008 Willingdon Road LLC to Deborah Young Gundlach, 12008 Willingdon Road, Huntersville

9/29/14 \$215,000 Theresa Kassmann to Thomas & Laurie Walker, 15617 Troubadour Ln., Huntersville

9/29/14 \$380,500 Mattamy Carolina Corp. to Lawrence & Josephine Grossflam, 12949 Blakemore Ave., Huntersville

9/29/14 \$355,000 Joshua & Stacie McDade to Michael & Betty Davlin, 15133 Skypark Dr., Huntersville

9/29/14 \$263,000 Joseph Jr. & Misty Parker to Doris & Keith Wicks, 10112 Roosevelt Dr., Huntersville

9/29/14 \$200,000 Wai & Jing Law to American Residential Leasing Co., 17309 Hampton Trace Rd., Huntersville

9/29/14 \$673,500 Ronald & Cindy Wright to Gregory & Gloria Bolster, 16731 100 Norman Pl., Cornelius

9/29/14 \$426,500 Joseph & Ann Demeis to James & Jessica Forresy, 9807 Devonshire Dr., Huntersville

9/29/14 \$312,000 James & Jessica Forrest to Sonya Little & Robert Crowley, 9002 Brentfield Rd., Huntersville

9/30/14 \$222,000 Jichael & Taressa Haney to Emily Godfrey, 13650 Stumptown Rd., Huntersville

9/30/14 \$335,000 Dennis & Barbara Hoertt to Julie Angello & Patrick Hoertt, 11807 Cupworth Ct., Huntersville

9/30/14 \$515,000 John Phelps to Peter & Breland Fischer, 18338 Indian Oaks Ln., Davidson

9/30/14 \$305,000 Henry & Brenda Schultz to Seth Loranger, 19405 Ruffner Dr., Cornelius

9/30/14 \$483,000 MS Gallagher LLC to Rush & Kary Watson, 18915 Serenity Point Ln., Cornelius

9/30/14 \$599,000 Sylvia Newman to Timothy Foughty, 11212 Wescott Hill Dr., Huntersville

9/30/14 \$308,000 MI Homes of Charlotte to Mark Friesen & Samantha Rivera, 21706 Parsons Green Row, Cornelius

9/30/14 \$244,500 Ryland Group to Katelyn Finck & David Packard, 3606 Stone Cross Dr., Huntersville

9/30/14 \$432,000 South Creek Homes to Manolito & Deborah Garagato, 12814 Meetinghouse Dr., Cornelius

10/1/14 \$515,000 Heinrich Lentzy to Lynne Gillooly, 17503 Robbins Ridge Rd., Cornelius

10/1/14 \$383,500 NVR Inc. to Nicholas II & Lori Jordon, 13806 Helen Benson Blvd., Davidson

10/1/14 \$230,000 Stephen & Maria Aldrich to Bryan & Erin Romanow, 17327 Grand Central Way, Cornelius

10/2/14 \$205,000 Stephanie Lee & Jeremy

ON THE RECORD

Dean to WGH North Carolina LLC, 16833 Hugh Torance Pkwy., Huntersville

10/2/14 \$210,000 Anthony Bertucci to WGH North Carolina LLC, 15633 Troubadour Ln., Huntersville

10/2/14 \$260,000 Scott & Amy Church to Gentrick & Kimberly Davis, 14617 Lyon Hill Ln., Huntersville

10/2/14 \$243,000 Lola Kirkland & Martin Armstrong to Cnythia Bowers, 12807 Regent Grove Ln., Huntersville

10/2/14 \$289,000 Cunnane Group to Brian & Susan Dietrich, 1132 Inn Keepers Way, Cornelius

10/2/14 \$307,000 Cunnane Group to John & Geneva Bosak, 1156 Inn Keepers Way, Cornelius

10/2/14 \$232,500 John & Pamela Dillon to Ryan & Roxanne Castle, 18729 Ruffner Dr., Cornelius

10/2/14 \$454,000 Mattamy Carolina Corp. to Michael & Michelle Zanger, 14113 Old Vermillion Dr., Huntersville

10/2/14 \$270,000 Guy & Nancy Wallace to Gary Magreni & Shannon Henderson, 20417 Harbortgate Ct., No. 510, Cornelius

10/2/14 \$380,000 John & Charlene Crecelius to William & Carolyn Shipp, 10010 Devonshire Dr., Huntersville

**More Mecklenburg Transactions
online at www.BusinessTodayNC.com**

Mooresville

9/15/14 \$450,000 Suzabbe Wolff-Buller & Tim Buller to Larry & Pamela Tucker, 171 Logan Crossing Dr., Davidson

9/15/14 \$227,500 NVR to Danielle C. Reis, 291 Almora Loop 28115

9/15/14 \$237,000 Lennar Carolinas to Kevin & Elizabeth Walts, 105 Chollywood Dr. 28115

9/15/14 \$410,000 Jamie & Windy Holder to Robert & Jamie Canning, 144 Belfry Loop 28117

9/15/14 \$399,000 Carolina Cottage Homes to Mark & Mary Lybeck, 107 Lavender Bloom Loop 28115

9/16/14 \$535,000 IQ Custom Contruction Inc. to Warren & Barbara Dragen, 274 Paternote Rd. 28117

9/16/14 \$585,000 Michael & Karen Wilken to Patrick & Judy Oram, 15638 Oxydendrum Ln., Davidson

9/16/14 \$200,000 Katie & Brandon Helton to Wayne & Kimberly Carr, 110 Northland Ave. 28115

9/16/14 \$225,000 Michael & Rebecca Companion to Eric Hayes &

TRANSACTIONS

from page 21

9/17/14 \$296,000 Lennar Carolinas to Carlos & Krupa Martinez, 154 Cherry Bark Dr. 28117
 9/17/14 \$222,000 Simon Smith to ColFin AH-North Carolina 1, 111 Spring Grove Dr. 28117
 9/17/14 \$235,000 Patrick & Michelle McLean to Anthony & Carlos Siega, 2242 Perth Rd. 28117

Megan Massenburg-Wayle

9/18/14 \$205,000 David & Colleen Bailey to Ghassen Bitar, 111 Autry Ave. 28117

9/18/14 \$224,000 Meagan & Matteson Waylett to Christopher 7 Jessica McCauley, 156 Millen Dr. 28115

9/18/14 \$355,000 Primestar Fund to David Bailey & Donghui Altham, 150 Orchard Farm Ln. 28117

9/18/14 \$528,000 Edward & Yvonne Hartnett to Gary & Ann Schmitz, 114 Pentland Ct. 28117

9/18/14 \$749,000 John M. Lake to William & Lynda Osburn, 130 Schooner Rd. 28117

9/19/14 \$208,000 Anna Fleming to Patricia & Bruce Siegel, 124 Heywatchis Dr. 28115

9/19/14 \$450,500 The Ryland Group to Alonso & Gina Grant, 299 East Waterlynn Rd. 28115

9/19/14 \$318,000 David & Amy Malone to Marvin & Jennifer King, 203 Montibello Dr. 28117

ON THE RECORD

9/19/14 \$496,000 Deutsche Bank to Michelle R. Mosley, 124 Vineyard Dr. 28117
 9/19/14 \$255,500 Willow Creek Homes to Stephen & Wendy Roy, 158 Wellshire St. 28115

**More Mooresville Transactions
online at www.BusinessTodayNC.com**

FORECLOSURES

Foreclosure actions have been started on the following properties. Items show the date, owners, property address, lien holder, lien amount. After required notices are published, the property is sent to auction. The property then can be sold, not sold (examples: bankruptcy files or action dismissed without prejudice) or the sale postponed.

