

THE COMMUNICATOR

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October 2024

Autumn Leaves Festival

The 58th annual Autumn Leaves Festival will open on Friday morning, Oct. 11, in downtown Mount Airy and continue through Sunday, Oct. 13. This popular festival is one of North Carolina's longest running, most successful events, and is consistently recognized as one of the "Top 20 Events in the Southeast" by the Southeast Tourism Society. It attracts tens of thousands of visitors each year.

Along and adjacent to Main Street from the U.S. Post Office to the block north of Independence Boulevard, more than 200 artisans and craftspeople will show and sell their creations including pottery, paintings, textiles, jewelry, and clothing. Some will demonstrate their talents and skills on site.

Food vendors, many of them nonprofit civic and service groups, will sell mouthwatering goodies such as ham biscuits, collards and cornbread, barbecue, ground steak sandwiches, Amish doughnuts, blooming onions, pretzels, roasted peanuts, and more. It's a food-lover's paradise.

The Autumn Leaves Festival also showcases the greater Mount Airy area's rich musical heritage. Old-time, bluegrass, gospel, and country musicians will perform on the downtown stage and in informal gatherings along Main Street. It's a toe-tapping, foot-stomping, hand-clapping kind of weekend where old friendships are renewed and new friendships are made — a hometown tradition since 1966.

Hours are 9 a.m.-9 p.m. Friday and Saturday, Oct. 11-12, and noon to 6 p.m. Sunday, Oct. 13. Free and paid parking is available in the area surrounding the Historic Downtown District, which is principally from the corner of Rawley Avenue and North Main Street to the intersection of Pine Street and North Main and along the side and cross streets including Independence Boulevard.

Brushy Mountain Apple Festival

The 45th annual Brushy Mountain Apple Festival, sponsored by the Brushy Mountain Ruritan Club, will be on Saturday, Oct. 5, from 8 a.m. to 5 p.m. (rain or shine) in North Wilkesboro's historic downtown district. It's one of the largest one-day arts and crafts festivals in the South, and up to an

estimated 100,000 people attend. It's also one of Wilkes County's biggest fundraisers, and more than 100 civic, church, and other nonprofit organizations participate. Up to 300 arts and crafts vendors will line the streets along with 50 food concessions.

Musicians on three stages entertain crowds with bluegrass, country, folk, gospel, and old-time music. Cloggers, folk dancers, rope skippers, and square dancers perform. Heritage crafts are highlighted and visitors may see demonstrations of woodcarving, chair caning, soap making, pottery throwing, and quilting. And let's not forget the apples. Local growers sell fresh-picked fruit, apple cider, and dried apples. Admission is free.

Pre-festival activities begin with "Apple Jam" at 6 o'clock on Friday night, Oct. 4, at the Brushy Mountain Ruritan Club's Brushy Mountain Apple Festival Park on the corner of 10th and Main streets. The band Sassafras will perform.

The Ruritans' information booth at Main and 9th Street has copies of the Souvenir Program & Guide filled with schedules of music, dancing, locations of exhibitors, food concessions, apple recipes, stories and tales about the community and more. For additional information visit the website at AppleFestival.net or [BrushyAppleFestival](https://www.facebook.com/BrushyAppleFestival) on Facebook.

Dobson Spooktacular

The Town of Dobson promises a full eight hours of fun, activities, and entertainment during its "Spooktacular" festivities from 11 a.m. to 7 p.m. Saturday, Oct. 26, in Dobson Square Park, 110 S. Crutchfield St.

Visitors will find food trucks, craft vendors, and a carnival (\$15 wristbands are good for unlimited rides all day). The town will round out the event with trick-or-treating and the first-ever Jeep contest!

The Jeep contest, which welcomes entries from both individuals and groups, will award prizes for Best in Show, Kids' Choice, and Spookiest Decorations. Both trick-or-treating and the Jeep contest will begin at 4 p.m. and end at 7 o'clock.

Visit the website www.dobson-nc.com/Spooktacular for more information including registration forms for vendors and Jeeps.

Surry County Sonker Festival

The 43rd annual Sonker Festival from 1 to 5 p.m. Saturday, Oct. 5, will celebrate a traditional baked dish that is unique to Surry County in North Carolina. Visitors may taste various sonkers from family recipes passed down through generations. Folks also can enjoy bluegrass and old-time music, join in on flat-foot dancing, and view the work of local quilters. Admission is free, but there are small charges for sonker samples and beverages.

