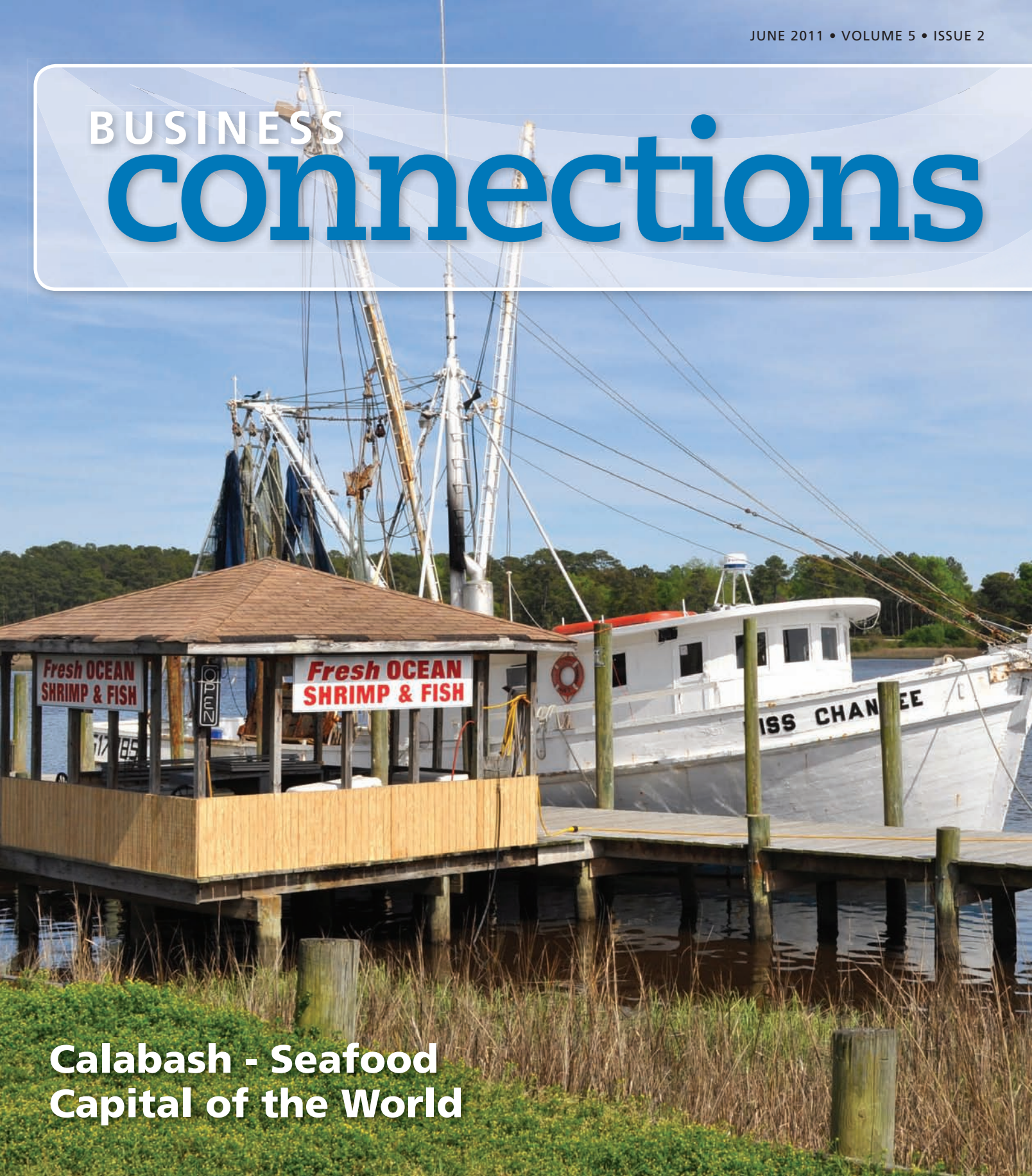


BUSINESS

connections



Calabash - Seafood Capital of the World



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Passengers disembark from the Voyager Fish Adventure

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BUSINESS connections

The sea has inspired artists, poets, philosophers, and scientists for centuries. As Jacques Yves Cousteau said, "The sea, once it casts its spell, holds one in its net of wonder forever."

