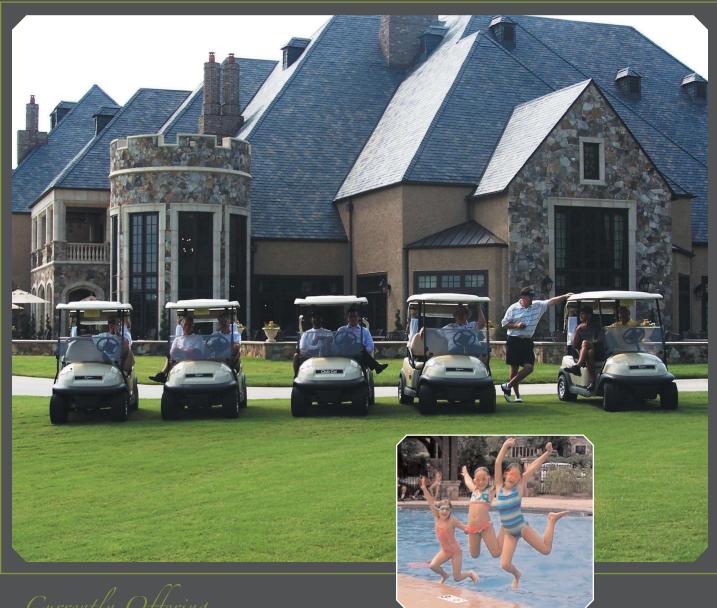


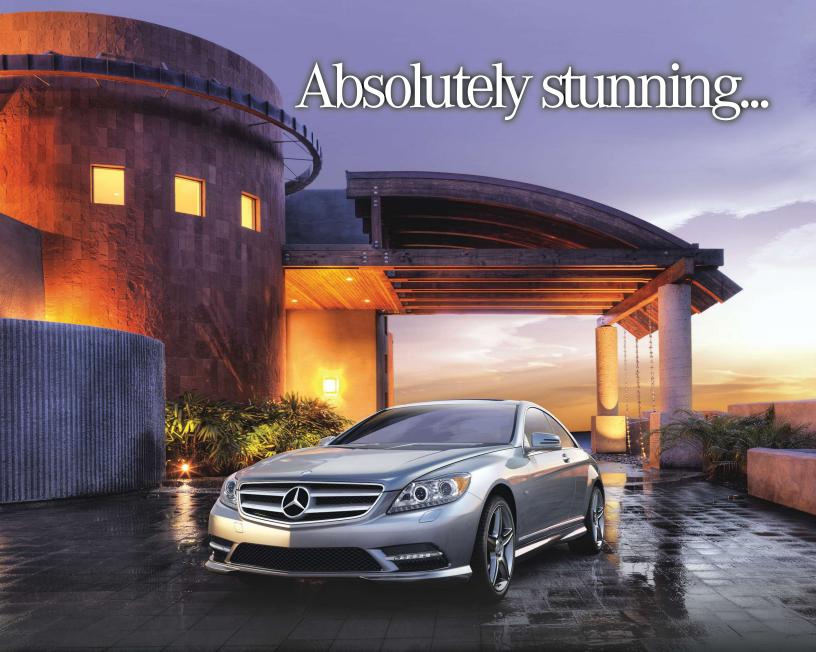
Spring 2011 Vol. 11 No. 1

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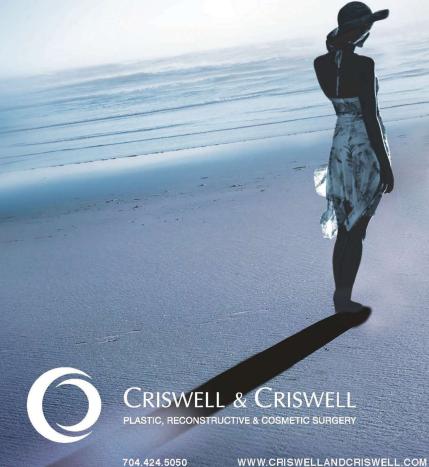
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Echo Boomers

The Y generation reshapes workplaces and businesses.