Sonker is similar to a deep-dish cobbler. It may be sweet or savory, but most often is made with fruit or sweet potatoes blended with unshaped dough and sweetened with sugar or molasses. Its origins date to the early 1800s. A common belief is it was made to stretch the use of overripe fruit.

Since 1980 the Surry County Historical Society has hosted the Sonker Festival on the first Saturday in October at the Edwards-Franklin House west of Mount Airy at 4132 Haystack Road. The historic home was built in 1799 by Gideon Edwards, a local leading planter and state senator. Meshack Franklin, a landowner, politician, and member of Congress, later occupied the home built in a Georgian style. Franklin remodeled the home in the Federal style of the 1820s with decorative painting meant to imitate marble on the paneling, mantels, and staircase. It's situated in Franklin Township near Lowgap.

Travel The Surry Sonker Trail

The Surry Sonker Trail showcases a unique dessert. Surry County, N.C., is said to be the only place in America where sonker is made. It is part of the fabric of life in the region; families have passed down recipes for generations.

Visitors to Surry County can enjoy this local delicacy and some of its variations by following the Surry Sonker Trail to eight sites within 35 minutes of each other in Dobson, Elkin, Mount Airy, Pilot Mountain, and the Village of Rockford. The trail include two bakeries, a coffee shop, a historic general store, a hometown cafe, a gourmet restaurant, and an upscale casual steakhouse. The eighth stop is a pottery studio that features dishware for baking sonkers and also sells sonker cookbooks.

For more information, go to [SurrySonkerTrail](#) on Facebook or [SonkerTrail.org](#) or call 800-948-0949.

Cornshucking Frolic

The 31st annual Cornshucking Frolic from 10 a.m. to 5 p.m. Saturday, Oct. 19, at Horne Creek Living Historical Farm, 308 Horne Creek Farm Road, Pinnacle, N.C., will include heritage crafts, music, and living history. Once the Hauser family farm, Horne Creek Farm is a living-history museum and known for its enactors and Southern Heritage Apple

Orchard. Heritage demonstrations and activities at the Cornshucking Frolic are sure to please every member of the family from young to old. Expect to see quilting, basket weaving, knitting, blacksmithing, a gristmill demonstration, log hewing, information on heirloom apples, cooking demonstrations, plowing, apple butter & sorghum syrup demonstrations, exhibitions of quilts, and antique farm equipment.

Admission costs \$8 for adults, \$5 for children 6 to 12, and is free for children 5 and under. No pets allowed other than service animals. No alcoholic beverages permitted. The event will be canceled if there is heavy rain. For more information, visit [HorneCreekFarm](#) at Facebook or call 336-325-2298.

"Glow In The Park"

A unique night-time event in Surry County will return to Fisher River Park on Saturday, Oct. 19, for its second annual outing. Hosted by Surry County Parks and Recreation and Surry County Health and Nutrition, the "Glow in the Park 5K" is more than a race. Organizers say, "This will be an evening of fun, so bring the whole family out to run or walk."

Following sundown at 6:40 p.m., the race itself will start at 7:30. Blacklights, glow paint, and glow balloons will light up the trails at Fisher River Park. Participants will have the opportunity to deck themselves out in glow-in-the-dark paint and glow sticks for the race.

Runners must register by Oct. 3 to ensure they receive a glow in the dark t-shirt. The registration fee is only \$15 and includes the t-shirt. Runners can pick up their bibs between 4 and 7 on race day.

Registration is not required to attend the free concert and other activities. Beginning at 4 p.m., inflatables, games, hayrides, and many more fun activities will be available for everyone in the park at 251 County Home Road near Dobson. The free concert from 7:15 to 9 p.m. will be at the amphitheater. After the race, there will be snacks, smores, bonfires, games, and fun activities for everyone.

For more information and to register for the 5K race go to [yearofthetrailglowinthepark5k.itsyourrace.com/event.aspx?id=16023](#)

Wilkesboro Creepy Creek Trail

The second annual Creepy Creek Trail presented Thursday, Oct. 31, by the Town of Wilkesboro will feature free food, drinks, and activities including a train ride, fishing, and a game tent with laser show and holograms, all at Cub Creek Park, 206 S. Bridge St. Partnering businesses and organizations also will be giving out candy to trick-or-treaters.