All of us at ATMC are fortunate to live in Brunswick County and be able to enjoy the incredible beauty and recreation the sea has to offer. As residents of a coastal community, we are well aware of just how much our local businesses depend on the sea, either directly or indirectly, especially during tourist season.

This June issue of *Business Connections* includes a special look at what the sea means to a family-owned boating business, a local seafood recognition program, and a former fishing village turned restaurant town. You'll find these articles on pages 4 and 5. Then on page 6, learn about Brunswick Biz, a new show on ATMC-TV Channel 3 that showcases local businesses to help them attract waves of new customers.

The changing tide of technology is also part of this issue. We invest heavily in upgrading the ATMC Wireless network to give customers the best wireless experience in Brunswick County. On page 3, you can read about this infrastructure and check out some new 4G-compatible smartphones.

While the sea is certainly inspiring, it's our customers that inspire us most at ATMC. Your hard work and dedication are amazing, and we enjoy helping your businesses grow. Please let us know what we can do for you today.



Motorola Atrix® 4G



Brunswick's Best

ATMC Wireless users get Brunswick's best wireless experience

We all love the freedom and flexibility we get by being able to take out our wireless phone and use it practically anywhere to make calls, text or surf the Internet. But, did you know that great wireless service is largely dependent on the landline network that supports it?

"The thing people don't realize is that all of the calls, data, and messaging sent by a wireless phone end up travelling over landline circuits," says Tony Hall, ATMC Wireless Engineer. Wireless towers depend on land-based circuits to transport all of the voice, text, and data communications from the wireless users within the tower's vicinity back to the public telephone network. The more bandwidth each tower has at its disposal, the faster the speeds that tower will be able to provide and the more simultaneous users and services it can support at any given time. This bandwidth is called "backhaul," and the more backhaul a wireless network has at its disposal, the better it will operate.

As the local telephone company for the majority of Brunswick County, ATMC has made sure ATMC Wireless towers have the best backhaul around by putting extremely high capacity fiber-optic connections to every ATMC Wireless tower in Brunswick. This includes the wireless towers that reside within the AT&T telephone service areas near Leland, Southport, and Bald Head Island. "By having this enhanced backhaul capability due to fiber-optic circuits, the ATMC Wireless network can carry more conversations and texts and provide faster wireless data throughout more parts of Brunswick County than any other wireless network," explains Hall. In the end, a better landline network throughout the area means that ATMC Wireless users get Brunswick's best wireless experience.

For complete details about our wireless plans and equipment, stop by an ATMC Wireless Store.

Get Equipped for 4G

With a new 4G-compatible smartphone on the ATMC Wireless network, you'll have more capabilities than ever before. Here are two great options:

Motorola Atrix® 4G

This Android phone is the winner of 10 industry awards and is tagged as "The world's most powerful smartphone." With its advanced dual-core processor, it acts like a computer.

HTC Inspire® 4G

An 8 megapixel camera and HD video recorder have made this Android a #1 seller.

You also have new choices in ATMC Wireless data plans:

DataConnect Plans

Created specifically for use with the iPad, tablets, and mobile hotspot devices such as Mi-Fi.

Smartphone Tethering Plans

Allows you to connect your laptop to a smartphone to use as a wireless modem.





Frank and Lena Mae Causey and grandson Jimmie

On the **Water**, From the **Sea**

Shallotte Marine and Brunswick Catch support boaters and the local seafood industry

Shallotte Marine helps boaters make the most of their leisure time. **Brunswick Catch** helps sustain the livelihood of those working in the local seafood industry. **The sea is central to both.**

Shallotte Marine

Frank and Lena Mae Causey founded Shallotte Marine in 1968 and it's been family owned and operated ever since. The couple continue to "captain the ship" today, working along side a crew that includes their children — Robert, Buddy, Dee, and Von — and two grandchildren. Shallotte Marine sells a wide variety of new and used boats, provides professional maintenance and repair services, and also offers boating parts, accessories, and hunting and fishing licenses.

