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feel about your opponent?

A. Whether you win or lose, it is very difficult to have any hard competition without someone getting their feelings hurt. For the most part, my opponent has really not been very negative. Unfortunately, this week a third party put an advertisement on a local radio station that was a complete lie and misrepresentation of Union County government. Although I do not know who all the responsible parties involved are; it was a low blow and very disappointing. Other than that, the election is over.

Q. Is running for office very difficult?

A. I can assure you that it is one of the hardest jobs you would ever want to have. I think you can ask any of the candidates that are in their first campaign or any campaign, and while it may have been enlightening and they may have enjoyed the experience, it was also very difficult. If the general public knew what was involved in a campaign, you would probably have a lot

fewer people running for office.

Q. What is your plan if you lose the election?

A. I never go into a competition thinking I will lose and therefore I do not make plans for losing. If you go to battle with me, I am going to fight hard, whether it is my political campaign, a SPLOST campaign, or any issue related to county government. If I have done my research and talked to enough people and believe that what I am doing is the best for my family, my Lord and my county, then I go full bore.

Q. Will you be satisfied with the people (new or current) elected to office in this campaign?

A. I trust the people of Union County to make the best decisions. It is rare that I have disagreed with them. My job, if re-elected, is to work with our elected leaders (whoever they are) to help make this a better county, state and country.

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In other words, who is your most likely customer?

Some demographics to consider are gender, age, race, location, and interests and hobbies.

Once your target customer is identified, choose avenues that are mostly likely to reach them.

Advertising alternatives include print media, radio, newspaper, Website or Internet, radio, television, word of mouth, promotional items, free gifts and direct mail just to name the most common.

Determining if your advertising dollars were well spent is the final piece of the puzzle.

While there is no perfect formula for measuring the return on your advertising investment, there are a few common tips that savvy advertisers use consistently.

First, ask your new customers how they heard about you and track the answers.

Oftentimes, companies will offer discounts or free items if a customer "mentions this ad."

Incorporating discount codes into your advertising is a great way to measure return.

Don't forget to use the technology that is available to all business owners. One of the most valuable comes in the

form of Website analytics.

Google offers a free tool to track hits and traffic to your site. Regularly examining this information will offer insight into the effectiveness of your advertising campaign.

As a final thought, small businesses often experience positive returns with hyperlocal marketing which refers to advertising that is very focused on local contact area.

The *North Georgia News* is a great example of effective hyperlocal advertising due to the fact that readers enjoy the community news, events, and local interest stories.

I invite you to consider the Blairsville-Union County Chamber of Commerce as part of your advertising budget. Over 550 businesses are already reaping the benefits. Explore the Website at www.VisitBlairsvilleGA.com or call the Chamber at (706) 745-5789 to set up an appointment.

References for this column came from <http://www.bizjournals.com/phoenix/blog/business/2012/09/the-marketing-coach-how-much-you.html?s=print> and <http://smallbiztrends.com/2012/04/worth-it-advertise-local-newspaper.html>. I may be reached anytime at Chair@Blairsville-Chamber.com.

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each person being careful to use just the right amount so no one had to get up and grate some more.

I loved to watch my Mom butter her bread so carefully; to assure that each morsel had some of that goodness. We all were pros at wiping the bowl clean with our bread, for not a bit of our meal was left for the dog to enjoy.

On Friday nights, my Dad usually had to leave around 8 p.m. to go play a gig. He was a jazz piano player who was always gainfully employed on weekends. Before he would leave the dinner table to go get a cat nap prior to getting in his dress suit for the job, he would grab an apple or a pear, maybe a chunk of cheese or some roasted nuts, and sit down with all of us around him.

He would cut up the fruit and pass a piece to you on the end of the knife. Patiently, you waited your turn. It always seemed like a gift, because it was delivered with such love

and grace. This ritual was one passed down from generations, for meal time was synonymous with family time in the Sicilian culture.

Family time is precious. As parents and grandparents, we can't underestimate what these little traditions like making cookies at Christmas or letting the grandkids argue who is going to fight over the wish-bone on Thanksgiving means to them later in life.

We don't have to succumb to the "modern" version of mealtime, with cell phones buzzing and TV on for background noise. We can capture their concentration by giving them our full attention.

By sharing with them stories of our past that they may not seem to find totally captivating at the time, they will remember and they will share with their children someday. I know this because I am a product of the unfortunate meatless Friday dinner, and how I miss it now. See you soon.

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investigate the crime scene.

The only item taken was the safe with Sunday's donation and other critical financial documents and check books inside. Needless to say, our church was devastated.

We have pastored this church for eight years and this is the first occurrence of a break-in. We felt totally violated as the intruder ransacked our offices.