Cabarrus County

9/15/14 Keith G. D'Alessandro, 12916 Brickingham Ln., Huntersville, SunTrust Mortgage \$390,960

9/16/14 Samuel & Barbara Pasternacki, 738 Edgerton Dr., Charlotte 28213, Nationwide Advantage Mortgage \$76,600

9/16/14 Loretta Davis & Robert Evans, 10727 Tavernay Pkwy., Charlotte 28262, Fieldstone

Mortgage Company \$384,200

9/16/14 Travis Ward, 1420 Clooney Ln., Charlotte 28262, National City Bank of Indiana \$128,200

9/17/14 Angelo M. McGill, 5316 Hughes Dr., Charlotte 28213, Americahomekey \$83,819

9/18/14 Donna Y. Hodges, 5627 Seths Dr., Charlotte 28269, AmStar Mortgage \$85,254

9/18/14 Charles B. Morrow, 12426 Stone Garden Dr., Huntersville, First Financial Services \$134,995

9/18/14 Lisa Levine, 6725 Mountain Majesty Way, Huntersville, Bank of America \$86,800

9/18/14 John H. McCorkle, 5616 Henderson Oaks Dr., Charlotte 28269, Bank of America \$111,000

9/19/14 Genise E. Brown, 7209 Canyon Dr., Charlotte 28262, Nationwide Advantage Mortgage \$123,500

9/22/14 Valerie & Sidney Garman, 5421 Datha Ave., Charlotte 28269, Allied Mortgage Capital \$74,475

9/22/14 Calvin & Janelle Ramseur, 12320 Mallard Creek Rd., Charlotte 28262, Bank of America \$57,983

9/22/14 Shanitra Y. Kanu, 6724 Mallard Park Dr., Charlotte 28262, American Security Mortgage \$122,761

9/22/14 Bert Carrington, 16519 Ambassador Park Dr., Huntersville, Washington Mutual Bank \$168,000

9/22/14 Taylor N. Slaughter, 17113 Greenlawn Hills Ct., Charlotte 28213, Bank of America \$98,000

9/22/14 Robert C. Cameron, 11826 Winter Pine Ln., Charlotte 28269, Chase Manhattan Mortgage \$115,310

9/23/14 Robin & Vincent Corley, 7940 Suttonview Dr., Charlotte 28269, Southern States Mortgage Company \$239,662

9/23/14 Karim & Loretta Ramadan, 3500 Spring Terrace, Charlotte 28269, Cunningham & Company \$90,000

9/23/14 Jason E. Reyes, 6412 Park Pond Dr., Charlotte 28262, Countrywide Home Loans \$150,005

9/23/14 Robert B. Barton, 2800 Harris Houston Rd., Charlotte 28262, Bank of America \$133,200

9/26/14 Christina A. Darwish, 7538 Coastal Way, Huntersville, Residential Mortgage \$187,064

9/26/14 Mary & Ernest Springs, 2313 Hope Valley Ln., Charlotte 28213, First NLC Financial \$78,750

**More Cabarrus Foreclosures
online at www.BusinessTodayNC.com**

Mecklenburg County

9/15/14 Keith G. D'Alessandro, 12916 Brickingham Ln., Huntersville, SunTrust Mortgage \$390,960

9/16/14 Samuel & Barbara Pasternacki, 738 Edgerton Dr., Charlotte 28213, Nationwide Advantage Mortgage \$76,600

9/16/14 Loretta Davis & Robert Evans, 10727 Tavernay Pkwy., Charlotte 28262, Fieldstone Mortgage Company \$384,200

9/16/14 Travis Ward, 1420 Clooney Ln., Charlotte 28262, National City Bank of Indiana \$128,200

9/17/14 Angelo M. McGill, 5316 Hughes Dr., Charlotte 28213, Americahomekey \$83,819

9/18/14 Donna Y. Hodges, 5627 Seths Dr., Charlotte 28269, AmStar Mortgage \$85,254

9/18/14 Charles B. Morrow, 12426 Stone Garden Dr., Huntersville, First Financial Services \$134,995

9/18/14 Lisa Levine, 6725 Mountain Majesty Way, Huntersville, Bank of America \$86,800

9/18/14 John H. McCorkle, 5616 Henderson Oaks Dr., Charlotte 28269, Bank of America \$111,000

9/19/14 Genise E. Brown, 7209 Canyon Dr., Charlotte 28262, Nationwide Advantage Mortgage \$123,500

9/22/14 Valerie & Sidney Garman, 5421 Datha Ave., Charlotte 28269, Allied Mortgage Capital \$74,475

9/22/14 Calvin & Janelle Ramseur, 12320 Mallard Creek Rd., Charlotte 28262, Bank of America \$57,983

9/22/14 Shanitra Y. Kanu, 6724 Mallard Park Dr., Charlotte 28262, American Security Mortgage \$122,761

9/22/14 Bert Carrington, 16519 Ambassador Park Dr., Huntersville, Washington Mutual Bank \$168,000

9/22/14 Taylor N. Slaughter, 17113 Greenlawn Hills Ct., Charlotte 28213, Bank of America \$98,000

9/22/14 Robert C. Cameron, 11826 Winter Pine Ln., Charlotte 28269, Chase Manhattan Mortgage \$115,310

9/23/14 Robin & Vincent Corley, 7940 Suttonview Dr., Charlotte 28269, Southern States Mortgage Company \$239,662

9/23/14 Karim & Loretta Ramadan, 3500 Spring Terrace, Charlotte 28269, Cunningham & Company \$90,000

9/23/14 Jason E. Reyes, 6412 Park Pond Dr., Charlotte 28262, Countrywide Home Loans \$150,005

9/23/14 Robert B. Barton, 2800 Harris Houston Rd., Charlotte 28262, Bank of America \$133,200

9/26/14 Christina A. Darwish, 7538 Coastal Way, Huntersville, Residential Mortgage \$187,064

9/26/14 Mary & Ernest Springs, 2313 Hope Valley Ln., Charlotte 28213, First NLC Financial \$78,750

9/26/14 Omega & Amy Capers, 10511 Rocky Ford Club Rd., Charlotte 28269, Countrywide Home Loans \$101,040

9/26/14 Lareal & Lauren Haskins, 1650 Termini Dr., Charlotte 28262, Quicken Loans \$88,609

9/29/14 Scott & Kimberly Bellg, 12342 Henderson Hill Rd., Huntersville, Wells Fargo Bank \$154,940

9/29/14 Obiamaka Odah-Thomas, 2030 Killarney Dr., Charlotte 28262, National City Mortgage \$105,487

9/29/14 Richard & Andrea Perkins, 8007 Maxwelton Dr., Huntersville, America's

See **FORECLOSURES**, Page 23

FORECLOSURES

from page 22

Wholesale Lender \$117,600

9/30/14 Nyasha Malikah Bailey, 2834 Avalon Loop Rd., Charlotte 28269, WR Starkey Mortgage \$120,342

9/30/14 April Smith, 4009 Far West Dr., Charlotte 28269, Mortgage Lenders of America \$131,899

10/2/14 Shawn B. Croteau, 11270 Heritage Green Dr., Cornelius, Ace Mortgage Funding \$163,922

10/6/14 Charles & Alma Chapman, 9211 Mt. Holly Huntersville Rd., Huntersville, GMAC Mortgage \$139,500

10/6/14 Samuel Pasternacki, 707 Bilmack Ave., Charlotte 28213, Regions Bank \$59,175

10/7/14 Candace R. Travis, 719-59 Northeast Dr., Davidson, Branch Banking and Trust \$117,600

**More Mecklenburg Foreclosures
online at www.BusinessTodayNC.com**

Mooresville

9/17/14 Ana M. Gil, 199 Scanlon Rd. 28115, Pine State Mortgage Corporation \$157,586

9/18/14 Christopher Tarpey, 266 McKendree Rd. 28117, Primary Residential Mortgage \$178,743

9/19/14 Leon & Donna Blocksom, 120 Rustic Way Ln. 28117, Bank of America \$180,000

9/23/14 Timothy Cowan, 276 East McLelland Ave. 28115, Mandalay Mortgage \$98,500

9/30/14 Angelia Groover, 141 Steeplechase Ave. 28117, Cornerstone Home Lending \$274,928

10/1/14 Top Properties, 125 Commerce Park Rd. 28117, Bank of North Carolina \$1,410,000

10/8/14 Thomas & Deborah Postlethwait, 250 Grayland Rd. 28115, Union Federal Bank of Indianapolis \$149,269

10/9/14 Zack Kosofsky, 114 Waterlynn Club Dr. 28117, Bank of America \$263,970

**More Mooresville Foreclosures
online at www.BusinessTodayNC.com**

NEW CORPORATIONS

These businesses have registered with the N.C. Secretary of State.

