U

SOUTHWEST STALLIONS



NORTHSIDE MONARCHS



Jacksonville Cardinals



White Oak Vikings



Dixon Bulldogs

# It's Time for Football

High School Football season is here. This year promises to be very exciting from Northside to Dixon.

WAVQ Radio will be carrying the Northside High School Monarchs games, and WJCV will be carrying the Southwest Stallions games.

Once again WAVQ will feature its multi-point coverage with favorites, Jim Ervin, David Gardner, Vince Grande, and Cathy Clark covering the games, in the stands, on the sidelines, and featuring interviews with coaches, players and more. WAVQ FM95.5 and Am1400 is also available digitally on WAVQ Radio's own apps, for both Android and iPhone.

WJCV Christian Radio returns once again this year with Southwest Stallions Football. Hosts Melvin Bland, and Billy Woodward will bring the gameside excitement as only they can. This year, Billy becomes the longest broadcasting host of High School Football in North Carolina.

From Jacksonville High's Cardinals to Dixon's Bulldogs, every school has new stars rising, new challenges to overcome, and new victories to claim.

The season starts off with a blast of explosive games that should fill the stands. August 19th, Northside Monarchs take on old rivals the West Carteret Patriots. Dixon takes on the Kill Devil Hills Nighthawks.

The Jacksonville Cardinals will battle it out with the Southwest Stallions, while White Oak confronts the Screaming Eagles at Ashley High School in Wilmington.

So whether you wear Sneads Ferry Waders, or Jacksonville Slicks, this year's the year for High School Football in Onslow County. Get up, get out, and cheer on your favorite team!!

You'll find the schedules for your favorite team inside this edition.



#### This Edition:

Football Season is Here!!!
Northside High has New Football Coach
Veterans Active Duty Fun Day Announced
Carribean Caramel Citrus Latte
High School Football Game Schedules
WAVQ Launches new Sports Program
Safe and Successful Return to School
Greenland Farm and Organic Adventure



## 2016 Military Fun Day Scheduled



Grand Lancer of the National Military Order of the Lancers, Retired United States Marine Sergeant Major Joe Houle, announced Friday, August 5th, that the 20th annual Onslow County Veterans and Active Duty Family and Friends Fun Day will be held Saturday, October 15th from 11am to 4pm at the Onslow County Government Complex, 234 NW Corridor Blvd, in Jacksonville. (Burton Industrial Park)

15 year Lancer Randall Jolman, and Chaplain Randall Butler will be coordinating

the event this year which will feature bounce houses, Veterans and Active Duty Resources, Veteran's Administration Resources, Educational Opportunities for Veterans and Spouses, food vendors, vendors, entertainment, and static displays.

"Because we finally are able to utilize a facility with indoor conference space, this year's event will be both a trade show type event, and an outdoor event. I can safely say that there will be something for everyone", said event coordinator Randall Jolman.

The Onslow County Veterans and Active Duty Family and Friends Fun Day began almost 20 years ago with the efforts of John M. Moore past Grand Lancer, and Chaplain Steve Smith and was held at Hammocks Beach State Park. Soon the event was moved due mostly to the size of the crowd attending to Dunn Farm, until they outgrew that location. The event moved to

Continued on Page 2

#### Veteran's and Active Duty Fun Day

Continued from Page 1.

Equine Country for three years, and once again outgrew the facility. Last year the event was held at Onslow Pines Park, which had the space, and was great for the outdoor activities, but the park lacked indoor display or conference facilities.

Event Coordinator Randall Jolman approached the county government, and asked Sheriff Miller to sign as a sponsor for the use of the facility. The county graciously agreed, and in doing so made it possible to have more resources, to benefit Veterans and Active Duty and their families at the event.

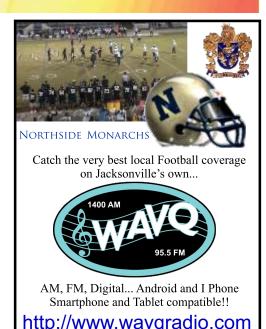
In the year 2014 it was decided to expand the event to First Responders, Homeland Heroes and their families, so that Law Enforcement, Fire, Rescue, EMS, Emergency Services, and their support staffs and their families could also attend.

