

Carolinas HealthCare System Anson Welcomes New Family Medicine Physician

Holly Stegall, MD, joins Carolinas Primary Care

Carolinas HealthCare System recently welcomed a new primary care physician to Anson County. Board-certified family medicine physician Holly Stegall, MD, began seeing patients at Carolinas HealthCare System Anson's medical home, Carolinas Primary Care, on Monday, August 10.

A graduate of Wingate University, Dr. Stegall earned her medical degree from the Brody School of Medicine at East Carolina University. She later completed her family medicine internship and residency at Cabarrus Family Medicine, part of Carolinas HealthCare System, where she served as Chief Resident during her last year of residency.

"I always knew I wanted to return home to Anson County to practice medicine and provide healthcare to my community," said Dr. Stegall. "I'm very grateful for the opportunity to not only practice a full spectrum of family medicine here in my hometown, but also to be a part of a new and innovative healthcare model that touches everyone in Anson County."

Born and raised in Polkton, Dr. Stegall is no stranger to Anson County. Prior to attending medical school Dr. Stegall worked with the Anson County School System as the director of the Rotary Planetarium and Science Center for one year. She also worked with Anson County Parks & Recreation throughout high school, college, and the summer following her first year of medical school. Dr. Stegall's husband Chris Stegall is also from Anson County.

"Dr. Stegall brings a great amount of knowledge and talent to Carolinas HealthCare System Anson," said Gary Henderson, assistant vice president of Carolinas HealthCare System Anson. "She is a great addition to the Carolinas Primary Care team. Her return to the community has been long anticipated and with her, we look forward to continuing to serve our community's healthcare needs and change lives for the better."

Dr. Stegall sees patients of all ages, including newborns, pediatrics, adolescents, adults, and elderly. Services include routine physicals; sport and school physicals; pre-employment physicals with drug screens; minor surgical procedures; preventive care and wellness exams; treatment of minor injuries and illnesses; pediatric care, from newborn to adolescent; women's health, including gynecological exams and contraception; management of chronic diseases, including hypertension, diabetes, COPD, allergies and thyroid disorders; same-day sick visits; geriatric care; and pre-natal care for pregnant women.

Carolinas HealthCare System Anson offers a full range of healthcare services by highly-trained physicians and nurses dedicated to the patients' individual health concerns. As the center of your medical home, Carolinas Primary Care coordinates with a team of healthcare professionals to develop personalized care plans for patients and provide easy access to services and community programs within Carolinas HealthCare System.

For more information visit CarolinasHealthCare.org/Anson.



Holly Stegall, MD



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You Decide: How Can a Business Stay Afloat?

By Dr. Mike Walden, North Carolina Cooperative Extension: Operating a business is tough. Meeting payroll, hiring qualified workers, attracting buyers and complying with regulations are just a few of the challenges faced by business owners. Statistics show 44 percent of new businesses shut down within three years. Opening a business is no guarantee it will be a success. This is why I was excited recently to run across a small paperback book titled *The Roadside MBA*. Although written by university professors, this isn't a typical textbook. Instead, it's a series of stories – 45 in total – based on the authors' travels around the country (including North Carolina) and their visits to successful businesses (most of them small). Each chapter illustrates a principle of profitably running a firm. Of course, I don't have the space to discuss all 45 ideas. But here is a sample of those I consider to be at the top of the list.

Factor in Your Fixed Costs: There are two important kinds of costs for a business: fixed costs and variable costs. Fixed costs are the costs of machinery, equipment or any other input a business has to have just to be open. For example, a restaurant needs a stove, refrigerator and other kitchen equipment, plus a space where customers eat. These costs are the same whether the restaurant serves one meal a day or 100 meals, hence the term fixed costs.

In contrast, variable costs increase as the business sells more and decline as the business sells less. Continuing with our restaurant example, food purchased for the meals is a prime example of variable costs: The more meals served, the more food has to be purchased.

An important business fact is that as sales increase, fixed costs per sale decline. Say our restaurant has monthly fixed costs of \$5,000. If 500 meals are sold during the month, fixed costs per meal are \$10. But if 1,000 meals are served, fixed costs per meal are only \$5. One reason businesses like to sell more is that they lower their fixed costs per sale, meaning they can make more profit per sale or they can lower their price and be more competitive.

It's typical for a beginning business that sales will be low, fixed costs per sale will be high, and profits will be low or non-existent. Not to panic; it may take time for customers to come around, and when they do, fixed costs per sale will drop. But if they don't, it may be time to throw in the towel!

Build a Better Mousetrap: In business, if often pays to be different. Many successful businesses have been built on finding shortcomings in the current market and developing ways to correct them. Uber, the personalized taxi service, is using smart-phone technology to better coordinate trips for travelers. Recently two entrepreneurs calculated the time and costs of installing misting services in supermarket vegetable sections. They developed a company providing less costly and portable misting systems that many supermarket chains are now using. There's even an annual competition for developing an improved mousetrap!

Treat Customers Differently: Successful businesses know not all their customers are alike. Even though all customers may be purchasing the same general product or service, their costs of accessing the product or service can vary.

The authors of *The Roadside MBA* give an example of a gym in a small town. Many of the customers came to the gym because it was close to home or work. But to broaden the geographic scope of their customer base (and to reduce fixed costs per customer!), the gym operators put coupons in local newspapers in farther-away neighborhoods offering discounts on a membership. So members living nearby paid the full price, while members living farther away paid a lower price to compensate for their higher travel costs.