Cabarrus County

9/23/14 Cleaner Delivery LLC, Harish Patel, 4659 Arborview Dr., Harrisburg

9/23/14 Massive Action LLC, Amin Fazal, 742 Barossa Valley Dr. NW, Concord

9/23/14 Quan Services Inc., Jeff Scisciani, 4909 Stough Rd., Concord

9/23/14 Shifa 1 LLC, Sarfaraz M. Bukhari, 100 Starmount Park Blvd., #202, Concord

9/23/14 Sweet Envy Treats Inc., Jillene Emerich, 6109 The Meadows Ln., Harrisburg

ON THE RECORD

9/23/14 Ultimate Performance LLC, Jody J. Furillo, 485 Sutro Forest Dr. NW, Concord

9/24/14 Double J Logistics LLC, Danyale Jacobs, 8325 Burgundy Ridge Dr., Harrisburg

9/24/14 LL Web Design LLC, Olivia J. Lewallen, 267 Laurel Crest Dr., Kannapolis

9/24/14 Paulino Express Inc., Dionisio Paulino, 6758 Thistle Down Dr., Harrisburg

9/24/14 Silver Remodeling and Design LLC, Patrick Alan Silver, 3243 Runnegmede St. SW, Concord

9/25/14 Free World Trade Inc., William L. Francis Jr., 4365 School House Commons, Ste. 500 #126, Harrisburg

9/25/14 Gotta Yoga Mooresville LLC, Kimberly Zegil, 7776 Orchard Park Cir., Harrisburg

9/25/14 JC Holdings LLC, John W. Charping, 4145 Guilford Ct. NW, Concord

9/25/14 Queens of Clean LLC, Julie Cowley, 2618 Lookout Point Rd., Kannapolis

9/25/14 RPM Property Management II, LLC, Zachary M. Moretz, 37 Union St. South, Ste. B, Concord

9/26/14 The Carolina Cultural Services, Jessie L. Jacobs, 3489 Roberta Rd., Concord

9/29/14 D & C Adventures LLC, Lesley Creamer, 389 Spruce Pl., Concord

9/29/14 Hossam Inc., Venice Italian Restaurant Inc., 1121 S. Cannon Blvd., Kannapolis

9/29/14 P2 Ventures LLC, Lesley Creamer, 389 Spruce Pl., Concord

9/29/14 RLZ Tuning LLC, Howard Shoaf, 313 Manor Ave. SW, Concord

9/30/14 Cabarrus Mini Market Inc., Franklyn Rafael Peralta, 50 W. Cabarrus Ave., Concord

9/30/14 Tek Players Inc., Sharad Pokhrel, 9197 Perseverance Dr., Harrisburg

10/1/14 257 Wesser Ridge LLC, Mark D. Wyatt, 1506 Chadmore Ln., Concord

10/1/14 Compusoft Wireless Solutions LLC, Scott Carter, 3959 Firethorne Ave. SW, Concord

10/1/14 Principal Vending LLC, Deveron A. Harper, 2327 Barrowcliffe Dr. NW, Concord

10/1/14 Skyblue Real Estate Holding LLC, Raman Seth, 9567 Clarkes Meadow Dr. NW, Concord

10/1/14 Skywhite Real Estate Holding LLC, Raman Seth, 9567 Clarkes Meadow Dr. NW, Concord

10/2/14 Hope City Church NC, Douglas F. Irvin, 4075 Highway 49 South, Harrisburg

10/2/14 Invadervapor Inc., Kyle D. Ellis, 1019 Michigan St., Kannapolis

10/2/14 Meldi Maa LLC, Somabhai J. Patel,

8415 Pittstop Ct., Ste. 202, Concord

10/3/14 AGS1 Transport Inc., Walter E.J. Agnew, 13102 Delaney Dr., Concord

10/3/14 A Precision Builder LLC, Vicki Hohenstein, 2862 Deep Cove Dr. NW, Concord

10/3/14 Chrysanthemum Cottage LLC, Patricia Price, 2581 Southberry Pl. NW, Concord

10/3/14 Lavattraction LLC, Sabra Depaulo, 301 Tanglewood Dr., Kannapolis

10/6/14 8LB Services Inc., Robert R. Ritchie, 6561 Rocky River Rd., Concord

10/6/14 Media Hitch LLC, Gregory George, 4796 Chesney St. NW, Concord

10/6/14 Prinsloo Prop Let LLC, Chris J. Visagie, 429 Highland St., Concord

10/6/14 Ragan Investments LLC, David L. Ragan, 4001 Windy Rd., Concord

10/7/14 A & Y Tobacco 2 Inc., Yousef Ali, 2230 Roxie St. NE, Kannapolis

10/7/14 Denise Darnell Research LLC, Denis Marcelle Darnell, 5382 Josephine Ln. SW, Concord

10/8/14 Barbee-Graham Ventures LLC, James Devin Barbee, 796 Concord Pkwy. N, Concord

10/8/14 Team Triumph Fitness LLC, Elizabeth Demeusy, 391 Knoll Ct. SE, Concord

10/9/14 Hawknde LLC, Bradley A. Thigpen, 5021 Flagstone Ct., Harrisburg

10/9/14 Hurlocker Consulting Inc., Amee Hurlocker, 910 Wentworth Dr., Kannapolis

See **NEW CORPORATIONS**, Page 24

Business Intelligence



at your fingertips

You're only a click away from business leads and information you need! Property Transactions & New Corporation filings on demand. www.businesstodaync.com

Business Today

Like us on
facebook

facebook/BusinessTodayNC

Keep pace with Golden Crescent business news and special events by becoming a fan of Business Today on Facebook.

Business Today

PayrollPlus
complete employee services

Personal service you can count on



**TIMEKEEPING
PAYROLL
BENEFIT ADMINISTRATION
HR SERVICES
BACKGROUND CHECKS & DRUG SCREENING**

• Locally owned and operated since 1996
 • A+ Better Business Bureau rating
 • Committed to our communities

19300 Statesville Rd. Ste 302 • Cornelius, NC 28031

ph: 704-895-0777 • fax: 704-895-1177 www.payrollplusus.com

ON THE RECORD

NEW CORPORATIONS

from page 23

10/9/14 SC Drywall Inc., Monica Martinez, 4175 Amarillo Dr., Concord

10/10/14 The Hospitalist Solution PLLC, Jon-Michael Devine, 8410 Pit Stop Ct. NW, Ste. 126, Concord

10/13/14 Gaddis Companies LLC, Frank Gaddis, 465 Clearwater Dr., Concord

10/13/14 Locorre LLC, Laurie A. Duke, 5043 Wheat Dr. SW, Concord

10/13/14 Proteky Inc., Pradeep Komma Reddy, 218 Hydrangea Cir. NW, Concord

10/14/14 Spencer Illuzzi LLC, Nicholas Illuzzi Jr., 2001 Nellie Beaver Rd., Mt. Pleasant
10/15/14 Ca-Ro Professionals LLC, Steve Bourke, 6001 Gateway Center Dr., Kannapolis
10/15/14 New Dawn Helpmeet LLC, Rachele E. Ojo, 1112 Waterview Dr., Concord
10/15/14 Resultant Phase LLC, Nicholas Pignatiello, 7019 Bovine Ln., Harrisburg
10/17/14 Pantha Clontz Farm LLC, Samuel F. Davis Jr., 71 McCachern Blvd. SE, Concord
10/17/14 Sewn by Dawn LLC, Dawn Williams, 10401 Mount Olive Estates Dr., Mt. Pleasant

More Cabarrus New Corporations
online at www.BusinessTodayNC.com

Opportunity Is Knocking..