Arts Surge
11-year-old Ballantyne Chamber Orchestra leads the way.



Slices of Heaven

Ballantyne serves up pizza pizzazz. See our five local faves.



Bloomin' Easy Learn how to turn your urban

spaces into delightful gardens.



FEATURES

Is Twitter

Think

Social media is changing how many Ballantyne residents communicate.

ON THE COVER: Echo Boomers communicate 24/7 at an alarming pace via smartphones and social media. Photo by Shane Baskin, Blackbox Studios.



When Marilyn's life turned upside down, we helped her get it rightside up again.

Marilyn was always the independent type until she suffered a life-changing fall at home, leaving her seriously hurt and no longer able to look after herself. She was a widow and family and friends were not nearby to help. For the first time, Marilyn felt hopelessly overwhelmed.

Before long, hope and help arrived in a new program offered by Senior Services from Carolinas HealthCare.

Kim Sturkey, Certified Care Manager, found temporary caregivers for Marilyn, took her to medical treatments until she recovered, provided physician reports to Marilyn's children and guided the search for a new retirement living community.

But for all the help Kim provided, perhaps the most valuable was listening, comforting and being a dependable friend. Which to this day, still gives Marilyn something to smile about.



Kim N. Sturkey Certified Care Manager

For more information on Senior Services from Carolinas HealthCare call 704-512-3240



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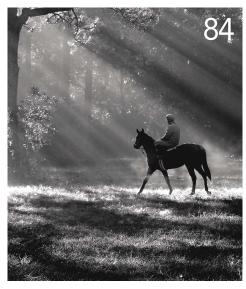
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BIRD'S EYE VIEW 96

Punch up your golf game

by polishing your putting.

Take in the view of uptown

Charlotte from Ballantyne.

BALLANTYNE

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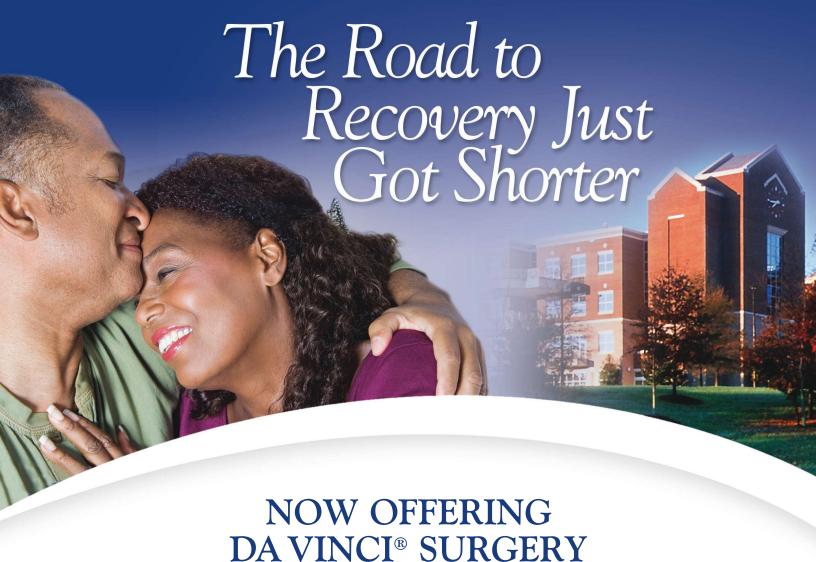
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SPRING 2011 Vol. 11 No. 1

SPRING 2011

BALLANTYNE MAGAZINE



When you or a loved one needs surgery, you want access to leading-edge technology, an expert team of physicians and staff and a fast recovery. Presbyterian Hospital Matthews now offers the da Vinci Si HD® system, the latest in surgical technology designed to assist physicians with even the most complex and delicate procedures. This minimally invasive approach for gynecologic, urologic and prostate surgery can result in less pain and scarring, reduced risk of complications, shorter hospital stays and a faster return to normal daily activities.

Let us shorten your road to recovery after surgery. Ask your doctor if you are a candidate for da Vinci surgery at Presbyterian Hospital Matthews.