The Wilkesboro Creepy Creek Trail will be open from 6 to 9 p.m. Admission is free, but children must be accompanied by an adult.

Reevestock Returns To Elkin

Organizers have announced the full Reevestock Music Festival 2024 line up for Oct. 11 and 12 in Elkin. The theme for what may be “the last year of Reevestock as we know it” is “Reunion & Toodle-Loo.”

Friday’s (Oct. 11) kick-off show at the Reeves Theater features Amythyst Kiah and Maia Kamil. DJ Charlie Brown Superstar (Brett Fuller) from Huntington, W.Va., also will spin a mix of what he calls “Mountain Funk” at the free Downtown Get Down Block Party in front of the Reeves Theater.

Saturday’s full day of musical entertainment at Elkin’s Hidden Amphitheater, 357 Ivy Circle, features Brent Cobb, Jonathan Scales Fourchestra, Victoria Victoria, Cordovas, Time Sawyer, Darby Wilcox, and Mike McKenna Jr.

Reevestock is a 501(c) benefit music festival started in 2011 and traditionally held in August, but rescheduled to October this year. It’s put on by the Americana band Time Sawyer and the Foothills Arts Council. The festival began as a benefit fundraiser for the beloved Reeves Theater’s restoration. More recently, money raised from the annual festival is put into the Reevestock Scholarship Fund for graduating seniors at Elkin, East Wilkes, and Starmount high schools to continue their education at any two- or four-year college program or technical school.

For more information visit Reevestock.com and for regular updates see the Reevestock Music Festival page on Facebook.

BRMC Celebrates Music Icons

The Blue Ridge Music Center on the Blue Ridge Parkway will present concerts in October celebrating local folk and old-time music icons Willard Gayheart and Alice Gerrard.

“A Tribute to Willard Gayheart” from 5 to 7 p.m. Saturday, Oct. 5, will honor an old-time and bluegrass musician who is well-known for the authenticity of his songwriting and musicianship. Willard also is a visual artist whose evocative pencil drawings depict Appalachian culture. The indoor concert will feature performances by Gayheart’s family and friends including Scott Freeman, Dori Freeman and Nicholas Falk, Wayne Henderson, Jack Hinshelwood, Sandy Grover Mason, Edwin Lacy, Steve Lewis, Katy Taylor and Mike Gayheart. The Blue Ridge Music Center also will recognize the contributions of the original Midday Mountain Music performers who volunteer to entertain visitors at the center. Gayheart and the late Bobby Patterson started the program in 2006. Since Patterson’s death in 2017, Gayheart and Freeman have performed together from noon to 3 p.m. every Thursday in the breezeway.

On Oct. 19, Alice Gerrard will perform from 5 to 7 p.m. Known for her groundbreaking collaboration

with Appalachian singer Hazel Dickens during the 1960s and ’70s, Gerrard influenced scores of young women singers including Emmylou Harris, Naomi and Wynonna Judd, and Alison Krauss. She spent several years in Galax where she documented, recorded, and played with local musicians.

Gerrard founded “The Old-Time Herald,” a magazine dedicated to old-time music, and was its editor-in-chief for 16 years. She has won a Distinguished Achievement Award from the International Bluegrass Music Association, the Tommy Jarrell Award from the N.C. Folklore Society, and an Indy Award. “You Gave Me a Song,” a film about her life and music, premiered in 2019 and has been shown at numerous film festivals. Gerrard and Dickens were inducted into the IBMA Hall of Fame in 2017.

Seating is limited for both concerts. Advance ticket purchases are recommended. Tickets are \$15 for the Gayheart salute and \$25 for the Gerrard concert and may be ordered at BlueRidgeMusicCenter.org.

Word Match Game

Match the word with its definition

- | | |
|-----------------------|------------------|
| 1. ____ abnegation | A. insult |
| 2. ____ acrid | B. bad |
| 3. ____ affluent | C. shun |
| 4. ____ affront | D. complaisant |
| 5. ____ august | E. common |
| 6. ____ cacophony | F. renounce |
| 7. ____ clandestine | G. noise |
| 8. ____ contumely | H. wanderer |
| 9. ____ eclectic | I. reluctant |
| 10. ____ egregious | J. scorn |
| 11. ____ enamored | K. sign |
| 12. ____ eschew | L. resourceful |
| 13. ____ facile | M. smooth |
| 14. ____ generic | N. clumsiness |
| 15. ____ harbinger | O. secret |
| 16. ____ ineptitude | P. well off |
| 17. ____ intrepid | Q. sharp |
| 18. ____ mellifluous | R. fearless |
| 19. ____ nomad | S. pretentious |
| 20. ____ ostentatious | T. fond |
| 21. ____ paradox | U. contradiction |
| 22. ____ reticent | V. dignified |

See answers on Page 7.