Business Today opens the door to decision makers.
Contact the Advertising Department at Business Today
and let us open the door for you.

Business Today 704.895.1335



Help Build Change for Homeless Pets!



Donate to the Capital Campaign Fund Today!
Call 704-235-5300 or visit FriendsOfTheAnimals.net

Proud to Support Friends of the Animals and the building of
a no-kill Pet Education and Adoption Center for Lake Norman!

LAKE NORMAN
CHRYSLER | DODGE | JEEP | RAM

I-77 @ Exit 28 | LakeNormanChrysler.com | 704.896.3800

Mecklenburg County

9/23/14 BEK Mitchell-Kidd LLC, Bek Mitchell-Kidd, 14118 Hiawatha Ct., Huntersville

9/23/14 D&R Local Logistics LLC, Dale Carnegie, 13016 Eastfield Rd., Ste. 200 #243, Huntersville

9/23/14 Marko Holdings LLC, John F. Hanzel, 19425-G Liverpool Pkwy., Cornelius

9/23/14 The Prophet's Voice Inc., Gwendolyn Cohen, 3636 Linden Berry Ln., Charlotte 28269

9/23/14 Rising Heights Social Services Program, Barbara A. Meredith, 1916 Corriente Ct., Charlotte 28213

9/23/14 Speed Tech Consulting LLC, David Gibson, 14736 Lyon Hill Ln., Huntersville

9/23/14 Vihomee Properties LLC, Vijay Krishna Vulli, 10414 Spring Tree Ln., Huntersville

9/24/14 C & J Auto Service LLC, Curtis Sloan, 8718 Statesville Rd., Unit Z, Charlotte 28269

9/24/14 Co Zell Properties Inc., Michael Andre Vance, 5206 Deerton Rd., Charlotte 28269

9/24/14 Jasmin Simone and Company LLC, Jasmine Pugh, 3120 Ryan Jay Dr., Apt. 925, Charlotte 28269

9/24/14 Synergy Professionals Inc., Sudhir Suri, 8236 Cottsbrooke Dr., Huntersville

9/24/14 Tommy O. Perry LLC, Tommy O. Perry, 12805 Sandpines Ln., Charlotte 28262

9/24/14 We Cash Checks Inc., Christopher Rafael Fonseca, 3100 Peregrine Ct., Charlotte 28269

9/25/14 Alward Institute for Collaborative Science, Gregory S. Alward, 714 Southwest Dr., Davidson

9/25/14 Beaver Dam Solar LLC, North Star Development Services, 532 Catawba Ave., Davidson

9/25/14 Humble House Charities Inc., Takishia C. Harper, 1105 Coachlight Cir., Charlotte 28262

9/25/14 JOP Flooring LLC, Juan Manuel Olvera Pina, 6112 Timberway Dr., Charlotte 28213

9/25/14 Lavish Hair Studio LLC, Brittany Baney Cutshaw, 16623 Birkdale Commons Pkwy., Ste. 130A, Huntersville

9/25/14 Meetus@us LLC, Monique Menesi, 7911 Leisure Ln., Huntersville

9/25/14 Tennis Escort LLC, Yevgeniy Danilov, 3001 High Glen Dr., Apt. 1, Charlotte 28269

9/26/14 3DFX Solutions Inc., Ralph Gray Harris Jr., 12507 Ramah Church Rd., Huntersville

9/26/14 Wellfleet Holdings LLC, John F. Hanzel, 19425-G Liverpool Pkwy., Cornelius

9/29/14 Acceleration Marketing Co., Elizabeth Schlosser, 19231 Peninsula Shores Dr., Cornelius

9/29/14 Grace Cleaning & Janitorial SRVS LLC, Lilian Yanet Quiroz, 19113 Kanawha Dr., Cornelius

9/29/14 Idlewild Financial LLC, Jerry V. Mercer, 4508 Antelope Ln., Charlotte 28269

9/29/14 J & C Performance Services LLC, Carlos Aguilera Martinez, 19400 One Norman Blvd., Apt. F, Cornelius

9/29/14 Patterson Real Estate Services Inc., Susan Patterson, 15544 Carrington Ridge Dr.,

Huntersville

9/29/14 Power Home Solar LLC, Robert Newkirk, 19810 W. Catawba Ave., Cornelius

9/29/14 Turpin's Home Services LLC, Nordia Turpin, 10835 Hunters Trace Ct., Charlotte 28262

9/30/14 Amko Traders Inc., Moidkhan Mohammed, 8819 University East Dr., Ste. 105, Charlotte 28213

9/30/14 The Benefit Corner Franchising LLC, Jay Hill, 9820 Northcross Center Ct., Huntersville

9/30/14 Francis Financial Advisory Grp. LLC, Diedra Francis, 2315 West Arbors Dr., #208B, Charlotte 28262

9/30/14 Halteman Real Estate LLC, Mark Halteman, 11920 Willingdon Rd., Huntersville

9/30/14 Jay Zini Ministries Inc., Jay M. Zinn, 235 Spinnaker Ct., Davidson

9/30/14 Queen's Cake and More LLC, Negest Ketema, 8742 Pinnacle Cross Dr., Apt. 21, Huntersville

9/30/14 Roman Transporation LLC, John F. Hanzel, 19425 G. Liverpool Pkwy., Cornelius

9/30/14 Serenity Now Holdings LLC, John F. Hanzel, 19425 G. Liverpool Pkwy., Cornelius

9/30/14 Trail's End Holdings LLC, Michael L. Griffin, 19109 W. Catawba Ave., Ste. 200, Cornelius

10/1/14 Alliance Coaching and Consulting LLC, Capresha D. Caldwell, 1001 E. WT Harris Blvd., Ste. P 128, Charlotte 28213

10/1/14 Bring Back our Jobs Inc., Eric Reeves, 9421 Cooper Hill Ln., Charlotte 28269

10/1/14 DP Holdings LLC, Diondre Person, 8549 Frog Hopper Ln., Charlotte 28213

10/1/14 Eagle Vision Realtors LLC, Richard Anthony Taylor, 11212 Cypress View Dr., Charlotte 28262

10/1/14 Indian Trail Automotive LLC, James L. Keffer, 13651 Statesville Rd., Huntersville

10/1/14 LHANDD LLC, Martin White, 9700 Caldwell Commons Cir., Cornelius

10/1/14 Menser Properties LLC, Michael K. Menser, 18701 Lantenn Brook Ct., Cornelius

10/1/14 Street Magic Inc., Lynn Cole, 10906 Featherbrook Rd., 1B, Charlotte 28262

10/2/14 4710 Northaven LLC, Kevin Brown, 13010 Serenity St., Huntersville

10/2/14 Alt in Op LLC, James C. Hobbs, 1623 Van Dyke Dr., Charlotte 28213

10/2/14 Arizona Gold Mines LLC, John F. Hanzel, 19425 G. Liverpool Pkwy., Cornelius

10/2/14 Beat Kids Cancer, Pieter C. Swart III, 112 Morrison Hill Rd., Davidson

10/2/14 C.C.D.C. Enterprises LLC, Lorenzo Hills, 3107 Briar Rose Ct., Charlotte 28269

10/2/14 JRR Freight Corporation, Angel Alberto Soto Mendoza, 301 McCullough Dr., Ste. 400, Charlotte 28262

10/2/14 On the Beach SC LLC, Ronald Scott Conley, 19904 Sandledge Dr., Cornelius

10/2/14 Queen City Cars and Services Inc., Erika N. Gonzales, 6833 Orr Rd., Charlotte 28213

See NEW CORPORATIONS, Page 25

Business Today

NEW CORPORATIONS

from page 24

10/2/14 S & S Property Associates Inc., Mona Ramesh Shah, 9606 Devonshire Dr., Huntersville

