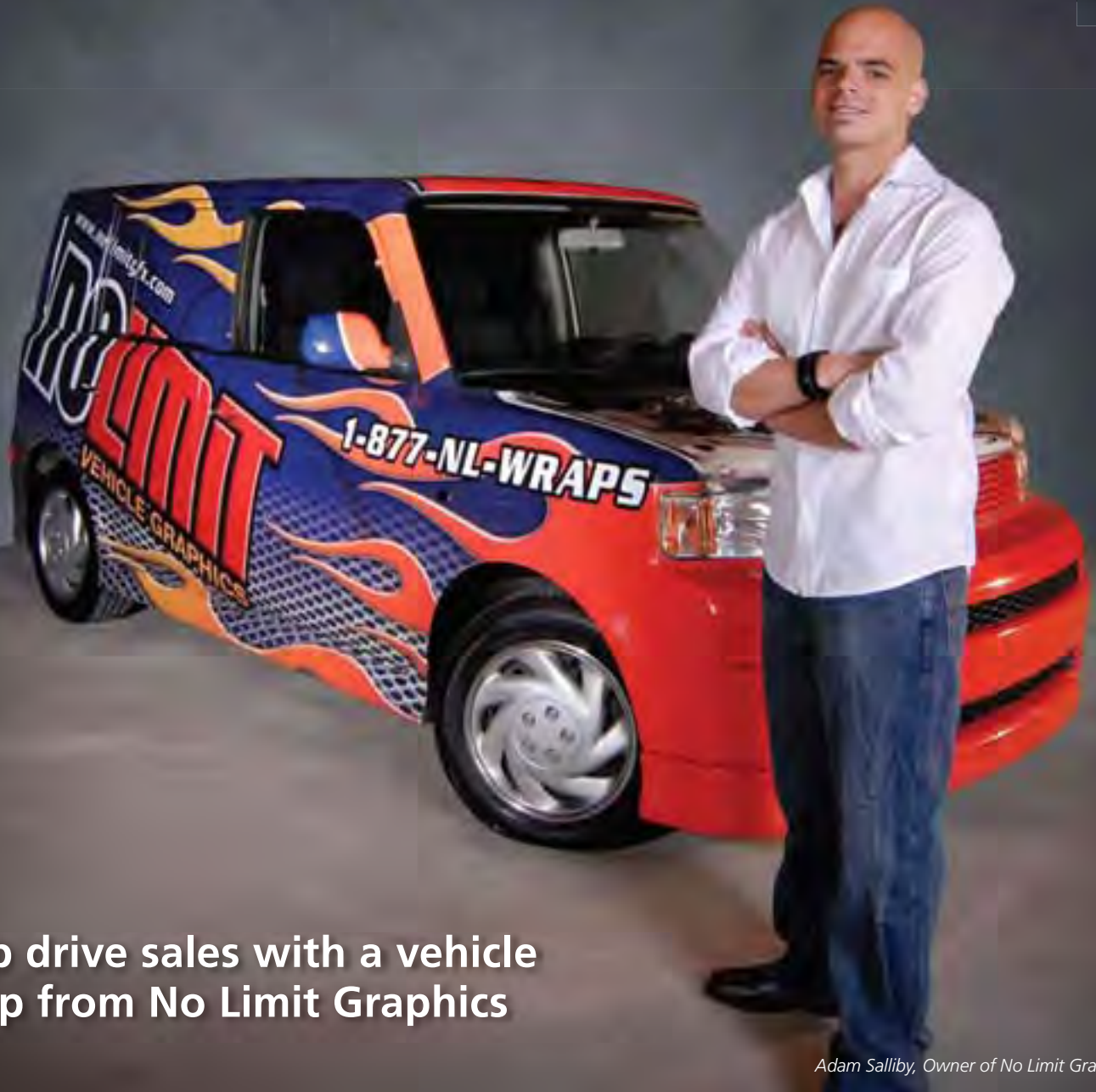


# BUSINESS CONNECTIONS



Help drive sales with a vehicle wrap from No Limit Graphics

*Adam Salliby, Owner of No Limit Graphics*



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# BUSINESS CONNECTIONS

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*Cover photo by Jared Cline*

**Local service** has never been more valuable. Today's problems on Wall Street make your Main Street resources particularly powerful as you face economic challenges. After all, who knows your business environment better than another local business? And how much is it worth to have someone down the street to call when you need help and you need it fast? ATMC is right here to meet with you face to face, discuss your communications requirements, and develop cost-efficient solutions.

In our March issue of *Business Connections*, the theme of local service is woven throughout. On page 3, we feature an article by Tom Hemphill, Director of the Small Business Center at Brunswick Community College. This is a tremendous local resource that provides free educational programs to help your growing business succeed. Be sure to check out the highlights of their spring program schedule.