Mount Airy Schools Honors Two

The names of Tommy Morrison and the late Jim Forest have been added to the Wall of Leadership and Service by the Mount Airy City Schools Board of Education. Distinguished previous students or graduates of Mount Airy High School are eligible for the honor. At the induction ceremony, Superintendent Dr. Phillip Brown said, "Nominees are people who show extraordinary dedication to leadership or service in their communities."

Jim Forest received a 2024 Wall of Leadership and Service Award posthumously. He was a proud graduate of Mount Airy High School, Class of 1957. He served in the Air Force and returned to Mount Airy with a passion for basketball and dedication to youth development. For nearly two decades, he volunteered as a coach for the Mount Airy High School Bears basketball program. His contributions to the community included financial support for student scholarships, mentorship, and establishing a long-term care unit for Alzheimer's patients.

Tommy Morrison received a 2024 Wall of Leadership and Service Award for his unwavering dedication and profound contributions to the school community. A proud 1981 graduate of Mount Airy High School, Morrison has spent decades pouring his heart into the school system and its students. Whether he is cleaning windows at the high school each morning, broadcasting play-by-play action for Bear Radio on WSYD/WPAQ, or cheering on student-athletes, Morrison's commitment to Mount Airy City Schools is unparalleled. His genuine care for the students, staff, and athletes has made him a beloved figure, always ready to offer encouragement and support.

Music Teacher Tonya Smith

Retired Elkin choral director and music teacher Tonya Smith has received the Order of the Long Leaf Pine, the highest award granted by the Office of the Governor to individuals who have 30 or more years of exemplary service to the State of North Carolina and their communities. The award's recipients have gone above and beyond the call of duty and have made a significant impact and strengthened North Carolina.

Smith received the award at special ceremony Sept. 12. Speaking on behalf of the Office of the Governor, former state legislator David Diamont of Pilot Mountain described the history of the award and Smith's accomplishments over her 35-year career.

Smith graduated from Elkin High School and continued her education at Appalachian State University, Elon College, and Catawba College. She earned a degree in piano performance and later a teaching certificate. Smith eventually returned to

Elkin where she taught music at Elkin Elementary and then at Elkin Middle and Elkin High until her retirement earlier this year. She has directed The Elkin Community Chorus, directs the Elkin Presbyterian Church Choir, and has performed to SRO audiences at The Reeves Theater.

"I am humbled to have received this high honor," Smith said. "My life's work has been dedicated to my belief in the inherent excellence of public education, and the uplifting of the arts in our schools. I hope that in some small way, the lives that I have encountered are better because I believed in their ability to rise. I'm grateful to my husband Michael, family, and all who played a role in my nomination and ceremony. You have poured out unimaginable love on me. Thank you."

New Chamber Of Commerce CEO

The Greater Mount Airy Chamber of Commerce has a new president and CEO. Ashly Lancaster will take over the leadership position on Oct. 7.

Ashly Lancaster is well-known in Mount Airy because she worked for many years as the Director of Marketing and Communications at Northern Regional Hospital. She also worked in marketing at a telecom company called Zirrus in Yadkinville. The Mount Airy native has more than two decades' experience with both for-profit and non-profit organizations.

Greater Mount Airy Chamber Board of Directors Chair Wendy Wood said there was a nationwide search for a new leader to succeed John Pynakker, who departed in June. Wood said Lancaster was the best candidate after reviews of many applicants from different states. She praised Lancaster's leadership skills, business knowledge, and familiarity with the Mount Airy area.

Lancaster said she is excited about her new role and plans to maintain the chamber's high standards while bringing in new ideas for growth. The Chamber currently has more than 500 members — small and large businesses, nonprofit groups, and individuals. Its mission is to "advance, promote, and encourage successful business growth for our members" and strives to be "the recognized business advocate for the greater Surry County region."