10/2/14 Technology and Training Associates LLC, Tyrone Prioleau, 10104 Pineshadow Dr., Apt. 103, Charlotte 28262

10/2/14 Wright Technology Solutions LLC, Jermaine Isaac Wright, 6834 Trimbach Way, Charlotte 28269

10/3/14 Blessed House Inc., Sharon D. Jackson-Harris, 2601 Boulder Ln., Charlotte 28269

10/3/14 Burlington Automotive LLC, James L. Keffer, 13651 Statesville Rd., Huntersville

10/3/14 Dallas Car Hauling LLC, Cleveland Scott, 6458 Royal Celadon Way, Charlotte 28269

10/3/14 Good 4 U Vending LLC, Matt Workman, 4706 Avalon Forest Ln., Charlotte 28269

10/3/14 Hal Ralston LLC, Harold Hull Ralston Jr., 17539 Harbor Walk Dr., Cornelius

10/3/14 LP One Three LLC, Jeremy Lange, 140 View Lake St., Davidson

10/3/14 New Directions North to South Inc., Tonia A. Rouser, 8000 Ship St., Apt. 110, Charlotte 28269

10/3/14 Renewing Families Foundation, Debra Green, 1977 J N Pease Pl., Ste. 201, Charlotte 28262

10/3/14 Richijo LLC, Todd R. Hirschfeld, 18540 Starcreek Dr., Cornelius

10/6/14 The Cedars Davidson Inc., John F. Hanzel, 19425 G. Liverpool Pkwy., Cornelius

10/6/14 Chancellor Inc., Michael Chancellor Antonio Bridges, 11130 Leaden Hall Ln., Charlotte 28262

10/6/14 Hunters Venue LLC, Michele Walker, 21101 Blakely Shores Dr., Cornelius

10/6/14 Jex LLC, Jill Davison, 6526 Barkley Farm Rd., Huntersville

10/6/14 Joe McDonald LLC, Karen H. Jordan, 20930 Rio Oro Dr., Cornelius

10/6/14 Jomar Logistics Inc., Jose M. Otero, 5724 Sloping Oaks Rd. 205, Charlotte 28269

10/6/14 Life Changing Investments LLC, Paul Lincoln Quiroz, 19114 Kanawha Dr., Cornelius

10/6/14 Loving Ewe Ln. LLC, Brian Scott Hendrickson, 15304 Barnsbury Dr., Huntersville

10/6/14 New Horizon IMG LLC, Deepal Patel, 14601 Raynham Dr., Charlotte 28262

10/6/14 Pieter's Pals, Pieter C. Swart III, 112 Morrison Hill Rd., Davidson

10/6/14 Precision Transporters LLC, Betsy Mizelle, 11717 Mount Holly Huntersville Rd., Huntersville

10/6/14 QRN Software Solutions Inc., Maseem Fatima, 2211 Prestigious Ln., Apt. A, Charlotte 28269

10/6/14 Renew Life Community Support Inc., Demetrius G. Rainer, 8410 Sutton View Dr., Charlotte 28269

10/6/14 Shortridge Consulting Group LLC, Logan Shortridge, 6426 Skyline Dr., Charlotte 28269

10/6/14 Taylor and Ellerbe PLLC, Taknicia

Taylor, 102 Statesville Rd., Huntersville

10/6/14 Tiny Tots Daycare LLC, Ian McKinnon, 12317 Scott Creek Dr., Charlotte 28213

10/6/14 Trojan Property Preservation & Solutions LLC, Derrick Williams, 5211 Downing Creek Dr., Charlotte 28269

10/7/14 Melting Point II LLC, Pamela Orkin Hansen, 531 Greenway St., Davidson

10/7/14 Ruby Legacy Investments Inc., Carmen Y. Howell, 6128 Hidden Meadow Ln., Charlotte 28269

10/7/14 Tim Beldner FA LLC, Timothy Beldner, 301 McCullough Dr., Charlotte 28262

10/7/14 Turner Residential Group LLC, Lindsey Turner, 9928 Nicole Ln., Charlotte 28269

10/8/14 Pressure Wash and Cleaning Services LLC, Ramon Lopez, 6109 Donna Dr., Charlotte 28213

10/8/14 The Gathering Place Christian Ministries, Jonathan R. Strickland, 8423 Rolling Meadows Ln., Huntersville

10/8/14 Marin Development Company LLC, Aaron R. Marin, 2615 Pickway Dr., Charlotte 28269

10/8/14 Med One Solutions LLC, Wilfred L. Breeden, 907 Doby Springs Dr., Charlotte 28262

10/8/14 Saylor Physical Therapy Corenlius LLC, James E. Saylor, 19460 Old Jetton Rd., Ste. 206, Cornelius

10/8/14 Watchdog Tactical LLC, Christopher Lawhorne, 8420 Conner Ridge Ln., Charlotte 28269

10/9/14 B&P Plumbing Inc., John F. Hanzel, 19425-G. Liverpool Pkwy., Cornelius

10/9/14 The Candy Bar LLC, Sharon Rivers, 5119 Abercromby St., Charlotte 28213

10/9/14 FBS Consulting Inc., Brian K. Sheard, 11617 Truan Ln., Cornelius

10/9/14 Mind over Matters Inc., Monique Green, 8420 Carolina Lily Ln., Charlotte 28262

10/9/14 Second Chance Realty & Enterprises Inc., James W. Surane PLLC, 19520 W. Catawba Ave., #114, Cornelius

10/9/14 The SLE Group LLC, Yvette Gordon, 7305 Hagen Ct., #1509, Charlotte 28262

10/9/14 Spry Properties LLC, Nikki Binder, 18315 Bowsprit Pointe Rd., Cornelius

10/9/14 TJ Scissorhands LLC, Tamara R. Cornish, 8936 North Pointe Executive Park Dr., Ste. 185, Huntersville

10/9/14 WHV Siding LLC, Jose Zuniga, 7900 Univ. Ridge Dr., Apt. 208, Charlotte 28213

10/10/14 H & H Partnership LLC, Thomas Johnston Wilson Jr., 18017 Peninsular Club Dr. N, Cornelius

10/10/14 JAC Property of Charlotte LLC, Jackie Stroman, 8104 Solace Ct., Charlotte 28269

10/10/14 MJC CLT LLC, Mark J. Childress, 10721 Tradition View Dr., Charlotte 28269

10/10/14 Precision Performance Concrete LLC, Eric Wise, 10515 Blackstone Dr., Huntersville

10/10/14 Traveling Hands LLC, Cristina Johnson, 13016 Eastfield Rd., 322, Huntersville

10/13/14 Citywide Mobile Dry Cleaners LLC, Allison D. Graves, 3721 Millstream Ridge Dr., Charlotte 28269

10/13/14 The Lotta Foundation Inc., Maryellen Miles, 12902 Blackmore Ave., Huntersville
10/13/14 Personally Yours Concierge Services LLC, Erica A. Hayden, 3122 Golden Dale Ln., Charlotte 28262

10/13/14 Proctorfree Inc., Michael Murphy, 9121 Sam Furr Rd., Ste. 108 PMB 131, Huntersville

10/13/14 Taylor, Londry & Modlin DDS PLLC, David Modlin, 14118 Harvington Dr., Huntersville

10/14/14 Barrevolution LLC, John Carmola, 18201 Capstan Greens Rd., Cornelius

10/14/14 Clean Juice LLC, Landon Eckles, 7742 Horseshoe Creek Dr., Huntersville

10/14/14 Global Empowerment Fellowship of Christian Churches, Jonathan R. Strickland, 8423 Rolling Meadows Ln., Huntersville

10/14/14 Heels n Wheels NC, Jaimie Nicole Gaddard, 19827 Deer Valley Dr., Cornelius

10/14/14 "I Am Fitness Boot Camp" Inc., Damien Goodman, 6920 Hidden Forest Dr., Apt. 207, Charlotte 28213

10/14/14 Khan-Suljakovic Construct America LLC, Masood N. Khan, 4220 Prosperity Church Rd., Charlotte 28269