"We learned an amazing thing that year," commented John M. Moore, past Grand Lancer, "Many of the First Responders and Homeland Heroes that came, had already been coming. You'd be surprised how many people who served in the Military go into Community Service when they transition out. Many of our Volunteer Firefighters, EMS Personnel, and Law Enforcement are prior service military." "Chaplain Butler, and Mr. Jolman have been Lancers for many years, and above that, they have been good friends that I have grown to trust and rely on. I know that this year's event is in good hands with this team and









# A Safe and Successful Trip Back to School

Summer seems to go by so fast. Weren't we just celebrating Independence Day a little while ago? Now it's time to start getting the kids ready to go to school and sending the young adults off to college. In addition to all of those school supply lists that need to be filled, there are some steps you can take to help make this an academically successful year.

The John Tesh Radio Show, heard weekday mornings on WAVQ, tells us that an important part of learning a new skill is not only mastering it, but remembering it. This tip can help students of all ages. Dr. Doug Rohrer, who teaches psychology at the University of South Florida, has done some research that shows several short study sessions are more effective than a long cramming marathon. He found that when you distribute learning, you can have up to 100% more memory retention.

Another tip from the John Tesh Show comes from researchers at Harvard, who tell us a nap can aid in learning more effectively. They found students who took a 90-minute nap after learning a new task were able to recall 50% more information than students who took no nap. They believe the deeper dreaminess period in a 90-minute sleep cycle plays a crucial role in brain

storage of newly learned facts.

The North Carolina Department of Public Instruction tells is that communication is important to help students succeed. Parents should establish positive communication with their child's teachers from the first day of classes and keep in touch all year. For the college student, taking advantage of a professor's office hours can help open lines of communication, get questions answered and even lead to a long term professional relationship.

For those K-12 students, the North Carolina Department of Public Instruction recommends that parents establish a regular time and quiet place for homework and encourage children to ask their teachers questions so they understand the assignments. Once the school year is underway, talk to your child about what they're doing in class, what they're learning and if they have any major projects coming up.

Preparation for school should start before the child is old enough to attend classes. The state recommends reading to preschoolers at least 20 minutes a day. If you have older children in the house, have them read to you. Discuss what they've read and ask them questions to check comprehension.

Finally, we have a Back to School

tip for everyone who takes to the road. As schools reopen, school buses and young pedestrians will be heading to classes. North Carolina Law requires motorists to stop and remain stopped when a school bus has its stop sign extended and flashing red lights engaged. The most dangerous time for school children is boarding and exiting the bus. Remember reduced speeds in school zones will be in effect. They're designed to protect children who are heading to school in the morning and leaving in the afternoon. Let's make it a safe and productive school year.





# Caramel Mint Citrus Latte Zinger

#### ingredients:

- 1 Tbsp (1/2 oz) Torani Caramel Sauce
- 1 Tbsp (1/2 oz.) Torani French Vanilla Syrup
- 1 cup (8 oz.) half n half
- 2 shots espresso\*
  - 1 tbsp (1/2 oz) Torani Peppermint Syrup
- whipped cream for garnish
- lime zest and raw sugar for garnish

#### Instructions:

Add Torani Sauce and Syrup to half n half and steam together. Pour over espresso. Add Peppermint syrup, Add whipped cream to the top and garnish with a drizzle of Torani Caramel Sauce and a sprinkle of raw sugar and lime zest for added zing.

### If You Have a Business... You NEED to Read This...

#### "You may not be as visible as you think!"

by Jim Fuhs (Marketing Consultant)

#### Are you on the Map?

I have had the pleasure of working with Martin Shervington of Plus Your Business for the past couple of years and have been working with him on the way Google Maps affects businesses. I am republishing his article with his permission as this is a great primer in getting your business on Google the right way.

Google My Business (TIPS and STORIES) The way to gain more traction when people are searching for you using Google Search and Maps.