Lancaster holds a master's degree in Marketing and a bachelor's degree in Business Administration. She has been involved with the Chamber previously and is active in her church. She and her husband, Justin, live in Ararat, Virginia, with their teenage sons. They enjoy family activities like sports events and beach vacations.

Dr. Steve Yokeley has been the Greater Mount Airy Chamber of Commerce's interim president and CEO since June. Speaking on behalf of the Board of Directors, Wood expressed appreciation for his services during the transition period.

Schools Salute 'Unsung Heroes'

Wilkes County Schools saluted its "Unsung Heroes" for the 2023-24 school year in a video shared at a WCS Board of Education meeting. Principals from each school introduced the honorees:

- **Boomer-Ferguson Elementary:** April Allen, custodian, and Andora Minton, teacher assistant.
- **C.B. Eller Elementary:** Junior Royall and Sherry Sadler, custodians.
- **C.C. Wright Elementary:** Laura Connetable, data manager.
- **Central Wilkes Middle School:** Christian Bruce, band director.
- **East Wilkes High:** Kim McNeil, child nutrition assistant manager.
- **East Wilkes Middle:** Dawn Longbottom, receptionist.
- **Millers Creek Elementary:** Diane Cecil, teacher assistant.
- **Moravian Falls Elementary:** Sarah Webster, teacher assistant.
- **Mount Pleasant Elementary:** Jason Adams, school resource officer.
- **Mountain View Elementary:** Patricia Wood, receptionist.
- **Mulberry Elementary:** Adana Holman, data manager.
- **North Wilkes High:** Sarah Holloway, secretary/bookkeeper.
- **North Wilkes Middle:** Sharon Faw, eighth grade teacher.
- **North Wilkesboro Elementary:** Vickey Williams, secretary/bookkeeper.
- **Roaring River Elementary:** Brooke Sturdivant, parent liaison.
- **Ronda-Clingman Elementary:** Steven Russell, substitute bus driver.
- **Traphill Elementary:** Kendall Shumate, secretary/bookkeeper.
- **West Wilkes High:** Amanda Bare, custodian.
- **West Middle:** Megan Pinkston, nurse.
- **Wilkes Central High:** Jose Andrade, custodian.
- **Wilkesboro Elementary:** Kim Sluder, nurse; Brandy Walsh, social worker; and Rachel Minick, counselor.
- **Wilkes Early College High:** Angel Bell, social worker.

Mount Airy Is N.C. Certified Retirement Community

Did you know the City of Mount Airy is one of North Carolina's 17 Certified Retirement Communities? The N.C. General Assembly recognizes cities and counties for providing the amenities, services, and opportunities that retirees need to enjoy active and productive lives. The much-prized certification

is determined through a careful assessment measured against specific criteria.

At the RetireNC.com website, prospective visitors and current or future retirees looking to relocate can find information on everything from the local climate to costs of living. An interactive map provides links to the 17 Certified Retirement Communities: Mount Airy, Edenton, Elizabeth City, Jamestown & High Point, Laurinburg & Scotland County, Lenoir, Lumberton, Marion, Morehead City, New Bern, Reidsville, Roanoke Rapids, Salisbury, Smithfield, Tarboro, Washington & Beaufort County, and Winterville. All invite current and future retirees to "retire in North Carolina to write life's greatest chapter."

Brilliant Thoughts

The book "The Most Brilliant Thoughts of All Time (In Two Lines or Less)," edited by John M. Shanahan and published in 1999, was gifted to me by Petie Davis for Christmas in 2006. The following quotes are timeless and insightful.

- We rarely confide in those who are better than we are. —Albert Camus.
- When we ask advice, we are usually looking for an accomplice. —LaGrange.
- The opposite of talking is not listening. The opposite of talking is waiting. —Lebowitz.
- He who praises everybody praises nobody. —Boswell.
- No one gossips about other people's secret virtues. —Bertrand Russell.
- If we would convince others, seem open to conviction ourselves. —Lord Chesterfield.
- We are more anxious to speak than to be heard. —Thoreau.
- Usually we praise only to be praised. —Rochefoucauld.
- They always talk who never think. —Prior.
- To refuse praise reveals a desire to be praised twice over. —Rochefoucauld.
- The best way to keep one's word is not to give it. —Napoleon.
- An injury is much sooner forgotten than an insult. —Lord Chesterfield.
- Never trust a person who speaks well of everybody. —John Collins.
- Talkers are not doers. —Shakespeare.
- Tell me to what you pay attention and I'll tell you who you are. —Ortega y Gasset.