Boating is clearly in their blood. Lena Mae notes, "Our family was on the water a lot while my children were growing up, and my children and grandchildren still go out and enjoy boating and the beach."

At Shallotte Marine, every customer is treated like family. Says Lena Mae, "We've always been a family business and straight up with our customers; we try to serve their needs with honesty and integrity. In fact, our slogan is, 'Service is our policy.'"

What's selling best these days? Lena Mae answers, "Right now, we're selling

mostly small jon boats and two-stroke motors. And more boat owners are repowering their current boats instead of buying new ones." Every boat sold by Shallotte Marine goes through a thorough inspection and a stem-to-stern service procedure by certified technicians before it's delivered to the customer. It's this level of commitment that's kept the business afloat for more than 40 years. Contact them at 754-6962 or www.shallottemarine.com.

Brunswick Catch

Brunswick County has long been known for its bountiful seafood including shrimp, blue crabs, grouper, flounder, oysters, and clams. However, our local seafood industry faces many challenges. Population growth in coastal regions has caused such a demand for waterfront property that many fishermen can no longer afford dock space for their vessels. In addition, sharp fluctuations in fuel costs and the influx of lower-cost imported seafood have created serious threats.

In order to highlight the Brunswick County seafood industry, a local seafood

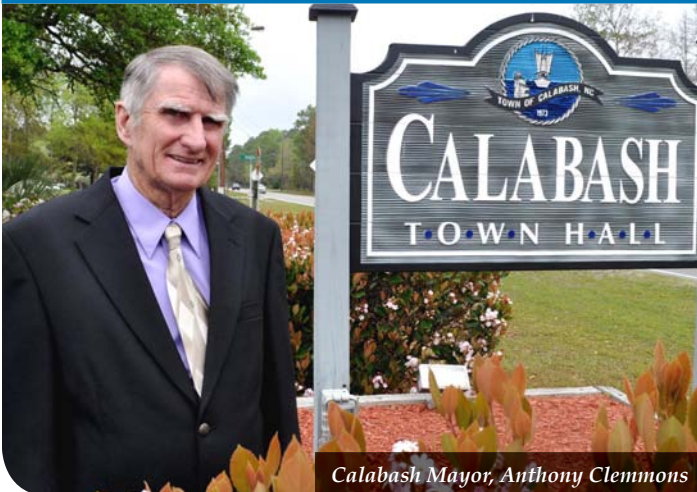
recognition program called Brunswick Catch was formed by a dedicated group of commercial fishermen, seafood dealers, and restaurant owners. The program — assisted by the Brunswick County Economic Development Commission, Brunswick County Commissioners, North Carolina Sea Grant, and Carteret Catch — has as its goal to sustain the livelihood and heritage of the Brunswick County seafood industry.

Brunswick Catch uses public education and promotion to increase the demand for locally harvested seafood among residents and visitors. When you see the Brunswick Catch logo on a seafood market sign or a seafood restaurant menu, you know you're buying high quality local seafood caught by Brunswick County fishermen. **Learn more at www.brunswickcatch.com.**



Calabash's Claim to Fame

Tiny town reaps big rewards from being the "Seafood Capital of the World"



Calabash Mayor, Anthony Clemmons



One of the Calabash restaurants that started it all

You probably already know where Calabash is located, but do you know **how Calabash got started?**

For most of its history, dating back to the 1690s, Calabash was a sleepy little fishing village. Beginning in the 1930s, fishermen brought in their catch and were met by the locals to see what was caught and what they could buy. The fishing crews were fed under the trees in "fish camps," and the aromatic smell of fresh fish cooking prompted Calabash residents to buy any leftover cooked seafood. By the 1940s, these meals were moved inside to restaurants and Calabash soon became known as the "Seafood Capital of the World."

A Taste of History

Over time, the town became synonymous with Calabash-style cooking that features seafood dipped in a lightly seasoned corn meal batter and then deep fried to golden brown and served very hot. Calabash's fame grew, and by the 1960s, large crowds from nearby Myrtle Beach were flowing into the small community nightly to get a taste of Calabash. The town eventually attracted national attention and restaurants across the South began advertising their Calabash-style seafood.