Building a business can be a marathon, but my adding Google My Business as part of your regime, you have even more of a fighting chance. As such, for #SmallBizGames I thought you would like some hints, tips and anecdotes to get you even better success.

Let's begin...

#### The starting line:

The first thing to do is to pop over to www.google.com/business and see whether you already have your business listing created.

If you do, you will want to claim it (if not done already) - you will see a 'Claim this business' button.

If not, you can follow the process of setting one up by adding your address, and the category of business.

Quick story: I've advised thousands of small businesses owner over the years and I am still surprised when I find smart business owners who still haven't claimed their — listing.

Recently, I was with one client who had almost 100 reviews, and still hadn't claimed their listing. It just takes a 'click' to get moving, and to unlock the ability to really be in control of the information people want to see.



Action step: claim your listing today, or get one set up.

Once you've done that you are over the line and ready to consider your...

#### The Race Times:

25% businesses have seasonal opening hours, but only 1% change their listings. (Source: https://goo.gl/pU805F) With 52% of people looking for opening hours on Google, this is bound to mean some businesses will be giving out-of-date information.

Action step: visit www.google.com/business and check on your times of opening, making updates whenever there is a change.

#### **Engage Your Spectators**

Every picture you have displayed tells a story about who you are and what you do. By making them the most impactful when people see your listing, you are much more likely to engage their minds.

Now you can add things like Team Photos, Food Photos, and Menu Photos when relevant.

Also think about adding in a virtual tour - like a 360 photo - as they really help people feel they know you and your business before

they arrive.

Quick story: I've been adding pictures to literally hundreds of businesses around the world - with curry houses being one of my favourite places to eat. The 3 Mughals in South Wales have already scored over 30,000 views on a single picture!

Action step: visit your page, check on your images, organize them into them into the best order to tell the story you want.

Also, remember you can ask guests who visit to add their own pics using Google Maps too. Great for good community vibes.

Speed Ahead with Great Reviews When people search for businesses like yours, they will often compare the listings based on the number and quality of reviews that are displayed.

Quick story: one client and friend in San Francisco told me that a single good review of their cosmetic dentistry business could influence tens of thousands of dollars of new business. Reviews really matter. Action Step: check your listing and go and engage with the people who are leaving you reviews - saying thank you for the positive ones, and helping to resolve any issues that people may have expressed too. And don't worry if you haven't received any reviews as yet, you can ask people to visit Google Maps and give their opinion there.

The finish line!

Now you are on the way to having a winning Google listing.

And if you want more resources, check out the videos from Google here: https://goo.gl/UM1EIN



Grow your business with strong internet marketing...

# Fuhsion

https://www.facebook.com/FuhsionMarketing/ https://twitter.com/FuhsionMktg https://www.instagram.com/fuhsionmarketing/

## Jim Fuhs

President / Marketing Consultant

97 Bonita Lane Swansboro, NC 28584 910.382.4992 cell jfuhs@fuhsionmarketing.com fushionmarketing.com

## HIGH SCHOOL FOOTBALL SCHEDULES



#### JACKSONVILLE CARDINALS 8/19 Southwest Onslow 8/26 Manteo Home 9/2 Northside Home 9/9 New Bern Away 9/16 Topsail Home 9/30 West Carteret Home 10/7 Richlands Home 10/14 White Oak Away 10/21 Swansboro Home 10/28 West Craven Away 11/4 Havelock Away



WHITE OAK VIKINGS				
8/19	Ashley	Away		
8/26	Northside	Home		
9/2	East Duplin	Away		
9/9	Kinston	Away		
9/16	Southwest Onslow	Home		
9/23	Swansboro	Away		
9/30	Havelock	Home		
10/7	West Carteret	Away		
10/14	Jacksonville	Home		
10/21	West Craven	Away		
11/4	Richlands	Home		