Remarkable People. Remarkable Medicine.

Hear the Echo? Young Adults, Social Media are Impacting Our Culture



THIS ISSUE, WE EXPLORE what it means to be connected. Five years ago, the concept meant being joined by cell phones, laptops or PDAs. Now, it has ascended to a plane that integrates today's 24/7 mentality with a social dimension.

This trend is driven by the echo boomers, a generation that grew up digital, in love with all things electronic and the desire to network every aspect of their lives through channels like Twitter or Facebook.

We take a look at not only the phenomenon of social media but at how Ballantyne's uber-connected types in their 20s and early 30s are shaping the way local businesses — from Fortune 500 companies to grocery stores and fitness centers — are adapting to meet the needs of this new generational lifestyle.

No matter your digital preferences, we know you rely on us for the inside scoop on the best of everything Ballantyne, so in this spring issue we share our "amore" pies at five authentic neighborhood pizzerias. I encourage you to check out their mouth-watering specialties.

With the arts and music scene here continuing to evolve, we bring you a snapshot of the Ballantyne Chamber Orchestra and its leader and inspiration, Josh Diaz. If you're eager to hit the road, our popular One Tank Trip takes you to the charming town of Camden, S.C., a captivating getaway for horses, history and antique hunting.

In spring, all of us yearn for the beauty of Mother Nature in bloom, so we offer you innovative ideas and tips by local experts on how to create a small garden on your patio or deck. Believe it or not, you can grow ethereal roses in containers and your own salad in a square-foot planter.

Since I'm fascinated with beekeeping, we also introduce you

to Frank Clements, a master beekeeper in Ballantyne, who at the height of the season has 120,000 of these beneficial little creatures in his backyard, going about their business of crosspollinating our greenery and producing the nectar of the gods. Interestingly, an employee at The Ballantyne Hotel & Lodge supplies Gallery Restaurant with honey from his hives, grown nearby as well.

We take a look at not only the phenomenon of social media but at how Ballantyne's uber-connected types in their 20s and early 30s are affecting local businesses, from Fortune 500 companies to grocery stores and fitness centers.

As always, the magazine provides a glimpse of three fascinating people around here, along with the Social Seen, and news of openings and charitable doings hot off our Wire. It's all part of our commitment to helping you stay connected, all the time, to everything Ballantyne.

By the way, you can follow us on Facebook and Twitter, too!

JJ Bissell

Publisher, Ballantyne Magazine

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General Dentistry John Pinnix, DMD / Christopher Phelps, DMD Thomas Grimes, DDS / George Betancourt, DMD

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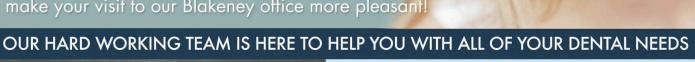
BLAKENEY & MATTHEWS

iPad™ Giveaways! New patients between now and April 30 will be entered to win a new iPad! In addition, there will also be an iPad giveaway for existing patients! Just refer your friends and family before April 30 for your chance to win!

Providing the very latest in dental technology, our new state-of-the-art Blakeney office serves your entire family's oral health care needs. Offering a variety of services at two great locations, our friendly staff is here to make sure your experience exceeds all expectations. Two offices,

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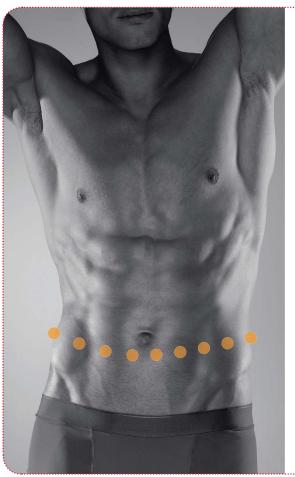
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WIRE

What's happening in and around Ballantyne





NEWS CUES



Y Holds Day Camp, Campout, Road Race

Registration for Summer Day Camp at the Morrison Family YMCA is underway. Call 704-716-4600 or visit http://www. ymcacharlotte.org/branches/ morrison/youthdev/camp/ camp.aspx for details.