10/14/14 Mestizo Contemporary Mexican Cuisine LLC, Alicia Ramirez, 18437 Streamline Ct., Cornelius

10/14/14 Quisqueya Deli Take Out Inc., Ada Maria Alevante, 5035 North Tryon St., Charlotte 28213

10/14/14 Scriptures LLC, Maryellen Miles, 12902 Blackmore Ave., Huntersville

10/14/14 Significant Buzz LLC, Significant Concepts LLC, 19921 Norman Colony Rd., Cornelius

10/14/14 Tienda La Media Luna Inc., Mararita Isabel Antonio Salto, 6324 North Tryon St., Ste. 103, Charlotte 28213

10/15/14 Alliance Counseling and Training Center PLLC, Kelly S. Saylor, 1935 JN Pease Pl., Ste. 204, Charlotte 28262

10/15/14 Forms & Shapes LLC, Shawn A. Copeland, 215 S. Main St., Ste. 301, Davidson

10/15/14 Friend's Landscaping LLC, Jose Alfredo Gracia, 6311 Rockwell Blvd., Charlotte 28269

10/15/14 Genesis Fellowship Church, Richard S. Watkins, 14611 Stromley Dr., Charlotte 28262

10/15/14 Guns & Kittens Inc., John Boone, 3833 Denmeade Dr., Charlotte 28269

10/15/14 Scholars 4 Hoops Inc., Constantine Jean Pierre, 10219 Pintail Pl., Ste. 205, Charlotte 28269

10/15/14 Sharp Judge LLC, Savonnia Judge, 14535 Cordial Ln., Apt. 207, Huntersville

10/15/14 Simply Soaps LLC, Sharon Jackson-Harris, 2601 Boulder Ln., Charlotte 28269

10/15/14 Springboard Innovations LLC, Shawn A. Copeland, 215 S. Main St., Ste. 301, Davidson

10/16/14 7027 Park LLC, Jack D. Furr, 6130 Harris Technology Blvd., Charlotte 28269

10/16/14 Apus Family Holdings LLC, Patrick J. Hosmann, 17718 Kings Point Dr., Ste. A, Cornelius

See NEW CORPORATIONS, Page 26



OFFICE/RETAIL LISTINGS

Race Shop Office/Warehouse



Retail/Office/Showroom



Big Box Retail/Church Space



Retail/Showroom/Warehouse



704-796-7460
edlocus@gmail.com

Full Service Landscaping
• Registered Landscape Contractor #137

We have a "TREE-Mendous" Selection of Trees for Fall Planting!

Evergreens • Birch • Knockout Roses • Red Bud • Flowering Cherry
Dogwood • Japanese Maple • Maple • Pecan & Fruit Trees

Shrubs, House Plants, Garden Supplies, Concrete Statuary, Lawn Accessories & More!

"The Plant People" • 50 Years and Still Growing!

CHRISTY'S NURSERY & LANDSCAPING
3 Miles North of Charlotte Motor Speedway • 2400 Hwy. 29 S, Concord
704-782-4637
www.ChristysNursery.com

LakeNorman.com
Local Events • Information • Activities

Home of Lake Norman "LIVE"
Live TV takes you inside local businesses

You CAN Take it with You!

Cornelius Today is as mobile as you are. Download mobile versions of each issue by visiting our web site: www.CorneliusToday.com

Cornelius TODAY

ON THE RECORD

NEW CORPORATIONS

from page 25

- 10/16/14 Columbia Davis Restorations LLC, Melanie Columbia, 18615 Coachmans Trace, Cornelius
- 10/16/14 DPACC Inc., Rick Kline, 230 S. Main St., Davidson
- 10/16/14 Encore Renewable Merchandise LLC, Leotis Bloodworth, 10632 Claude Freeman Dr., Charlotte 28262
- 10/16/14 R & V Reliable Services LLC, Vernon Llano-Sierra, 15413 Troubadour Ln., Huntersville
- 10/16/14 Sports Village Land Group LLC, Shawn A. Copeland, 215 S. Main St., Ste. 301, Davidson
- 10/16/14 Uplifting my Sisters, Savonnia Judge, 14535 Cordial Ln., Apt. 207, Huntersville
- 10/17/14 Cholas LLC, Anandakumar Chakkaravarthi, 1841 Alexander Highland Dr., Apt. 202, Charlotte 28262
- 10/17/14 LW&M Commercial Cleaning LLC, Eric Allen, 5600 Howard St., Charlotte 28269
- 10/17/14 Next Level Photography, Ray Herring, 13734 Cedar Pond Cir., Huntersville
- 10/17/14 Pastirmatzis LLC, Chevon Barber, 10005 Rose Brook Ln., #311, Huntersville
- 10/17/14 Tabernacle of God Church, Luther Butler, 1208 Echo Glen Rd., Charlotte 28213
- 10/20/14 Aqua Blue Vacation Homes LLC, Shawn A. Copeland, 215 S. Main St., Ste. 301, Davidson
- 10/20/14 Concierge of Lake Norman LLC, Christopher Mulcahy, 8517 Cedar Hollow Ln., Huntersville
- 10/20/14 DNA Highlands Hideaway LLC, Kathleen Goff, 3627 French Woods Rd., Charlotte 28269
- More Mecklenburg New Corporations online at www.BusinessTodayNC.com**
- Mooresville**
- 9/23/14 American Muscle Driving Experience LLC, Stephen Park, 261 Indian Trl. 28117
- 9/23/14 Davis Law PLLC, Mark T. Davis, 114 Birdie Ct. 28117
- 9/23/14 JDS Services LLC, James William Scarboro, 120 Glynwater Dr. 28117
- 9/23/14 On the Road Truck Repair & Services Inc., Robert Finger, 113 Forum Dr. 28117
- 9/23/14 Spin It Services LLC, Hanok Bankdaru, 138 S. Arcadian Way 28117
- 9/25/14 David V. Holland DDS, PLLC, David V. Holland, 161 Huntfield Way 28117
- 9/25/14 Jow Cavallaro Lawn Care and Landscaping Incorporated, Joseph Cavallaro, 258 Riverwood Rd. 28117
- 9/25/14 Sturgill Holdings LLC, John B. Sturgill, 266 Forest Walk Way 28115
- 9/26/14 214 Paradise Peninsula LP, William De Felice, 220 Paradise Peninsula 28117
- 9/26/14 Forbes Law Firm LLC, Kristen Forbes, 156 Lavender Bloom Loop 28115
- 9/26/14 Legacy Academy of Charlotte Inc., Ann L. Vano, 517 Alcove Rd., Ste. 202 28117
- 9/26/14 Park Front Rentals LLC, Wendy Geller, 160 Lugnut Ln. 28117
- 9/26/14 UFF DA LLC, Wayne A. Monrad, 1051 S. Magnolia St. 28115
- 9/29/14 Home Pro's Heating and Cooling LLC, Jeremy Lee Goodman, 151 Peterborough Dr. 28115
- 9/29/14 Lake Norman Custom Scapes LLC, Adam White, 233 Blackberry Ln. 28117
- 9/29/14 Robbino's Concessions LLC, Robert Breece, 189 Wellshire St. 28115
- 9/29/14 Stone Pros LLC, Todd Gear, 134 Royal Pointe Way 28117
- 9/29/14 Visionautomation LLC, Kerri Kolody Berryman, 116 Jib Ln. 28117
- 9/30/14 Williamston Speight Solar LLC, Kenny Habul, 192 Raceway Dr. 28117
- 10/2/14 Aulander Holloman Solar LLC, Kenny Habul, 192 Raceway Dr. 28117
- 10/2/14 Can you say Chocolate Inc., Karr Furr, 1891 Meckenburg Hwy. 28115
- 10/2/14 Home Run Market Properties 2 LLC, David W. Alexander, 2412 Statesville Hwy. 28115
- 10/2/14 Keljo LLC, Jeffrey Gibson, 166 West Maranta Rd. 28117
- 10/2/14 Parathon Recovery Services LLC, Krupa Martinez, 136 Orchard Farm Ln. 28117
- 10/2/14 RAYS Real Estate LLC, Venkata S. Yelamanchili, 130 N. Arcadian Way 28117
- 10/3/14 941-943-1694 CB LLC, Todd Jason Farlow, 114 Morlake Dr., Ste. 203 28117
- 10/3/14 LFR Chassis Inc., Tony Eury Jr., 117B Crosslake Park Dr. 28117
- 10/6/14 Brenton Production Enterprises Inc., Ronald L. Winter, 179 Gasoline Alley, Ste. 102A 28117
- 10/6/14 Eco Diesel Dynamics LLC, Justin Grebe, 297 Brook Glen Dr. 28115
- 10/6/14 Ingram Property LLC, Clint Edward Ingram, 627 Gum St. 28115
- 10/6/14 Iron Services LLC, Todd Jason Farlow, 114 Morlake Dr., Ste. 203 28117
- 10/6/14 Langtree Sewer Consortium LLC, Kevin C. Donaldson, 149 Welton Way 28117
- 10/6/14 L K N Canine Training LLC, Lillian Jameson Stuart, 125 Johnson Diary Rd. 28115
- 10/7/14 MPH Race Products LLC, Al J. Braxton II, 160 Shepherd Rd. 28115
- 10/7/14 Working Warrior Products Inc., Gregory Todd Sides, 137 Kenway Loop 28117
- 10/8/14 Solving Social Media LLC, Kelly M. Roller, 172 Williamson Rd., #3365 28117
- 10/9/14 Ashar Medical PLLC, Greg Robbins, 532 Williamson Rd. 28117
- 10/9/14 CRM Collision Center LLC, Christopher Mark Rogers, 123C Doolie Rd. 28117
- 10/9/14 North Carolina Property Investors LLC, Carol Sandke, 174 Lockerbie Ln. 28115
- 10/10/14 Bott's Momentum Inc., Bruce Malazo, 230 Sailwinds Rd. 28115
- More Mooresville New Corporations online at www.BusinessTodayNC.com**