The local service provided by ATMC will continue to be enhanced by upgrades to our technology. For example, you can read more about the benefits of our expanding 3G wireless network and improvements to our Internet services on pages 5 and 7, respectively.

What's an innovative way to advertise to your local customers? You could take your message to the streets using custom vehicle wraps created by No Limit Graphics. Their Business Spotlight can be found on page 4.

Let's face it—there's no place like home, especially during tough times. Remember that ATMC is close by to provide you with superior technology and personal service.



## Red Alert on Yellow Pages

Now's the time to plan your Yellow Pages advertising for the next ATMC phone directory and be in the book where buyers look. Businesses interested in advertising should contact Lew Watson in Data Publishing's Brunswick County sales office at 910-579-1960. They may also call Data Publishing at 1-888-328-2782. **Data Publishing is the only authorized Yellow Pages company for ATMC.**

# “Times are tough. So am I.”

By Tom Hemphill, Director of the Small Business Center  
Brunswick Community College

Recently, the Small Business Center at Brunswick Community College offered a seminar called “Business Success in Tough Times.” It was developed for entrepreneurs who have been hit hard, or expect to get hit, with the current economic realities here in Brunswick County.

The guest panel, which included Stephen and Catherine Saia, owners of Sunset Slush, LLC; Ken Jernigan, commercial loan officer with Self Help Credit Union; Leslie Langer with the Small Business and Technical Development Center in Wilmington and myself offered expert, seasoned advice with ample time for questions and answers.

Small business owners were challenged to take specific actions now to control finances, understand credit, make rational (and difficult) business decisions, and keep marketing using a smaller budget.

Here is a brief summary of this seminar’s presentation:

## Whatever you do, preserve cash.

Keep an even closer eye on your budget and receivables. Where are you wasting money? Negotiate with vendors for discounts or longer terms. Review, and maybe even revise, your collection process. Pay taxes on time to avoid penalties.

## Refocus your marketing efforts.

Review your customer lists and take action. Ask your customers for referrals and even suggestions on new products and services. Demonstrate to them how your product adds value.



Tom Hemphill of the Small Business Center

## Be an expert.

Businesses prevail only if the owner/operator is a true expert in every aspect of their business, especially the financial side. Can you state exactly the profit or loss of your venture as of today? How about three or six months from now?

## Communicate your goals.

Does your staff know your goals for the company? Let them know what is happening and ask them to help cut costs.

*For a free and confidential SBC business consultation, please contact me at 755-7306 or [hemphillt@brunswickcc.edu](mailto:hemphillt@brunswickcc.edu). To make a similar appointment with the SBTDC (Small Business and Technology Development Center) in Wilmington, call 910-962-3744.*

## Free Programs This Spring

Get valuable business insights and advice at these SBC programs. Space is limited, so please register by calling 910-755-7380. Due to ongoing campus-wide construction at BCC, confirm the campus location and room number when you call or check [www.brunswickcc.edu](http://www.brunswickcc.edu) and click on “Continuing Education.” At this same site, you will find additional free seminars available to you.

### Matchforce.org – Be Notified of Military and Federal Contracts

Instructor: Carolyn Bunting  
March 31, Supply Campus  
6:00 pm – 9:00 pm

### How to Thrive While Others Barely Survive

Instructor: Tim Dannelly  
April 8, Supply Campus  
7:30 am – 10:00 am

### Disney’s Secrets in Building and Growing Powerful Teams

Instructor: John Formica  
April 15, Supply Campus  
7:30 am – 10:00 am

### Guerrilla Marketing

Instructor: Mike Collins  
May 4, Supply Campus  
6:00 pm – 9:00 pm

### Making Money Online While You Sleep

Instructor: Noah Boswell  
May 19, Supply Campus  
6:00 pm – 9:00 pm

Watch the “Business Success in Tough Times” seminar during March on ATMC TV, Channel 3. It airs Monday-Friday at 11:00 am and 9:00 pm.



# No Limit Graphics Helps Businesses Grow on the Go

Adam Salliby, owner of No Limit Graphics, is his own best customer. Ninety percent of callers to the business get the phone number from the No Limit “traveling billboard” that is their custom-wrapped vehicle. Salliby highly recommends this advertising method for other businesses as well, noting that the cost can be as low as a few dollars a month over the lifetime of the vehicle. Wraps are also durable, lasting up to 10 years. In addition, a vehicle wrap makes a small business look larger than it is, helps it stand out from its competition, and sends the message that it’s “here to stay.” Salliby notes, “If you want to make it today, you’ve got to think outside the box. This is a unique way to get people’s attention.”

No Limit Graphics is so named because there is “no limit” to their design capabilities. Services include logo design, website design, signs, murals, and vehicle wraps, with a specialty in large formats. Customers are primarily local, from North Carolina and South Carolina, with some coming from as far away as Miami. No Limit is currently located in Calabash, with plans to open a second location in North Myrtle Beach. The new shop will also provide window-tinting services.