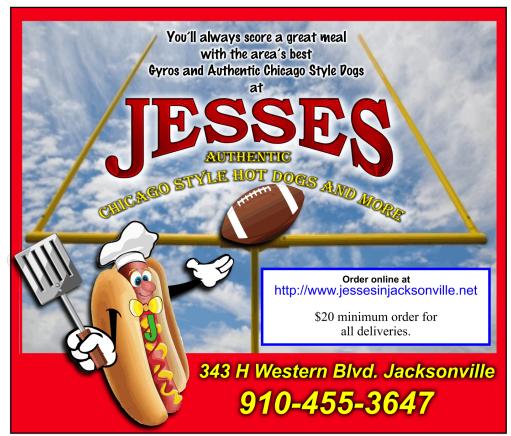


SOUTHWEST STALLIONS 8/19 Jacksonville Away						
0/13	Jacksonville	Away				
8/26	Clinton	Away				
9/2	Richlands	Home				
9/9	Jones Senior	Away				
9/16	White Oak	Away				
9/23	North Lenoir	Home				
10/7	East Duplin	Away				
10/14	North Brunswick	Home				
10/21	Croatan	Home				
10/28	Dixon	Away				
11/4	Northside	Home				

#### See Northside Football Schedule on WAVQ sponsore centerfold page.



<b>DIXO</b> 8/19	<b>N BULLDOGS</b> First Flight	Home				
8/26	Southside	Away				
9/2	Topsail	Home				
9/9	East Carteret	Away				
9/16	Richlands	Home				
9/30	Kipp Pride	Away				
10/7	Northside	Home				
10/14	East Duplin	Home				
10/21	North Brunswick	Away				
10/28	Southwest Onslow	Home				
11/4	Croatan	Away				



# NORTHSIDE KICKS OFF FOOTBALLSEASON WITH NEW COACH, A.D.

It is a season of change for Northside High School Athletics. There's a new Athletic Director at the helm, and a new head football coach on the field. There's also a new soccer coach as the boys hit the pitch this fall. Until this season, the Monarchs only had one head football coach. Bob Eason had guided the program since the school opened 16 years ago. Now, Kendrick Pollock has stepped up after Eason announced his retirement from football at the end of the last season.

Pollock is no stranger to Northside football, having served as offensive coordinator for the Monarchs. The Jacksonville High School grad started his scholastic coaching career with the Cardinals in 1998. He also played semi-pro football with the Jacksonville Raiders and is a member of the Mason Dixon Football League's Hall of Fame.

The school also looked internally for a new athletic director. Brendan Kennedy served as assistance to Angela Buchanan last year. When she announced her retirement, he was asked to take over.

Kennedy played soccer from age 4 through his freshman year at Guilford College. The White Oak grad left college to join the Air Force for four years as a B-52 crew chief, then he attended East Carolina University where he completed his business degree. He also teaches at Northside.

Kennedy says while Northside is the newest school in the county, there are facilities and equipment that need to be replaced or upgraded. That's his top short term goal for the students. In the long term, he wants to help continue the tradition of athletic success and success in the classroom for the students. On a personal level, Kennedy will be taking on another new title later this year. He and his wife are expecting their first child December 31st.

Northside's new soccer coach is also no stranger to the school. Jared Brown coached boys tennis last year and was assistant girls JV basketball coach. He'll now lead both the boys and girls soccer teams. The Penn State grad is from Pennsylvania and played soccer from youth leagues through high school.

WAVQ Radio will take you inside Northside athletics this year with its new Northside High School Game Night. The live 30 minute sports show will air from Jersey Mike's on Western Boulevard on Monday nights at 6:30 starting August 15th. The sports team will talk about Northside football each week and host coaches from football and other athletic programs at the school. You can hear the show live on 95.5 FM, 1400 AM or at wavqradio.com. If you miss it, there will also be a podcast available.