Top 2014 Women in Business

10th Annual Awards

Presenting Sponsor



Gold Sponsors



Silver Sponsors



Champagne Sponsor



Hosted by



Congratulations!

CLASS OF 2014



Holly Emerson



Carla Howell



Ruth Brooks



Dianne Snyder



Phyllis Wingate



Lisa Perry



Denise Hallet



Donna Johnson



Georgia Krueger

Lifetime Achievement!



Lula Bell Houston

HOT PROPERTIES

In Cornelius

A lakefront house at 20622 Bethelwood Lane has sold for \$1.65 million after being listed at \$1.89 million by **Lori Jackson** of Ivester Jackson Distinctive Properties. The selling agent was **Dixie Dean** of Allen Tate. The 6,900 square foot house, complete with a pool and basketball

court on 1.3 acres, has a tax value of \$1.69 million. The lake level includes a second living quarters, a bar and entertainment area, an exercise room and wine cellar. The main floor has a two-story great room, office, workshop, breakfast room, den, dining room and master bedroom. Upstairs there are three bedrooms and three baths. The house was on the market for 567 days.



20622 Bethelwood Lane, 6,900 square feet, for \$1.65 million



17325 Connor Quay Ct., 3,800 square feet, for \$849,900

▲ A house at 17325 Connor Quay Court in Cornelius has sold for \$802,000 after being listed at \$849,900 by **Lance Carlyle** of Carlyle Properties five months ago. **Jayne Coffing** of Ivester Jackson Distinctive Properties brought the buyers to the table. The 3,800-square-foot house, on a third of an acre in a gated community near The Peninsula, has a deeded boat slip. The home features an open floor plan, a chef's kitchen with a SubZero refrigerator, as well as an outdoor patio with a stone fireplace and a three-car garage. The tax value of this property is \$592,000.

all the bells and whistles, including a pier with a covered gazebo and boat lift. The property includes a sandy beach and a circular paver driveway with a four car garage. In addition to a gourmet kitchen with a butler's pantry and a formal dining room, the kitchen opens to a hearth room and an outdoor den and fireplace. Bean also represented the buyers. ▼



16035 Jetton Road, 6,000 square feet for \$2.8 million

See HOT PROPERTIES, Page 29

HOT PROPERTIES

from page 28

In Mooresville



256 Digh Circle, for \$1.075 million

▲ A lakefront house at 256 Digh Circle in Mooresville has sold for \$986,000 after being listed at \$1.075 million by **Susie Johnson** of Allen Tate. **Karen Miller** with Dickens Mitchner was the selling agent. The house has 3,499 square feet of space on two levels. The property includes a covered boat lift and an infinity pool. Inside there is a home theater room, a master bed with TV, a washer and dryer in the master closet, a master shower with jets and a home office. The house has a tax value of \$892,000. The property was on the market for just under a month.

In Iron Station

A five-bedroom, four-bath house at 7073 Ridgeview Lane has sold for \$990,000 after being listed three-and-a-half months ago for \$1.07 million. The house has 5,569 square feet of space on 2.16 acres in Pinnacle Ridge, a gated community off Highway 73 near Highway 16. Pinnacle Ridge is billed as a "new old" luxury custom neighborhood, just a few minutes from Lake Norman. This particular house has two indoor fireplaces as well as two outdoor fireplaces and multiple out-

HOT PROPERTIES

door areas for relaxation. The European-style house has a professional kitchen with a Wolfe gas cook top, a warming drawer and double steam/convection ovens. **Susie Johnson** with Allen Tate had both sides of this deal.

In Cabarrus

There were 21 sales in Cabarrus County over \$500,000 in the past 180 days, vs. 19 in the same time

period last year. This year homes in that price range sold at an average of 96 percent of list, vs. 95 percent of list last year, according to **Leigh Brown** of Re/Max Executive in Concord, "so prices have tightened up and sales are up."

"Showings are down over the past few weeks, my guess is that buyers are focused on the mid-term elections and the effect the outcome will have on consumer confidence. Local confidence is increasing

with the latest job announcements, which help everyone," Brown says.

"Interest rates are still so low, it creates an arbitrage you can't beat in other investments," Brown said. Some clients are using their IRA funds to purchase real estate with the belief that prices will rise as we get into 2015 and 2016.

"Our community just needs to remember that we are not the markets most often seen on HGTV. Real estate is hyperlocal," she said.



Iron Station: 7073 Ridgeview Lane, 5,569 square feet, for \$990,000



Sandy Reynolds
5-Star Charlotte Area Realtor

Listing or Buying = Sold on Sandy Free Seller Closing Docs!

Sagebrush Steakhouse Restaurant

Thriving Location in Mooresville at Corner of 177 & Exit 36. 7000 Sq Ft. 20 year lease in place. All equipment and the land!! MLS # 3026387 \$1.5M

Auto Repair Business

Located Right off Harris Blvd., 4000 sq ft. 5 Car lifts, all Equipment conveyors. Owner financing available! MLS #2108536 \$675,000

Huntersville Biz District

Great Location in the Heart of H'ville. Older Home Converted to Business. Endless Possibilities! MLS # 3027032 Only \$200,000

6 Acres Adjacent to I-77

In Huntersville, Commercial Zoned, 500 Ft on I-77 NB Lane. Money maker when exit comes in. MLS #996650 Only \$400,000

COMMERCIAL PROPERTY!

LIST NOW! HOTTEST Real Estate Market in 5 Years!
RE/MAX www.SandySellsTheLake.com

704.634.5666

PEAK PERFORMANCE

Jeff Church, owner

Residential, Commercial Roofing
Exterior Restoration Contractors
Hail & Wind Damage Experts
Call 704.765.9835 Today!

GHC
Professional Roofing

www.GHCRoofing.com

OPINION

Toll lanes, Alevo and Top Women in Business

Being in the newspaper business is serious fun. You wouldn't think so three or four years ago at the height (or is it depth?) of the recession, but it was and always will be. I mean discussing things like whether you should say height or depth is serious around here.