Go Around, Not Straight Ahead: There are many advantages to being a big business: Fixed costs are less of an issue, input prices are often lower due to bulk buying, lenders and advertisers may be more likely to cut big businesses a deal, and it's easier to establish a brand-name and command the loyalty of consumers.

With all these pluses of being big, how's a small business to survive? One recommendation is, don't compete head-to-head with the big guy, but go around him. Don't try to offer customers what the big business has. Instead, a small business should provide to customers what the big business doesn't have.

And what might this be? Personal service. A downside of being big is that the distance between the business decision-makers and customers can widen. This results in less attentiveness to customer needs and a slower response to solving problems. Larger bureaucracies and a tendency to do things "by the book" can be drawbacks of big companies.

In contrast, small companies can be fast, responsive and more adaptive to special circumstances. It's these benefits that small businesses can push to allow them to successfully compete with the giants.

There are numerous other good tips for keeping a business alive, and you'll find many of them in *The Roadside MBA*. If you are in business – or thinking of starting a business – I think you'll decide it's worth the trip!

Dr. Mike Walden is a William Neal Reynolds Distinguished Professor and North Carolina Cooperative Extension economist in the Department of Agricultural and Resource Economics of North Carolina State University's College of Agriculture and Life Sciences. He teaches and writes on personal finance, economic outlook and public policy.



Town of Wadesboro JOB OPENING

Patrol Officer

The Wadesboro Police Department is currently accepting applications for a patrol officer position.

Applicants need to be BLET certified by the State of North Carolina.

Applications may be picked up in person at the Wadesboro Police Department:

Wadesboro Police Department
111 North Washington Street
Wadesboro, NC 28170

Attention Captain Brandon Chewning

Applications may also be sent by mail by calling (704) 694-2167, or can be printed from the Town of Wadesboro's website, cityofwadesboro.org.

Completed applications need to be addressed to the attention of Captain Brandon Chewning. Applications review process will begin September 25, 2016. Position will be open until filled.

Salary range: \$27,397 - \$39,726

The Town of Wadesboro is an Equal Opportunity Employer and does not discriminate in regards to race, sex, national origin or handicapped status.



Town of Wadesboro JOB OPENING

Dispatcher / Firefighter

The Wadesboro Police & Fire Departments have a job opening for a dispatcher/firefighter. Applicant must possess good communication and computer skills and be capable of driving a fire truck. DCI certification is a plus. This is an on-call position which requires emergency call back.

Completed applications need to be mailed to, or dropped off at

Wadesboro Town Hall
124-126 East Wade Street
Wadesboro, NC 28170
Attention Cindi Pope

The review of completed applications will start September 16, 2015, with a goal of selecting a candidate by October 16, 2015. However, the position will remain open until filled. An application may be printed from the Town of Wadesboro website, cityofwadesboro.org.

Pre-employment drug test and criminal background checks will be conducted on final candidates.

Salary range: \$26,093 - \$37,834

The Town of Wadesboro is an Equal Opportunity Employer and does not discriminate in regards to race, sex, national origin or handicapped status.

Anson County Health Department

Job Posting

PART-TIME ANIMAL SHELTER ASSISTANTS

Pay Rate: \$9 per hour, maximum 19 hours per week

POSITION OPEN UNTIL FILLED

Description of Work Reporting to the Animal Services Director, these positions are responsible for caring for and feeding animals at the Animal Shelter; cleaning kennels, cages, etc.; and clerical duties as instructed by the Animal Services Director.

Knowledge, Skills and Abilities Excellent interpersonal skills, reliability, and the ability to perform physically and mentally demanding work are essential for success in this position. Minimum knowledge, skills and abilities include:

- Handling animals humanely, caringly and safely
- Cleaning of kennels and cages
- Answering telephone (always with a smile)
- Preparing and maintaining accurate records
- Establishing and maintaining effective working relationships with the public and other employees
- Operating/using safely and accurately department approved equipment and devices
- Using fax machine, copier and computers.
- Promoting quality customer service
- Working well in a team oriented work environment

Minimum Training and Experience Requirements Graduation from high school.

Candidate must have a valid North Carolina driver's license and a good driving record. The animal services department is a 7 day-a-week operation that will require weekend, holiday and variable shift hours to be worked.

The ideal candidate understands the value of personal responsibility, mutual respect and teamwork, honesty and integrity, positive communications, punctuality and exemplary attendance, and is motivated to deliver excellence in overall performance.

An Anson County Government Application must be completed and sent to:

Anson County Health Department
PO Box 473
Wadesboro, NC 28170

PRE-EMPLOYMENT DRUG / ALCOHOL TESTING
AND CRIMINAL BACKGROUND CHECK REQUIRED

Anson County does not discriminate on the basis of race, color, sex, national origin, religion, age or disability in employment or provision of service.

Cheraw Arts Commission September Exhibit at Burr Gallery

The Cheraw Arts Commission is pleased to feature local artist Gloria Turner in the Burr Gallery during September. The exhibit will feature works in a variety of mediums that include watercolors, acrylics, oils and pastels.

Gloria Turner has been painting most of her life. Since 2006 she has been painting full time creating custom home and people portraits. She also enjoys painting the historic buildings of Cheraw in every season. Although she never tires of painting landscapes and portraits, her greatest pleasure is teaching children and adults through private lessons and fun workshops.

The public is invited to attend an exhibit opening on Thursday, September 10 at the Burr Gallery from 5 to 7 p.m. The Burr Gallery is located at the Cheraw Community Center - 200 Powe Street.

The gallery is open Monday - Friday, from 8:30 a.m. to 5 p.m. The exhibit will be displayed throughout September.