The Parent/Child Campout begins at 6 p.m. Saturday, April 30 and goes through 8 a.m. Sunday, May 1. This fun event features a cookout, games and sleeping under the stars. Cost for members is \$35 per family, and \$50 for program members. Details: Sara Cress at 704-716-4670.

This year's Run! Ballantyne 10K/5K Race and 1-Mile Fun Run is May 14. For information, call 704-716-4650.



Roundabout Underway, Intersection **Upgrade on Tap**

A roundabout is under construction at the corner of **Bryant Farms and Community** House roads near the Morrison Family YMCA.

Also, a realignment at the intersection of Elm Lane and Ballantyne Commons Parkway is planned by the Charlotte Department of Transportation. The improvement will include more sidewalks and a re-leveling of the grade at that corner to enhance the line of sight for drivers and pedestrians.



Ballantyne Magazine Wins Design Award

Ballantyne Magazine has won a 2010 Gold MarCom Award from the Association of Marketing and **Communications Professionals** for Best Redesign.

The MarCom Awards, which recognize creative excellence in marketing and communications programs, is an annual competition generating more than 5,000 entries from across the United States and around the world.

"Our 2010 spring issue marked the beginning of a new era for Ballantyne Magazine with the launch of a modern design and fresh editorial direction," says publisher JJ Bissell. "As our debut cover illustrated, the innovative design leverages the power of visual elements." Larry Preslar, creative director for SPARK Publications, headed up the redesign.



BCC Rally Named Country's Top Fundraiser for 3rd Year

The 2010 Ballantyne Country Club (BCC) Rally announced that for the third consecutive year it has been confirmed as the number one fundraiser in the nation for Rally for the Cure, in support of Susan G. Komen for the Cure.

Rally for the Cure is a program of grassroots fundraising events to increase breast-cancer awareness, and raise funds for research and mammograms for underserved communities. The BCC Rally raised \$168,000 last year.

Planning for the eighth annual event, which will be in September 2011, is already underway. For information about volunteer opportunities or to become a business partner, visit www.bccrally.com or contact Beth Freudenthal, 2011 rally chair, at bccrally@yahoo.com.



Stonecrest Hosts Race, Easter Hop, **Music Series**

The Stonecrest shopping center is sponsoring the Shamrock Run 4 Miler, presented by Run for Your Life, on Saturday, March 19. Registration begins at 6:45 a.m., followed by the Baby Joggers at 7:58 a.m., 4 Mile Run at 8 a.m. and Kid's Leprechaun Jog at 9 a.m. For information or to register, visit www.runforyourlife.com.

On Saturday, April 23 Stonecrest will hold a Shop and Hop Easter Event from 11 a.m. to 3 p.m. in the fountain area. The Easter Bunny will be on hand for free photos with children (bring your own camera). The Hop also includes kids' craft activities, refreshments and a shopping raffle for the public.

The popular Stonecrest Music Series begins April 1 and runs through October 1. For details, visit www. shopstonecrest.com.

Grapes & Hops Arts Crawl May 4

Earth Fare in Toringdon is holding a Grapes & Hops Arts Crawl Wednesday, May 4 from

5 p.m. to 7 p.m. Mingle with friends, try new wines and beers and support local artists. Details: www.earthfare.com.

Breakfast Club Hosts Tax Revaluation Meeting

The Ballantyne Breakfast Club held a special evening meeting on January 27 at The Ballantyne Hotel & Lodge to discuss the property tax

revaluation conducted by Mecklenburg County.

District 7 City Council Representative Warren Cooksey coordinated the meeting so that participants could receive detailed information on how the property assessment was done and the potential impact it may have on both residential and commercial property taxes.

Representatives from the Mecklenburg County Assessors staff conducted the meeting, explained the process for appealing the revaluation and took questions from participants. For more information on the revaluation, visit http://reval.charmeck.org.

The breakfast club will hold its next meeting on Saturday, April 9. Tentative speakers are Charlotte-Mecklenburg

Police Chief Rodney Monroe and new Mecklenburg District Attorney Andrew Murray, who will discuss forging a new relationship between the police department and the district attorney's office.