Download your own copy of "The Bean" at www.accessonslow.com

and at <a href="http://www.wavqradio.com">http://www.wavqradio.com</a>



# NORTHSIDE MONARCH FOOTBALL





#### **Monarchs 2016 Game Schedule**

	8/19	West Carteret	Home
V	8/26	White Oak	Away
	9/2	Jacksonville	Away
В	9/9	Clinton	Away
R	9/16	Havelock	Home
O A	9/23	Jones Senior	Home
D	10/7	Dixon	Away
C	10/14	Croatan	Away
A	10/21	East Duplin	Home
S	10/28	North Brunswick	Home
s	11/4	Southwest Onslow	Away

# Great Weekend Destination Hidden in the Woods of Brunswick County

by John M. Moore

A while back I started eating more organic and local foods, as well as really watching my diet. I haven't suffered. Instead I have been awakened to a huge world of great tasting foods, more energy, and the great experience of farm markets, dairies, and range hen eggs.

This past weekend I had the pleasure of visiting a farm that's open to the public in Brunswick County called "Greenlands" which is just off Midway Road in Bolivia. It's a little hard to find, but once you get there, it is an awesome place to visit.

The Greenlands Farm features horse stables, a beautiful naturally landscaped pond, petting zoo of rescued animals, a farm store, and a creamery with real fresh homemade ice cream.

Greenlands is a new concept in farming that is taking off around the country. It is a community organic farm supplying local communities with fresh and diversified vegetables grown locally. It also features locally canned items such as relishes, sauces, and pickles.

On the day that I went to the farm I was able to purchase pole beans, spring greens, and Ping Tung Eggplants, which are great when grilled in flax seed oil and sprinkled with dill and soy flour. I had the Spring Greens as a salad today for lunch with raspberry vinaigrette topped with sunflower seeds.

The Farm and Park include a great picnic area, ice creamery, general farm store, walking paths, and truly awesome gardens. They also have seasonal activities throughout the year for families.

The picnic area is nestled under mature shade trees with generous sized tables. Trash bins are well placed in order not to detract from the food areas.





The General store features authentic pastured eggs, local hormone and antibiotic free milk, homemade organic and natural baked goods, hand packed jams, preserves, and pickles. You'll also find in the store organic farm fresh beef and chicken reasonably priced, organic teas, home made ice cream, and fresh fruit smoothies. The store also has natural bath goods including natural body products including lotions and creams, and farm crafted goat's milk soaps.

The petting zoo features goats, chickens, miniature horses, and the tiniest big pig you will ever see, among other animals that are well kept and cared for.

There are lots of areas to walk around, explore and visit on the farm which Henry and Heather Burkert describe this

way, "You can't fully enjoy any Greenlands
Farm product without knowing our core
beliefs and how we live. We believe our food
should be from the farm to the fork, fresh and
free from harmful additives. We practice
sustainable organic agriculture. Our breads
are made with organic flours and no
preservatives or trans fats. Most importantly
we believe in supporting our neighbors,
community, and local businesses."

To learn more about "Greenlands
Farm you can visit their website at

To learn more about "Greenlands Farm you can visit their website at <a href="https://www.greenlandsfarmstore.info">www.greenlandsfarmstore.info</a> or you can email them at <a href="mailto:info@greenlandsfarmstore.info">info@greenlandsfarmstore.info</a>.











For information on how to subscribe to any of our publications, email us at

lancermediagroup@gmail.com

# **Bayshore Animal Hospital**

615 College St.

910.939.5298

Dr. Gina Francis

Jacksonville, NC



Fir

First Citizen's 2016 Small Business Person of the Year

# Try a Little Kindness with Courtesy, or a RAK

by Cathy Clark

It seems these days we are too often a country divided, sometimes with tragic results. At the same time, we are often busy, preoccupied and distracted. Sometimes we are rude without meaning to be.

We lament that manners and common courtesy seem to be passé. We pass through the check out line talking on our cell phones and ignoring the cashier. We rush through doors not checking to see if anyone is behind us. We carelessly toss out trash, smokers use the beach as an ashtray, we leave carts in parking spaces at the grocery store.

Imagine if we all tried harder to exercise common courtesy. Recently, I was driving behind the senior center on Richlands Highway after dropping my mother off. I use the back access road to avoid making a left turn back on to the busy highway. But one day, I noticed a county employee cutting weeds with a trimmer. So I stopped to make sure I did not disturb his work.