So is covering news in the Golden Crescent, the motor-sports region running from Mooresville and Huntersville to Concord and Kannapolis.

There were a couple of serious events that I covered last month as a reporter.

One was an old-fashioned demonstration complete with sign-waving protesters.

They were demonstrating outside of the Thom Tillis campaign headquarters against the plan to widen I-77 with the help High Occupancy Toll lanes. It was interesting because the organizers were Republicans. Former N.C. Rep. John Rhodes, who was defeated by Tillis back in 2006, was there as well.

In something of a lopsided grudge match, Rhodes is a write-in candidate for the U.S. Senate seat held by Kay Hagan, who didn't exactly have a high profile in North Carolina until this campaign season got under way. It was sad to see a former legislator waving signs at passing cars.

Mecklenburg GOP politics seem especially rough this year, about as rough

as the GOP primary was in Cabarrus last spring. Indeed, I'm not sure anyone in North Carolina will think about politics in the same terms after this campaign.

The big news event last month was Alevo's stunning announcement that it would hire 2,500 workers in the next three years to build massive storage batteries at the old Philip Morris plant. It has been rechristened the Victory Industrial Park by Jostein Eikeland, the CEO of Alevo.

His media people call him a "serial entrepreneur"—he is also a former music promoter—and they saw to it

that Eikeland was treated like a rock star. The announcement in a former "Hungers Games" stage was glitzy and classy all at the same time. One nice thing is a friend and past Top Women in Business winner, Kristin Rogers, did the catering for 500 movers and shakers who attended the announcement.

Speaking of Top Women in Business, our 10th annual Champagne Reception for women business leaders was a really big show, organized by our own Gail Williams, one of the nominees.

More than 125 people came for Power Networking, free-flowing champagne, tasty River Run Country Club food and, of course, to see who the winners would be. There were only nine out of 29 nominees, so,

clearly, the judges worked hard.

And, proof perhaps that we never play favorites, Gail was not one of the nine.

I want to tell you a little about Gail, however. She was one of the first TV account executives back in Atlanta in the 1970s, and she's stayed in the field of advertising ever since. Gail first joined us back in 2006, bringing a level of professionalism to our operation that I so appreciate.

Especially last year. I missed about half the year because of an illness and Gail ran much of the show here, even as her husband was in a nursing home because of a stroke. Gail soldiered on here, even when Bob passed away just before Christmas. I'm very fortunate to have Gail on the BusinessToday-Cornelius Today team.

Speaking of Lifetime Achievement, I had the honor to give Lula Bell Houston our 2014 Lifetime Achievement Award during the Top Women in Business event. She's 91 and worked 60 years in the laundry at Davidson College, which ultimately named the facility after her when she retired.

She lent a helping hand, a smile and encouraging words to generations of students. I've heard African American business leaders introduce themselves to Lula Bell, and thank her for being the shoulders that they themselves are standing on today. She paved the way in an era of institutionalized discrimination—a true champion of diversity



Editor's Notebook

DAVE YOCHUM



RHODES



WILLIAMS



HOUSTON

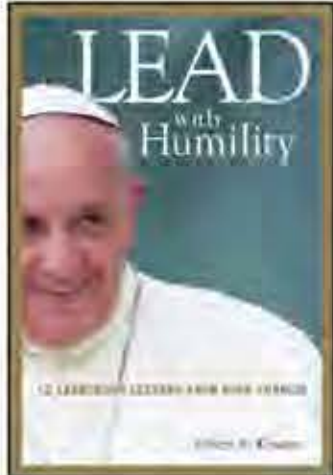
Book Review: 'Lead with Humility'

Archbishop Jorge Mario Bergoglio of Argentina chose the name "Francis" when he became the first Jesuit pope of the Catholic Church in March 2013. Inspired by the modesty of St. Francis of Assisi, Pope Francis anchors his philosophy and approach to life in humility. Author Jeffrey A. Krames, the Jewish son of Holocaust survivors, portrays Pope Francis as a decisive, pragmatic leader with keen political and business acumen. This compelling profile of the pope's strengths and vulnerabilities explains how you can emulate his leadership in a corporate environment.

}getabstract
compressed knowledge

Jeffrey A. Krames. *Lead with Humility: 12 Leadership Lessons from Pope Francis.* AMACOM, 2014. 144 pages. ISBN-13: 9780814449110.

— Provided by www.getabstract.com



Business Today

Editor

Dave Yochum
nebiztoday@gmail.com

Sales & Marketing Director

Gail Williams
gail.todaypubs@gmail.com

Cabarrus Market Director

Sara Foley, sara.todaypubs@gmail.com

Production Director

David Boling,
production.todaypubs@gmail.com

Contributing Writers

Cheryl Kane, Sherre DeMao
Dave Friedman, Dave Vieser
Cathryn Piccirillo Sherman
John Rehkop

Phone 704-895-1335

The entirety of this newspaper is copyrighted by Business Today, LLC 2014 with all rights reserved. Reproduction or use without permission of any content is prohibited. Business Today is an Equal Opportunity Employer.

Business Today

P.O. Box 2062
Cornelius, N.C. 28031

BACK ISSUES

Payable by VISA & MASTERCARD ONLY.
\$1.50 (if available); \$4 to mail

FAXED ARTICLES - \$5 per page

PHOTOS - \$100

REPRINTS - Reprints on high-quality, frameable stock are available, starting at \$65.

NEWS AND CALENDAR ITEMS

Business Today is a local business publication. If you have news items, they may be e-mailed to businesstodaync@gmail.com.

Business Today is mailed on the first Friday of every month to qualified small business owners in the Golden Crescent.

SUBSCRIPTIONS

May be purchased for \$36.

LETTERS TO THE EDITOR

Do you have an opinion you'd like to share? We offer a forum for ideas, opinions and dissenting opinions.

You can e-mail your thoughts to

nebiztoday@gmail.com or mail to Business Today at P.O. Box 2062, Cornelius, N.C. 28031.

Your letter, or a longer opinion piece, may be edited for brevity and/or clarity. Please include a phone number.

www.businesstodaync.com

15,971 REASONS
TO BE THANKFUL.
(AND COUNTING.)

This year we had more subscribers than ever.

And we're thankful for each and every one of you. Together, you make up a community that cares about supporting local jobs, controlling your own digital destiny, and giving back.

Just how grateful are we? This year we boosted internet speeds even when you didn't ask for it. And raised the bar on our programming without raising rates a single penny.

We improved our billing system, too. And although the upgrade had its challenges, you were patient and gave us your support through it all. **Thank you.** You can count on us to keep finding ways of showing our gratitude. If you aren't a subscriber, join today. And let us show you some appreciation too.

MI-CONNECTION
Make the Connection.

SPECIAL OFFER

Cable TV, Voice & High-Speed Broadband
**Bundle TV, Internet and Phone,
Save a Bundle!**

\$29.99

From \$29.99/month
each for 12 months
when bundled
SAVE OVER \$600!

30-Day Money Back Guarantee

- **FREE** installation
- **FREE** HBO for 3 months
- **FREE** Wireless for Triple Play Customers

BONUS: FOR JUST \$16 MORE per month
get an HD/DVR, FREE HD, Over 10,000 hours
of MI-Choice 1 programming. Plus, HBO
with HBO GO FREE for three months!

Call Today!

704-660-3840

or visit mi-connection.com

Special offer good for new customers in MI-Connection service area only and ends November 30, 2014. After promotion ends, regular rates will apply. Qualifying bundle includes at least 1 extended basic, 10 Mbps download and 10 Mbps upload. Internet speeds may vary. Installation is free for up to 4 existing wiring and high-speed broadband connection and wiring phone jacks. Custom installation fees may apply. A monthly modem fee of \$1.99 is required. Other equipment charges may apply. Digital conversion required for Mi-Choice 1. Credit approval and deposit may be required. Promotional pricing will end if services are not fully connected. Offer valid while supplies last.