The intruder used one of the altars in the church to slide the safe down the stairs to his waiting vehicle at the side door of the church. They also opened our children's offering that were on a desk and removed the coins, leaving the tithe envelope on the secretary's desk.

Our church began to intercede and pray for not only the intruder and their arrest and removal from our beautiful community, but for the trauma of our members as well.

On Monday afternoon I received a call from Lt. Rick Landress at the Union County Sheriff's Office.

The UCSO had put together a task force to solve these break-ins of businesses in our community as our church was the seventh.

Lt. Landress informed me that he needed to meet with me on Tuesday at 10 a.m. to review the contents of our recovered safe. My immediate reaction was, "Praise the Lord."

And Lt. Landress said, "You got that right."

He went on to tell me that he had prayed for God to lead him to the individual(s) that had been doing this crime. Immediately a person came to mind and he told his investigative team to locate a certain individual.

They went to the place where they thought this suspect may be located and he was there. As they were talking to him in the front yard, he stated, "that he needed to go see his mother" and left around the side of the house. He was attempting to leave when one of the investigators caught him and arrested him.

This individual had been released in March 2012 from an eight-year prison sentence for the same thing.

God had answered our prayers to remove the individual that had done these crimes from our community. The Blairsville Church of God is grateful and thankful to the Union County Sheriff's Office and their fine deputy's for their excellent work. Not only are they professional, courteous and efficient, they allow God to lead them in the exercise of their duties. We are blessed to pastor a church in this great community and we are also blessed to have such wonderful men and women in law enforcement in our community. **Pastor John Davis.**

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called his sons into the kitchen for breakfast and asked them about Newell's claims. The boys couldn't lie to their Daddy considering the fact that they had not cleaned the wagon grease from their hands from their escapades of the night before. The boys confessed their crimes to their Daddy and explained why they had committed them. Their Daddy listened and stated that he understood. However, they were told to go and take the wagon down from the top of the barn. They were also told to go and get the other boys to help the old man.

When the boys drove up the old man began screaming. He stood at the bottom of the barn and watched to make sure the job was done to his satisfaction. Tommy Trapp asked the other boys, "How are we going to do this?"

The old man screamed, "The same way you got it up there." So, Tommy shrugged his shoulders and began taking apart the buggy. He pulled the iron wheel from the axle after the hub was removed and said, "Watch this" and Tommy let go of the wheel right above Old Man Newell and it rolled down the sloped roof of the barn. The wheel came within six inches of Old Man Newell's head. He must've got the message because he left the boys alone to finish the job and Old Man Newell never again screamed at the boys from Trapptown.

Please don't forget about the Christmas Market coming up at the Farmers Market on Nov. 30th and Dec. 1st. If you are interested in being a vendor at this market please call me at the Extension Office at (706) 439-6030.

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duction of slave-based cotton and money were the major issues. Where exactly were the nobility and justice in that?

ANY display of the Confederate flag symbolizes a way of life that was evil and demoralizing for blacks. But your "society" doesn't care about that aspect of the flag, just like your ancestors didn't care about it.

You know, there was another group who fought for what they believed was a "just" and "right" cause as well, and their "flag" symbolizes that belief.

Maybe their descendents should get together and form some special society under the guise of "Historical Preservation" as well. Hey, why not?

It's a contradiction in

term to harbor beliefs that your ancestors fought for a noble and just cause and NOT consider yourself a racist, regardless of how pretty the package is that you hide behind.

As long as there are groups and societies like yours reminding others about the hatred and ignorance spawned by their ancestors and carried over by their descendants, hatred and racism will continue to flourish in America.

The sooner that tragic period of American history is "laid to rest" the better for all concerned; we all need to move forward with love and peace in our hearts and in our thoughts.

Jan Chavis

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taining a budget, supervising sworn and civilian employees and other responsibilities where Sheriff Stephens has been doing the job for 12 years.

I feel safe living in Union County and feel the Sheriff's Office is doing a good job.

It would not be smart in my opinion, to bring in a new sheriff, immediately fire some of the current employees without good cause, and totally upset law enforcement in the county.

**Elliot Parsowith,
Blairsville**

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745-6341. The fax number is (706) 745-6801.

The undersigned and Jonathan Ledford, a Veterans' Field Service Officer, staff the office. Itinerant service is provided each month to Fannin County at the Blue Ridge Social Security Office on the first and third Tuesdays and to Rabun County at the Probate Judge office on the second Tuesday.

Our veterans gave much in the defense of our great nation and we must continue to work together to make sure their sacrifices are not forgotten. I look forward to continuing this partnership in 2012 and beyond.

**Bob Spaulding
Manager, Blairsville Office
Georgia Dept of Veterans
Service**