The meeting is at the hotel and lodge at 9 a.m., with attendees gathering at 8 a.m. to enjoy complimentary coffee and refreshments served by the hotel. All club meetings are free, and the public is invited. To learn more about the group or upcoming meetings visit www.ballantynebreakfastclub. com.

Enjoy St. Pat's Day At Gallery

On Thursday, March 17, Gallery Restaurant will feature a special lunch menu with authentic Irish dishes at attractive prices, including traditional Irish stew (\$5) and house-cured corned beef and braised cabbage (\$7). Lunch items are accompanied by house-made soda bread. To make a reservation, call 704-248-4100 or visit www. gallery-restaurant.com.

Have Fun on Golfer's **Day April 10**

Celebrate National Golfer's Day on Sunday, April 10 at The Golf Club at Ballantyne. Receive a complimentary bucket of range balls with each paid 18hole round. Reserve a tee time at www.golfballantyne.com or call 704-248-4383.

Easter Brunch, Egg Hunt April 24

Join The Ballantyne Hotel & Lodge for a favorite tradition, the Easter Brunch on Sunday, April 24 from 11 a.m. to 3 p.m. The Easter Bunny will make an

Enjoy Cooking? Check out the Hotel & Lodge's Saturday Classes The Ballantyne Hotel & Lodge's 2011 Cooking School highlights indigenous specialties

and innovative cuisine. The school is held on Saturdays from 10:30 a.m. to 1:30 p.m., and each session begins with a welcome reception and continental breakfast. Chef de Cuisine J. Kelly Morrow and Executive Sous Chef

David Moore lead the class in preparing a four-course meal. Each class will be limited in size, designed to give students personal attention and hands-on instruction.

Upon completion of each session, attendees will receive a folder of recipe cards. The cost for each session is \$75 inclusive. Reservations are required at 704-248-4100. Here are the upcoming sessions: April 16: "The 'Truffled'

Vegetarian — Pairings of Spring Vegetables and Exotic Mushrooms"

June 18: "Your Sashimi Grade — A Glance at Modern Day Sushi, Fish and Shellfish Preparations"







SPRING 2011 BALLANTYNE MAGAZINE appearance, and an Easter Egg Hunt for brunch guests will be at 11:30 a.m., 1 p.m. and 2:30 p.m. (Please request your preferred egg-hunt and brunch times when making your reservation).

Enjoy an endless array of fresh salads, decorative displays, seasonal entrees, breakfast items, carving station and desserts, as well as live entertainment. Cost is \$55 per person, \$28 for children, ages 5-12, and complimentary for children ages 4 and under (pricing does not include tax and gratuity). Advance reservations are required at 704-248-4100 or visit www. gallery-restaurant-com.

Savor Brunch, Golf On Mother's Day

Treat your mother to an elegant brunch on Sunday, May 8, from 11 a.m. to 3 p.m. at The Ballantyne Hotel & Lodge. Enjoy a selection of seasonal entrees, seafood, salads, desserts and live entertainment. Cost is \$55 per person, \$28 for children, ages 5-12, and complimentary for children ages 4 and under (pricing does not include tax and gratuity). Advance reservations are required at 704-248-4100 or visit www. gallery-restaurant.com.

The Golf Club at Ballantyne is also holding a Mother's Day Special on Sunday, May 8. Mothers can play free with a paid round. Reserve a tee time at 704-248-4383, or visit www. golfballantyne.com.

Golf Club Honors The Military

To honor the military during Armed Forces Week, May 14 to May 21, The Golf Club at Ballantyne is offering 50 percent off the regular golf rate. Present a military identification upon arrival. To reserve a tee time, call 704-248-4383.



Elon Park Offers Sports Amenities

Elon Park, a Mecklenburg County park at 11401 Ardrey Kell Road near U.S. 521, now features a variety of amenities within its 123 acres: a gymnasium, two classrooms, game room, four artificial turf soccer fields, playground (not open for use during school hours), Eager Beaver (beginner disc golf course), Angry Beaver (advanced disc golf), youth softball field, fishing pond and nature trail.