Mayberry Food Truck Fest

The Mayberry Food Truck Fest will satisfy hungrers and thirsts from 11 a.m. to 6 p.m. Sunday, Oct. 6, in downtown Mount Airy. The event is sponsored by Downtown Mount Airy Inc.

Roger Penske

In NASCAR's list of the top 10 car owners ranked by NASCAR Cup Series wins, Team Penske stands at No. 5 with 139 wins. The team notched another victory at the NASCAR All-Star Race in North Wilkesboro where Joey Logano dominated the field. Leading a record 199 of 200 laps, pole winner Logano kept Denny Hamlin and Kyle Larson at bay while winning the 40th running of the event and banking the \$1 million top prize.

Penske Racing's previous victories at North Wilkesboro occurred more than 30 years ago, in 1993, when Rusty Wallace drove in the First Union 400 and Tyson/Holly Farms 400. NASCAR did not race at North Wilkesboro after 1996 until the track reopened after major restoration that started in 2022.

Team Penske, headquartered in Mooresville, is one of the most successful teams in the history of professional sports, and its founder, Roger Penske, 87, is a legendary icon in auto racing. Cars owned and prepared by Team Penske have produced more than 620 major race wins, over 690 pole positions and 44 championships across open-wheel, stock car and sports car racing competition. Over the course of its 58-year history, the team has also earned 20 Indianapolis 500 victories, three Daytona 500 Championships, a Formula 1 win, victories in the 24 Hours of Daytona and the 12 Hours of Sebring, along with a win in Australia's legendary Bathurst 1000 race. In 2023 and 2024, Team Penske competed in the NASCAR All-Stars Race at North Wilkesboro Motor Speedway.

Racing's Aerodynamics Expert

A Mount Airy native is a leading expert in aerodynamics and its effects in automotive racing. Dr. Eric Warren started his career in auto race-car engineering with the encouragement of a community friend, Joseph Nunn, and joined Roger Penske Racing as Chief Aerodynamicist in 1997. His key role at Team Penske was applying his knowledge of aerodynamics to make race cars go faster. Reducing air drag and increasing down force both enhance speed, and speed wins races.

During one of our "People Doing Good For Others" interviews at 100.9 WIFM Radio, Eric credited Mount Airy High School computer science teacher Larry Davis with inspiring him to seek answers to questions in the then-virtually-unknown field of computer development, design and innovation. Early on, Larry recognized Eric's incredible potential in science and mathematics. Eric went on to earn his PhD in aeronautical engineering from N.C. State University. Eric married Christy Sanders, daughter of friends Johnny and Sandra Sanders, and the couple has two children, Eric Jr. and Christie.

Eric has served several of NASCAR's elite teams,

including Penske Racing, Michael Waltrip Racing, Richard Petty Motorsports, and Richard Childress Racing where he was Chief Technology Officer from 2012 to 2020. Most recently, Eric has served General Motors as Executive Director of Global Motorsports Competition in Mooresville, N.C.

Dale Earnhardt Jr.

Dale Earnhardt Jr.'s claim to fame as a noted NASCAR superstar also earned him NASCAR's "Driver of the Year" award for 15 straight years. He's NASCAR racing's richest driver with an estimated worth north of \$300 million.

Earlier this year, Dale Jr. came to the Toast community west of Mount Airy, N.C., to film a Hellman's Mayonnaise commercial and worked harder than any celebrity we've known. One is in awe of his willingness to earn his keep. His sponsors are receiving good returns on investment.

Remembering Betty Crocker

Looking for a recipe whose aroma and flavor reawakens memories from long ago? Maybe it's time to reopen a page from the home cook's dear old friend, Betty Crocker.

Decades ago, in the 1950s and 1960s, it wasn't unusual to find only one cookbook in a homemaker's kitchen. "Betty Crocker's Picture Cook Book" stood out with its bright red cover and stylized old Dutch designs. Many copies served a dual purpose; they also collected lots of recipes clipped from magazines, newspapers, and product boxes or labels.