He saw me and waved me on. I flashed him the peace sign, my usual demonstration of "thank you" while I'm driving. He smiled and swept his right hand toward my path, almost with a little bow. I smiled too. It made my day. I hope I made the moment brighter for him, too. That's how a little bit of courtesy can go a long way.

You can take it an additional step. Practice at least one Random Act of Kindness each day. It can be a bigger gesture like paying for someone's coffee or meal, covering the rest of the grocery bill for the person ahead of you who's a few bucks short, or offering the cut the grass for a neighbor who seems to be having trouble getting it done. It can be something small like running back to hold a door for someone who has their hands full.

Don't mistake common courtesy for a RAK. Here's an example. I recently witnessed someone watching a small car trying to pull into a parking space where someone carelessly left a shopping cart. They waved to the driver to stop, ran and pulled the cart out of the way and put it into



the "cart corral". That's a RAK. Common courtesy would have meant the shopper who left the cart in the parking space would have taken the time to put it back. At this particular store, there's no excuse for a cart being left in the lot. If you are a senior citizen or have a disability, they will offer to load your car.

So make it a goal. Be mindful of common courtesy and make Random Acts of Kindness a routine. You just might help bring more peace, hope and joy to a stressful world.





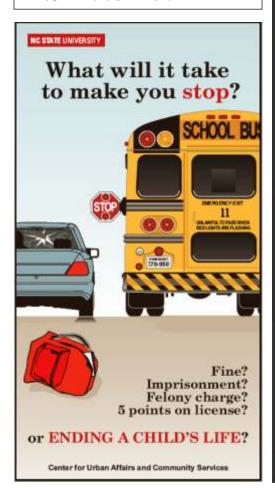
Registered ServSafe Proctor & Certified ServSafe Instructor



Over the past twenty plus years, our founder has been involved with the development of managers from companies such as Burger King, McDonalds, Denny's, and Perkins. He has always had a desire and passion to help people get to the next level. Our company continues with the same passion helping Restaurants and their employees reach the next level and better serve their guests.

http://www.gardnerfoodsafetysolutions.com

1.910.340.2422











#### **Authentic Irish Meals**

Check out our ALL NEW
Gift Shop for great
Angry Ginger inspired gifts!!

Limited Edition Seasonal T-Shirts while supplies last!!





1202 Gum Branch Road Jacksonville, NC www.angrygingerpub.com 910-333-9198





# SouthernLeisureBuilders.com

"Specializing in Quality and Affordability"

- Metal Roofs
   Sunrooms
   Pergolas
   Screen Enclosures
  - Remodels/Additions
     Windows
     Doors



# Complete New Metal Roof with warranty included Only \$8,999!

Energy Star Rating Saves From 30-42\$ Off Your Energy Bill.

#### A SAVINGS OF OVER \$2,000! INCLUDES:

- All Trim And Flashing
- · Complete Tear Off Of One Layer of Existing Shingles
- · Magnetic Roll Sweep Of Nails
- · Choice of Colors
- · Complete Clean Up And Haul-Away Of All Debris
- Install New Synthetic Underlayment

(With 30 Year Warranty To Include Replacing All Existing Generic Pipe Boots with New Custom Fit Retro Boots)

www.metalroofingexperts.net

by Southern Leisure Builders

(Up to 2,000 sq.ft. Normally valued at \$11,495. 29 Ga rib style panel)

910-219-0438



Convert Your Existing
Porch to a Sunroom

Only \$5995!

Includes Warranty & Installation

(12'x14' porch)

Beautifully designed sunrooms built for strength & durability

SouthernLeisureBuilders.com



## **MAXIMIZE**

#### Your Back Yard Living Space

MAINTENANCE FREE PERGOLAS PATIO COVERS • PATIO PRODUCTS

#### CONTACT US TODAY FOR A NO-OBLIGATION ESTIMATE

800-489-0438 • 116 Willis Pkwy, Jacksonville 910-219-0438 • 1213 Culbreth Drive • Wilmington, NC 28405

\*Cannot be combined with other discounts or specials. Some restrictions may apply.