Today, pioneering restaurants in Calabash like Beck's and Coleman's still serve up the Calabash-style seafood that earned the town its fame, along with about 30 other restaurants offering

seafood or a variety of other lunch and dinner choices. That's a large number of establishments for a tiny town with a year-round population of about 1,800 residents.

Unique Distinctions

Calabash was incorporated in 1973 and is currently led by Mayor Anthony Clemmons. "This is a great little town for visitors and residents alike. Calabash is also unique; first, for being the "Seafood Capital of the World," and second, for being the most southeastern town in North Carolina and therefore the "Gateway" town of both North Carolina and Brunswick County. This rich history helps the businesses of Calabash continue to thrive today," says Clemmons.

Calabash's economic base consists mainly of services pertaining to tourism. According to the current Land Use Plan, AADT (average annual daily traffic) in Calabash is around 17,000 vehicle passes per day in the main downtown thoroughfare, with much of this traffic including people visiting local restaurants and retail stores. On holidays and during peak tourist season, it's likely there are up to 8,500 day-trip visitors in Calabash—nearly five times the permanent population.

When you visit Calabash, you'll find plenty of options. Browse around the quaint shops, take a fishing voyage or dolphin cruise, or just relax and enjoy the town's peaceful beauty. Whatever you do, bring your appetite; delicious Calabash-style seafood awaits.



A Brunswick Biz interview at Jumpin Java

By Popular Demand: **Brunswick Biz**

New TV show offers exposure to businesses and great ideas to viewers

Reach Your Customers on ATMC Digital Cable

Advertising on TV costs less than you think and allows you to reach the customers who are most likely to shop at your business. ATMC Digital Cable offers local commercial advertising space on your choice of over 30 different channels ranging from ESPN to HGTV. This kind of variety enables you to precisely reach the people most likely to shop with you. It's also incredibly cost-effective because you won't waste money talking to a broad audience of unlikely prospects.

Have a furniture sale coming up? Let area homeowners know during their favorite decorating program on HGTV. Want to increase dinner traffic at your new restaurant? Place an appetizing message within a family-friendly movie on The Family Channel.

If you thought you couldn't afford TV advertising, think again. By advertising on ATMC Digital Cable, your sales message will be broadcast during "big name" programming yet you pay only the "small ticket" price of local TV rates—often much less than the price of a radio spot.

For more details, contact Kristi Johnson at 910-262-2229 (mobile).

At the end of 2009, ATMC-TV put together a survey asking cable customers what they'd like to see on the community channel. Jennifer Beasley, ATMC-TV Programming/Video Production Manager, notes, "An astounding 83 percent of survey respondents said they'd like to see a show about what's in Brunswick County to do, see, and visit, particularly with respect to local businesses. I knew then that this show was something we needed to do." Beasley and her team soon began planning and the show, called Brunswick Biz, debuted on March 1, 2011.

There really are some gems out there, and we want to show them to the residents of the county."

— JENNIFER BEASLEY, PROGRAMMING/
VIDEO PRODUCTION MANAGER

Each month, one new Brunswick Biz episode is created which showcases four businesses and features interviews by host Kat Newton. Businesses that have already appeared on the show include:

- Lori's Golf Shoppe in Calabash
- Waterway Cove (a housing development), in Ocean Isle Beach
- Mama Brava's Pizza and Subs in Shallotte
- Curiosity's, a clothing boutique in Sunset Beach

Brunswick Biz re-airs daily throughout the month at 5:30 pm on ATMC-TV Channel 3. Beasley says, "There really are some gems out there, and we want to show them to the residents of the county."

Beasley encourages *Business Connections* readers to let her know about any Brunswick County businesses they'd like to see on the show. You can contact Jennifer at 910-755-1770 or ATMCTV@atmc.coop. Any business other than national chains will be considered.