Salliby comes to No Limit with a strong entrepreneurial background. At 20, he started his first successful business, selling “zoomcopters” in a mall, with an initial investment of only \$750. Salliby subsequently ran other businesses, and then took the advice of his mother and father, who said, “Find something you love to do.” At the time, Salliby was looking for a custom

paint job for a speedboat, and thought of putting wraps on boats, similar to those on cars. No Limit was born.

Salliby’s favorite part of his job is seeing customers’ faces when they pick up their vehicles. “They’re amazed at how it turns out,” he explains. No Limit operates with a team philosophy and a fun atmosphere. Salliby says, “I go to work with a big smile on my face.”



PHOTO BY JARED CLINE

*No Limit uses specialized printers to produce clear, large format images. For more information about No Limit Graphics visit [www.nolimitgfx.com](http://www.nolimitgfx.com) or call 575-7541.*



## Make the Most of Your Traveling Billboard

- Have your wrap done professionally. Getting it right takes practice, so go to someone who knows what he or she is doing.
- Keep the text simple. Include who you are, what you do, and how to reach you. Your text should take no longer than six seconds to read.
- Make your phone number large and easy to spot.
- Develop or build on brand recognition by including your logo and other key design elements.
- Use images that quickly “tell the story” of your business.
- Use colors that show up well and draw attention such as white, yellow, and red.

# Join the Next Generation

## ATMC brings speed of 3G wireless to Brunswick County

With people depending more and more on their smartphones, PDAs and laptops, it's critical for wireless technology to keep pace. To ensure Brunswick County businesses have the bandwidth needed to make the most of their wireless devices, ATMC Wireless will start deploying 3G mobile broadband technology during the first half of 2009. Coverage will begin in areas with the largest number of customers and will then be implemented throughout the county.

**"No other provider can come close to comparing to the 3G coverage that we'll offer here."**

—ROGER COX, EXECUTIVE VICE-PRESIDENT OF  
ATMC WIRELESS OPERATIONS

3G, which stands for Third Generation, differs from 2G primarily in speed. A 3G network delivers mobile broadband at significantly faster speeds, comparable to DSL. In addition, with 3G technology, you can be on a phone call while at the same time accessing documents or viewing websites. This simultaneous transmission of voice and data increases the efficiency of your wireless tools.

Roger Cox, Executive Vice-President of ATMC Wireless Operations, comments, "It is the mission of ATMC Wireless to make our network the best it can be. The introduction of 3G technology is a natural progression of this goal. The process of bringing the most advanced wireless network to the people of



PHOTO BY JARED CLINE

Roger Cox

Brunswick County began in 2005 with an investment of over \$10 million to upgrade our county-wide wireless network." Currently ATMC has a total of forty-seven wireless sites. Initial plans are to have thirty-three of them operating as 3G sites by June, 2009. Cox adds, "ATMC is focused on local coverage; no other provider can come close to comparing to the 3G coverage that we'll offer here. Our 3G network also positions us well for the future because we'll have the potential to deliver even greater speeds as technology advances."

Once the 3G technology is in place, if you're using a 3G-enabled device, you'll see an indicator in your window display showing you're using a 3G connection. If you're using a 2G handset, you'll continue to enjoy the same dependable service you've come to expect from ATMC Wireless.

*Are you interested in upgrading to 3G? Contact your ATMC Business Sales Representative, call ATMC Wireless at 754-4311, or visit one of our retail locations.*

### Key Benefits of 3G

Users of ATMC Wireless' new 3G network will enjoy the following benefits:

- Faster upload and download speeds so you can send and receive files more quickly.
- Faster access to data such as e-mail and critical documents, ensuring you're always up-to-the-minute with what's happening in your business.
- Faster access to information services such as news, weather, and driving directions, making you more effective throughout the day.
- Enhanced voice capabilities so you can consistently hear and be heard.
- Simultaneous voice and data transmission capabilities to enable you to participate in conference calls while viewing accompanying files or presentations.
- Access from more locations to ensure that you're never "away from your desk" for long.

# Marketing to the Generations

Each unique group views your business through different eyes

How did your customers get to school when they were young? Did they walk three miles on country roads? Ride a bus and listen to AM radio? Or get a lift in mom's mini-van while playing a video game? The stories change from grandparent to grandkid, and these differences reflect important generational realities.

Keep the attitudes and priorities of the targeted generation in mind when crafting promotional messages.