To reserve facilities, call 704-540-2426 (indoor) and 704-552-8213 (outdoor).



THE YOUNGER SET

Rotary Club, VFW Donate to Schools

The Ballantyne Rotary Club has funded Smart Boards for Endhaven, Ballantyne and Polo



Students Submit Recipes For First Lady's Cookbook

Inspired by Ballantyne Elementary Cafeteria Manager Diane Davis, students at the school developed recipes and submitted them for consideration in the Recipes for Healthy Kids Competition, part of First Lady Michelle Obama's Let's Move! initiative.

Winners will be announced in March. Designed to improve school meals and the health of children through exciting new recipes for school lunch menus, the program draws on the talents of chefs, students, school-nutrition professionals, parents and other community members interested in developing tasty, nutritious, kidapproved foods.

After the recipes were submitted, Tory Groat, a local private chef, and Thom Zwawa, who runs Fitness De Cuisine, were matched with the school, and are now involved in setting up classes for children and their parents to show how they can eat nutritional foods on a budget. To learn more, contact Davis at 980-343-0413.

Ridge elementary schools. The rotary club demonstrated the Smart Boards at one of its weekly meetings this winter to show parents the technology. Endhaven Elementary was also a recipient of a Flip Video Camera, thanks to VFW Post 9488.



South Meck Senior Receives Pride Award

Cidney Holliday, a senior at South Mecklenburg High School, received the Pride Global Leader Youth Award at the annual Lowe's Pride Awards, one of Charlotte's premier black-tie galas. The event was January 15 at the Westin Charlotte.

You're Invited to 'Read at the Ridge'

On March 4, Polo Ridge Elementary School is participating in Read Across America, an annual reading motivation and awareness program that calls for every child in every community to celebrate reading.

Polo Ridge is inviting community members to participate in "Read at the

continued on page 18









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■ continued from page 16

Ridge." The school wants teachers, teenagers, librarians, elected officials, athletes, parents, grandparents, and others to bring reading excitement to the students at Polo Ridge. If you are interested in reading in one of the K-5 classrooms, contact Polo Ridge at 980-343-0749 to schedule your visit.

Polo Ridge will also hold the following events this spring: March 4, Boosterthon Run; April 4-8, Spring Book Fair; April 7, Spring Concert; April 8, Third Quarter Recognition Ceremony K-5; May 2-6, Teacher Appreciation Week; May 6, Family Night Out at Kate Skate; and June 9, Fourth Quarter Recognition Ceremony K-5.



BIZ BUZZ

Ballantyne Chamber Hosts Spring Meetings

The Ballantyne chapter of the Charlotte Chamber of Commerce will hold meetings this spring on April 7 and May 5. The annual Ballantyne Business Bash is June 2, and the chapter is seeking volunteers for the event committee. To register for a meeting, go to www. charlottechamber.com. Fee is \$20 in advance and \$25 at the door, subject to a wait list.

Troy Offers Online Degree **Programs**

Troy University announces eCampus, an online program that provides the benefit of a fully accredited education found in a traditional

classroom with the flexibility and convenience of online access. Both undergraduate and graduate programs are available through Troy's eCampus. For more information, visit www.troy. edu/ecampus, or call Troy's Rock Hill office at 803-324-5439.



Business Center Launches New Website

Ballantyne Business Center, a provider of office space, virtual office programs, meeting rooms and administrative services, has launched a new website at www.ballantynebusinesscenter. com.

The site offers a fresh redesign with easy navigation, extensive information, interactive forms and the latest happenings at the center, located at 13850 Ballantyne Corporate Place, Suite 500.



Dental Center Opens in Waxhaw

Carolina Dental Center has opened a new office in the Shoppes of Howards Mill in

Waxhaw. Located across from Lowe's, the office caters to families, adults and children of all ages. Dr. Todd Johnson is welcoming new patients with one of two new patient gifts: tooth whitening for life or an Oral B/Sonicare power toothbrush kit. Call 704-243-1122 for an appointment or more details.



