

The single most important thing you need to know about *The Seven Lakes Times* is this:

The Times reaches every household in Seven Lakes — North, South, and West (Beacon Ridge) — as well as in Foxfire Village, McLendon Hills, and the fast-developing Eastwood-Murdocksville area.

The Times is mailed to those 3,100 households through the US Postal Service, reaching local mailboxes every other Friday. We mail another 700 copies to folks outside of that core distribution area — mostly non-resident property owners. And we distribute 400 additional copies for pick-up in Seven Lakes businesses.

That's a total circulation of 4,200.

There is no more effective way to reach this vibrant, fast-growing part of Moore County. Seven Lakers have depended on The Times for more than 25 years.

Ad Rates — Keeping it Simple

Most media make buying advertising way too complicated, with contract rates, frequency discounts, and “this week only” special deals. But you’re trying to run your business, not earn a degree in the media business.

So, we have a simple approach to advertising at *The Seven Lakes Times*:

- **Display ads** are \$7.00 per column inch in black & white, \$9.50 per column inch for color.
- **Classified ads** are \$1.00 per line.
- **Preprinted Inserts** are \$250.

That’s it. Little guys, big guys, everyone pays the same rate. So you don’t have to pay more than the big business that can afford lots of advertising. And you can advertise when it’s right for your business, without worrying about meeting some contract obligation.

The Seven Lakes TIMES

Volume 30 Number 3 Seven Lakes, North Carolina 27376

December 12, 2014

Foxfire Village Council . . . 4, 5
 Seven Lakes West Christmas Party . . . 8, 9
 Business Guild Tree Lighting . . . 10, 11
 In memory of . . . 15
 Opinion . . . 22
 Classifieds . . . 29

A Royal Holiday Celebration



Seven Lakes Business Guild's Annual Christmas Tree Lighting was well-attended by royalty, including Miss Greater Sandhills, Outstanding Little Miss Kinley Grace Smith and Miss Majestic Queen Sophia Gaines. Pageant princesses, song, and dance made the event one of the most lively and well-attended ever. See page 10 for more photos.

Busy session for SLLA Board

by Ellen Marcus
Times Reporter



Fencing, docks, boater, security, pool repairs, lake water quality —

the agenda for the Monday, December 8 Work Session of the The Seven Lakes Landowners Association (SLLA) Board of Directors was lengthy and informa-

tion-packed. The three-hour meeting featured a number of presentations of research conducted by various committees to support their recommendations.

A common thread that ran through many of the discussions was highlighted by Finance Committee Member Jim Allen, who spoke during the public comment period at the top of the meeting.

Allen asked that, before recommendations go to the Work Session, they first be vetted by the Finance Committee. In fact, during the meeting, most of the more costly proposals were sent

(See “SLLA,” p. 21)

Picerno elected Moore County Chairman

by Greg Hankins
Times Editor



Nick Picerno of McLendon Hills was elected Chairman of the Moore County Board of Commissioners during the Board's Monday, December 1 meeting. Otis Ritter will serve as Vice Chair. Both appointments were made by unanimous vote.

Before nominating Picerno, commissioner Randy Saunders asked that his name be removed from consideration for either office. Saunders said his sister's husband had died during the Thanksgiving holiday. Though he expressed confidence that he would be able to fulfill the job of Com-

missioner, Saunders said he would prefer not to take on the extra responsibility of serving as Chair or Vice Chair.

Prior to the election of officers, three newly-elected members took the oath of office: Jerry Daake of Aberdeen, who fills the seat occupied last term by Jimmy Melton; Katherine Graham of Carthage, who takes Larry Caddell's place on the board; and Otis Ritter of Robbins, who was elected in November to a full term, after having served as an appointed Commissioner for the past eighteen months.

Daake said he plans to meet with elected officials from each of Moore County's

(See “Commissioners,” p. 29)

Cunningham elected School Board Chair

by Ellen Marcus
Times Reporter



After three hours of stalemate at the Monday, December 1 meeting of the Moore County Board of Education, board members finally broke a four-four tie vote and elected Bruce Cunningham their Chairman for 2015. This will make Cunningham's second time in the Chairman's seat.

When nominations were opened, Charles Lambert put forward Cunningham's name. Laura Lang then nominated Ben Cameron, who has served as the Board's Vice Chairman for the past year.

Under the rules that govern the operations of the eight-member School Board, nam-

ination do not require a second, so both names were placed in contention. Members marked their choice on paper ballots, which they were also required to sign, so the votes could be recorded by the clerk.

Clerk Cathy McRae collected the first round of votes and handed them to Board Attorney Neal Ramee. The result was a tie, with four members voting for Cunningham and four for Cameron.

Records provided by the clerk indicate that Cunningham won the votes of Ed Dennison, Charles Lambert, and Sue Black, as well as voting for himself.