Sociologists have identified common traits found within groups born in specific time periods. The traits relate to social, political, economic and technological trends that shape the values, culture and norms of an era. According to generational study expert Chuck Underwood, generations are shaped by three key forces. First, many of our core values are formed between birth and age 20. During these formative years, what we learn and experience shapes our adult beliefs. Second, individuals who share common experiences in their formative years share core values and become a generation. Third, because of rapid changes over the past 100 years, unique generations have emerged. In the U.S. today, there are four distinct generations of adults:

**1. The Matures were born between 1912 and 1945** and make up about 15



percent of the population. They were influenced by the Great Depression, World War I and II, and a low-tech lifestyle. In general, the Matures are guided by respect for authority, cautious spending and strong family ties.

**2. The Boomers were born between 1946 and 1965** and make up about 30 percent of the population. This is the largest generation ever recorded. They were influenced by economic growth following World War II and major social changes of the '60s. Boomers are guided by a sense of empowerment to change the system and a "buy now and pay later" purchasing philosophy.

**3. Members of Generation X were born between 1966 and 1979** and make up about 18 percent of the population. They were influenced by issues such as drugs, divorce, economic challenges, and AIDS.

They also experienced major advancements in technology. Gen Xers are guided by realism which some view as skepticism, and a cautious approach to financial matters.

**4. The Millennials (or Generation Y) were born between 1980 and 1999** and make up about 30 percent of the population. They are guided by changes in family structure, a highly social network of friends and an "earn it and spend it" financial outlook. Cell phones, the Internet and video games have played a significant role in the way they learn, work and interact.

For your marketing efforts to be most effective, keep the attitudes and priorities of the targeted generation in mind when crafting promotional messages. To find additional background on these different groups, do a site search of "generations" at [www.pewresearch.org](http://www.pewresearch.org).

# ISP Upgrade Enhances Service

Changes include improved webmail and spam filtering

As part of our ongoing mission to remain an industry leader in high-quality Internet services, ATMC is upgrading core Internet Service Provider hardware and software platforms. This change will provide better service and additional online features.

Clint Berry, Vice President of Network for ATMC, says, “The most obvious change for our customers will be the dramatically improved functionality of our webmail and spam filtering services.” He notes, “The spam filter has been renamed from ‘GreyMail’ to ‘SpamShield’ and will now be integrated into the webmail interface rather than being a separate application.” In addition, the webmail will have cutting-edge functionality, a more efficient interface, and an updated appearance. Berry assures customers that although the webmail and anti-spam interfaces will have a new look and feel, the transition should be largely transparent.

“While we’re confident that these improvements will be welcomed by customers, we do anticipate a certain learning curve,” adds Berry. He continues, “There will be some initial effort required for our customers to learn the ins and outs of the new webmail.” To assist with this process, ATMC is sending out literature via mail and links on our online portal (online.atmc.net) and our website (www.atmc.net).

Webmail will have cutting-edge functionality, a more efficient interface, and an updated appearance.

The ISP upgrade will lead to additional changes in the future, including the roll-out of new services focused on the needs of business customers such as applications to assist mobile professionals. ATMC will also introduce a new service called ATMC IT Support, which will provide



a local, one-stop resource for smoothly designing, building, and maintaining computer networks. Berry says, “We feel this is a natural extension of the communications services that we provide to our business customers. It will give companies a cost-effective way to remove the hassles and frustrations associated with their computer systems and networks—all from a local source they already know and trust.”

## Who’s Minding Your Business?

The Business Services Group

In business, communication is key. You need to maintain contact with partners, vendors, and especially customers. So when there’s a problem with your business communications, it’s great to know someone you trust is there to solve it. Eric Simmons, ATMC’s Business Services Group (BSG) Foreman, explains, “The BSG provides business services from the central office all the way to the customer’s desk, so there is one point of contact. And because our group is certified in Nortel, Mitel, and ESI telephone systems, we have the capability to provide customers with a wide variety of solutions.”

Simmons notes that, along with excellent customer service, “The BSG’s greatest strength is the ability to interface with customers and figure out how to help them maximize their business using their ATMC services.”



The BSG consists of (L-R) Wayne Branch, David Barnes, Eric Simmons (Foreman), and Tim Ivey

# 3G

scientific name: Third Generation  
(common name: "Gee...that's fast!")



BlackBerry® Bold  
3G Ready

## Introducing 3G on the ATMC Wireless Network

**ATMC Wireless** is now equipping 33 wireless sites with next generation **3G** technology, providing you the fastest, most advanced wireless voice and data network available in Brunswick County. And because we're part of the **Nationwide AT&T Wireless Network**, you have access to **3G** across the nation.

- Wireless Broadband speeds comparable to DSL
- Faster data access
- Simultaneous voice & data transmission - talk on a conference call and view the accompanying presentation at the same time.

**Find out what 3G can do for you.**

**Visit an ATMC Wireless store or [www.atmcwireless.com/3G](http://www.atmcwireless.com/3G).**

Shallotte • Southport • Leland • Sunset Beach • 910-754-4311



[www.atmcwireless.com](http://www.atmcwireless.com)