Staybridge Captures Torchbearer Award

The Staybridge Suites at Ballantyne received the IHG (InterContinental Hotels Group) 2010 Torchbearer Award, the company's most prestigious award. IHG is the world's largest hotel group by number of rooms.

The Staybridge Suites Charlotte-Ballantyne is one of only 181 properties worldwide within the IHG system of more than 4,400 hotels that has achieved the highest levels of excellence in all aspects of operation, from quality to customer satisfaction.

"We are very proud to receive this award again, as it is a testament to our continuous commitment to provide overall guest satisfaction and quality assurance," says Kim Montijo, the hotel's general manager.



Young America Insurance Locates in Corporate Center

Young America Insurance Company, a provider of personal auto insurance, has leased 8,858 square feet inside the Wellman Building at 521 Corporate Center.

The center is a 67-acre Crosland project developed by Merrifield Patrick Vermillion, located three miles south of Ballantyne along the state line. The multi-tenant facility can accommodate space needs ranging from 1,000 to 30,000 square feet. For more information, go to www.mpvre.com.



Marianne Linker (from left), Chris Reshetar, Carol Schulenberg and Gail Matre Alloco

Alliance Formed To Support Realtors®

Chris Reshetar, Carol Schulenberg, Gail Matre Alloco and Marianne Linker have formed Carolina's Realtor® Resource Alliance, an organization designed to provide information and resources to real estate brokers.

Recent seminar topics were Goal Setting and P&L's, Mining Your Database, New N.C. Contract Q&A and Going Green: What It Means.

Reshetar is with Summit Funding; Schulenberg, Ballantyne Home Staging; Alloco, Matre Law Firm; and Linker, Client Linker. For more information on seminars or the group, visit the alliance page on Facebook or e-mail CARRANCSC@ hotmail.com.



Stationer Announces New Emphasis

Holly Bretschneider, president and chief style officer of Salutations, has announced that the product selection process for Salutations will now be based on a "triple bottom-line": people, planet and profits.

As of this year, any new product or line brought into

the stationery and gift store in Ballantyne Village must make a positive impact on people and the planet and contribute a portion of profits to at least one cause that benefits one of the first two groups.

In addition, a percentage of Salutations' annual profits will be contributed to Wine to Water, a nonprofit founded by Doc Hendley, whose mission is to provide access to clean water in developing countries; and Room to Read, a charity founded by ex-Microsoft executive John Wood, whose goal is to transform the lives of children in developing countries by focusing on literacy and gender equality in education. To learn more, visit www.salutations.com.



HOTEL & RESORT SPA

Hotel & Lodge Earns Four Stars From Forbes

The Ballantyne Hotel & Lodge has been honored again by "Forbes Travel Guide" with several Forbes four-star awards for 2011, including the hotel and lodge itself, its Gallery Restaurant and The Spa at Ballantyne.

"Forbes Travel Guide" is the originator of the prestigious star rating system and provider of one of the most comprehensive evaluation systems of hotels, restaurants and spas in the world.

Charlotte's only hotel to be awarded, the hotel and lodge is one of only 167 four-star hotels in North America.
Gallery Restaurant is among 152 four-star restaurants, and The Spa at Ballantyne is one of 108 four-star spas.



SPX to Expand Ballantyne HQ

SPX Corp. recently announced plans to expand its world headquarters in Ballantyne Corporate Park by constructing a new building when its current lease expires in 2010. The move will result in 180 new jobs, paying an average wage of \$83,000 per year, the company says. The new positions will be a

combination of new hires and transfers from other SPX locations in the U.S.

At present, SPX employs 252 employees at its current location in Ballantyne Corporate Park. The expansion, which will cost upwards of \$70 million for the Fortune 500 industrial manufacturer, involves \$9 million in state and local government incentives.



NOW OPEN!

Arts Consortium To Debut in Summer

York Development Group has announced that an arts consortium will debut this summer in its second building at Ballantyne Corners, located on Community House Road North, off Ballantyne Commons Parkway.

The consortium will consist of 8,300 square feet leased to arts groups that provide music, dance, art and drama instruction for children and adults.