Cameron was supported by Kelly Farren, Laura Lang,

(See “School Board,” p. 27)

Based on our \$7.00/\$9.50 per column inch rates, some common ad prices are:

- \$420 for a full page in B&W/\$570 in Color.
- \$280/\$380 for 2/3 page
- \$210/\$285 for 1/2 page
- \$105/\$142.50 for 1/4 page
- \$70/\$95 for 1/6 page
- \$56/\$76 for 1/8 page
- \$28/\$38 for a business card

You can build the ad, or we can build it for you. There's no extra charge.

We publish every other Friday; the deadline is always the Friday in between. The paper is mailed on Thursday, so our Seven Lakes and Foxfire readers actually receive *The Times* in their mailbox on Friday.

For More Information

Please contact Greg or Marcy Hankins at 910-673-0111.

The Seven Lakes Times is a community newspaper published every other week for Seven Lakes North, South & West; McLendon Hills; West End; and Foxfire, North Carolina.

Times Coverage

| | |
|--|------------------|
| Total Coverage: | 4,200 copies |
| Mailed Circulation: | 3,800 households |
| Copies Distributed in 7 Lakes Businesses | 400 copies |
| Core Saturation Circulation: | 3,100 households |
| <i>(Every Household in Seven Lakes, West End, Foxfire, McLendon Hills)</i> | |

Key Facts about The Times

- The Times is in its 30th year of serving the Seven Lakes community, publishing without interruption since Volume 1, Number 1 in November 1985.
- The Times offers the only source of local news gathered specifically for and by residents of the Seven Lakes community.
- The Times is mailed via the US Postal Service to every household in Seven Lakes North, South, and West; Foxfire; West End; and McLendon Hills.

Advertising Rates (Effective March 1, 2011)

Display Advertising —

| | |
|---|-------------------------|
| Black & White: | \$7.00 per column inch. |
| Full-Color: | \$9.50 per column inch. |
| No contract rates or frequency discounts. | |

Inserts: \$250 flat rate, full or partial circulation.

Classified Line Ads: \$1.00 per line.
29 characters per line. 3-line minimum charge.

Publication Schedule

The Times is published every other Friday. All copies are mailed on Thursday, so local readers receive the publication on Friday. See our publication schedule for details.

Mechanical Requirements

Five-column tab. Page: 10 inches wide by 12 inches deep.

| | | |
|-----------------------|----------------|--------------------------------|
| Column widths: | One column: | 1 7/8 inches (1.874 inches) |
| | Two columns: | 3 7/8 inches (3.903 inches) |
| | Three columns: | 5 15/16 inches (5.9375 inches) |
| | Four columns: | 7 31/32 inches (7.972 inches) |
| | Five columns: | 10 inches |

For More Information

Please contact Greg or Marcy Hankins at 910-673-0111.

SEVEN LAKES TIMES

P.O. Box 468, 1107 SEVEN LAKES DRIVE, SEVEN LAKES, NORTH CAROLINA 27376

(910) 673-0111 FAX (888) 806-2572 E-MAIL: mail@sevenlakestimes.net Web: www.sevenlakestimes.net

2015 Publication Schedule

The Times is published every other Friday. All copies are mailed on Thursday, so that our local readers receive the publication on Friday

| <u>Ad & News Deadline</u> | <u>for Publication Date</u> |
|-------------------------------|-----------------------------|
| Friday, January 2 | Friday, January 9 |
| Friday, January 16 | Friday, January 23 |
| Friday, January 30 | Friday, February 6 |
| Friday, February 13 | Friday, February 20 |
| Friday, February 27 | Friday, March 6 |
| Friday, March 13 | Friday, March 20 |
| Friday, March 27 | Friday, April 3 |
| Friday, April 10 | Friday, April 17 |
| Friday, April 24 | Friday, May 1 |
| Friday, May 8 | Friday, May 15 |
| Thursday, May 21* | Friday, May 29 |
| Friday, June 5 | Friday, June 12 |
| Friday, June 19 | Friday, June 26 |
| Thursday, July 2* | Friday, July 10 |
| Friday, July 17 | Friday, July 24 |
| Friday, July 31 | Friday, August 7 |
| Friday, August 14 | Friday, August 21 |
| Friday, August 28 | Friday, September 4 |
| Friday, September 11 | Friday, September 18 |
| Friday, September 25 | Friday, October 2 |
| Friday, October 9 | Friday, October 16 |
| Friday, October 23 | Friday, October 30 |
| Friday, November 6 | Friday, November 13 |
| Thursday, November 19* | Friday, November 27 |
| Friday, December 4 | Friday, December 11 |
| Thursday, December 17* | Friday, December 25 |
| Thursday, December 31* | Friday, January 8, 2016 |

* Early Publication and deadline due to holiday.

For More Information

Please contact Greg or Marcy Hankins at 910-673-0111.

SEVEN LAKES TIMES

P.O. Box 468, 1107 SEVEN LAKES DRIVE, SEVEN LAKES, NORTH CAROLINA 27376
(910) 673-0111 FAX (888) 806-2572 E-MAIL: mail@sevenlaketimes.net Web: www.sevenlaketimes.net