Jennifer is excited about how the show helps viewers as well as businesses. She comments, "It's a win-win situation. Viewers find new places to shop, visit, or eat, and businesses get great exposure. We've already had feedback from viewers saying they tried a new place because they saw it on our show. With so many great businesses in Brunswick County, why go anywhere else?"

Drive Down Vehicle Costs

Save money with proper planning, maintenance, and fuel smarts



The cost to "fill 'er up" is going up

Saving money is always a smart move, and even more critical in today's economy. Your business vehicles can be a significant expense, whether you have two cars or a whole fleet, so it makes sense to do what you can to cut costs. Try following these tips:

1. Save on gas costs. To find the cheapest gas sources, use the resources on this webpage from the U.S. Department of Energy: www.fueleconomy.gov/feg/gasprices. How you drive can also greatly affect gas consumption, so keep in mind this advice from the Drive Smarter Challenge:

- **Drive Calmly** - Speeding, rapid acceleration (jackrabbit starts), and rapid braking can lower gas mileage by 33 percent at highway speeds.
- **Avoid Idling** - Idling gets 0 mpg.
- **Combine Trips** - If you combine errands into one trip, you drive fewer miles and use less fuel.
- **Use Cruise Control** - Cruise control cuts fuel consumption by maintaining a steady speed during highway driving.
- **Telecommute** - A worker who telecommutes twice a week saves about \$275 a year in gasoline costs.

2. Have a process for planned maintenance. Remember, a well-maintained car or fleet is safer, resulting in fewer accidents. This can help your business save on vehicle and health insurance premiums. Here are some items to check regularly, and replace as needed: Fluids (including engine oil, coolant, brake fluid, transmission fluid, and power steering fluid), air filter, belts, hoses, battery, tires, and spark plugs.

3. Be proactive. Each vehicle has a life cycle that determines how long it should be kept. Plan ahead, and when replacement time approaches, shop around to get the best deal on a new vehicle.

4. Consider fuel-efficient vehicles. Hybrids, plug-in hybrids, and all-electric cars are more fuel efficient.

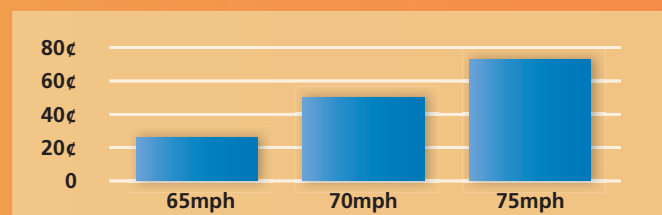
5. Explore alternative fuels. With many new fuels on the market, some of them may cost less than what you're using now. For updates, check out the latest Alternative Fuel Price Report from the U.S. Department of Energy at www.afdc.energy.gov/afdc/price_report.html.

Using these strategies can save your business money today as well as down the road.

Slow Down and Save

Driving fast may get you to your destination more quickly, but it will cost you in fuel efficiency. According to the U.S. Department of Energy website, you can assume that each 5 mph you drive over 60 mph is like paying an additional \$0.24 per gallon for gas. That's because fuel economy drops significantly as speeds increase.

ADDED GAS COSTS FOR SPEEDS OVER 60MPH



Introducing the world's most powerful smartphone

only from AT&T and ATMC Wireless



MOTOROLA Atrix[®] 4G

A phone that acts like a computer.

- dual core processor
- unique webtop application
- world's first qHD display
- Adobe[®] Flash[®] player



Powered by the Android 2.2 operating system, the ATRIX 4G can be customized to your heart's content with the thousands of apps available from the Android Market. Of course, be sure to start at the AT&T AppCenter.



www.atmcwireless.com
Brunswick's Largest Wireless Network



Motorola Atrix requires a voice plan and an HSPA + data service starting at \$15/month. 2 year service agreement required. 4G speeds delivered by HSPA+ with enhanced backhaul. Coverage not available in all areas. Availability increasing with ongoing backhaul deployment. Activation fee up to \$36 applies. **Early Termination Fee:** None if cancelled within the first 30 days; thereafter, \$325 fee applies. Restrictions apply, see store for details. Available at ATMC Wireless stores only. Largest Wireless Network claim based on number of towers in geographic area.