Betty Crocker's cookbook was very real, even if its "author" was a fictional character invented to help sell General Mills products. If a person wasn't an experienced cook, at least everything they prepared with the Betty Crocker's well-tested recipes was likely to be edible, and some was in fact delicious (thinking of you, "fluffy meat loaf"). Also, a novice cook's dishes actually might look mouth-wateringly good, because people could SEE how the food was pictured in the Betty Crocker's photographs. Updated versions of the cookbook came out periodically. A 1979 "new & revised" Betty Crocker edition added microwave recipes.

Some devotees still use the older editions, usually when they're feeling nostalgic for a certain taste or aroma. The older editions lack some modern products, techniques, and health/nutrition considerations, but some classic recipes remain almost unchanged and for others there is Betty Crocker's (General Mills') website.

The "fluffy meat loaf" seems to have dropped by the wayside, but 41 other meat loaf variations are on the website. The broccoli-rice-cheese casserole recipe is still there, too, ready to fool picky children into eating more vegetables.

WIFM 100.9 FM

The following message was developed by WIFM's leadership shortly after purchasing the station on Feb. 26, 2004.

100.9 WIFM The Place To Be! VISION STATEMENT

WIFM will seek to be a world-class radio station, providing the Yadkin Valley area with a wide range of valuable, high-quality programming that reflects the diversity of our community and our world. WIFM strives:

- To be the most admired communications media in the country.
- To be the number one rated radio station in the Yadkin Valley.
- To be our region's number one advocate.
- To be an honorable employer.

MISSION & BELIEF STATEMENT

The mission of WIFM is to enrich the lives of Yadkin Valley residents through the presentation of high-quality radio programming.

We are in the business of helping our customers grow their businesses. We believe in maximizing our customer's satisfaction. We will deserve and will earn their continued loyalty with fairly priced services designed to meet customer needs better than all the possible alternatives. Our goal is to have long-term, mutually profitable relationships.

We believe we have an obligation for the well-being of the communities in which we live. We further believe the future success of our communities and the industries where we do business is dependent upon the responsibility we feel, the high standards we set and the positive impact our actions have.

Quotable Quotes

- We were born not for ourselves only, but for the goodness of this community, and this world.
—Emma Davis
- One who thinks that money can do everything is likely to do anything for money.
—Hasidic proverb
- Only by giving, only by serving, only by doing, do we really do something for ourselves.
—James W. Frick
- Our all-time favorite MLK quote is, "Everyone has the power for greatness, not for fame but greatness, because greatness is determined by service."
—Oprah Winfrey
- Kids learn more from example than from anything you say. I'm convinced they learn very early not to hear anything you say, but to watch what you do.
—Jane Pauley

• Every creative act of ours in relation to other people — an act of love, of pity, of help, of peace-making — is eternal.

—Nikolay Berdyayev

• There is but one virtue: to help human beings. There is but one sin: to be indifferent or cause hurt. The love of humanity is the whole of morality.

—J. William Lloyd

• The greatest good a man can do is to cultivate himself in order that he may be of greater use to humanity.

—Marshall Field

• Gratitude is not only the memory but the homage of the heart rendered to God for His goodness.

— Nathaniel P. Willis

Rules And Tools

Collected in 2000 and near and dear in my archives is a significant manual by Major. Gen. Perry M. Smith, PhD. I frequently retrieve his "Rules and Tools for Leaders" for a needed inspiration. Below are listed his ideas for traits all great leaders possess. He includes:

1. Being trustworthy.
2. Teaching.
3. Outstanding communicator.
4. Willing to listen.
5. Problem-solve.
6. Persevere.
7. Time management.
8. Technically competent.
9. Face incompetence.
10. Genuine interest in teammates.
11. Be a visionary.
12. Willing to say, "I was wrong."
13. Conductor of meetings.
14. Motivator.
15. Open-door approachability.
16. Humorous.
17. Being decisive.
18. Be selfless.
19. Be reliable.
20. Have dignity.
21. Be generous.
22. Welcome help.
23. Learn from mistakes.
24. Foster diversity.
25. Foster integrity.

Word Match Answers

From Page 3

- | | | | | |
|-------|-------|-------|-------|-------|
| 1. F | 6. G | 11. T | 16. N | 21. U |
| 2. Q | 7. O | 12. C | 17. R | 22. I |
| 3. D | 8. J | 13. D | 18. M | |
| 4. A. | 9. L | 14. E | 19. H | |
| 5. V | 10. B | 15. K | 20. S | |

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