According to Doug
Baumgartner with York
Development, the primary
driver behind the group was
the Morrison Family YMCA,
which plans to create a
morning preschool modeled
after the Julliard School of
the Arts. Groups participating
include the Ballantyne
Chamber Orchestra, Streetwise
Music Instruction and the
Actor's Crib.

Scott Pacitti, director of Actor's Crib, says his group will have a black-box theater and offer classes in every aspect of theater for both children and adults, including costuming, stage design

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and lighting, in addition to acting. He also hopes to have summer day camps for children this year.

York Development has leased additional space in this new building to Duffy's, a gastro-pub type eatery that will have a 1,500-square-foot rooftop bar. Ghengis Grill, a 4,000-square-foot restaurant, will also open mid-summer in the first building at Ballantyne Corners. Contact 704-542-7773 or doug.baumgartner@ yorkdevelopmentgroup.com for more information.



The salon features biodegradable, non-toxic and natural hair products by Eufora, as well as a weightless blow-drying system from Freestyle Systems, a green technologies provider in the beauty industry.

Owned by women, Salon M2 provides precision cuts and color, Brazilian treatments and Cinderella hair extensions. To learn more or schedule an appointment, call 980-939-1983 or visit www.Salon-M2.com.



The store will carry lines from O'Neill, VANS, Havaianas, Flojos, OluKai and Sanuk. Co-owners Jeff

Flip Flop

this Spring

Store Arrives

that Flip Flop Shops, a retailer of premium

latest styles of flip flops

Guliani's Fine Jewelry.

and Pam Burrus opened their first Flip Flop Shops location in Carolina Place. Details: 704-544-3992 or www.flipflopshops.com.



Organic Housekeeping **Service Arrives**

MaidPure Inc., an all-organic, eco-friendly housekeeping service, recently began serving Ballantyne. Begun in 2007 in Charleston, S.C., MaidPure prides itself on exclusive use of green products, exceptional service, trusted staff and top-notch customer care. The company's home spa-cleaning packages are customized. For details, go to www. maidpure.com or call Dorsey Fairbairn at 704-999-8207.



IE Expands, Remodels

Internetwork Engineering (IE), one of the first tenants to locate in Ballantyne Corporate Park 13 years ago, recently completed an expansion and remodel of its corporate headquarters building.

IE provides network design, implementation and support, security solutions and data-center integration.

At 7,785 square feet, the new office now has space for a growing number of hires, an updated reception area, two conference rooms and two employee kitchens. The space also has new flooring, custom paint, furniture and artwork.

Easy accessibility, a growing number of local restaurants and hotels and an employeefriendly community made it easy to expand at the

park, notes the company.

"The Ballantyne Corporate Park has been a part of our heritage since IE's inception," says IE President Chuck Steiner. "It's amazing to have witnessed all of the development the area has experienced. Bissell has been a great partner in facilitating our own growth and expanded presence in the park. We look forward to calling Ballantyne our corporate home for many years to come."



more. The site also offers a selection of catering options

for small and large groups.

www.courtyarddelinc.com.

Details: 704-542-2888 or visit

Fabi Preslar, president of SPARK Publications, received a 2011 Enterprising Women of the Year Award from "Enterprising Women Magazine."

SPARK is a publications design firm based in Matthews that specializes in the design and production of custom magazines (including Ballantyne Magazine), selfpublished books, custom catalogs and brochures. Preslar also just designed and published her first book, "On Heaven's Couch," about mentoring other women.



Deli Opens In Ballantyne Quad

Courtyard Deli has opened in Ballantyne Quad at the former site of the Rising Roll. Open for lunch and dinner during the week, the deli features soups, salads, sandwiches, wraps and

SALON M2

'Green' Salon **Comes to Village** at Robinson Farms

Salon M2, a high tech, environmentally focused salon, held its grand opening in February at the Village

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Shoe, Apparel Store Now in Stonecrest

Alegria, maker of trendy footwear with a mild rocker bottom and footbed made of memory foam, recently arrived in Stonecrest.

The Alegria-Cherokee-Dickies Super Store offers a variety of products, medical apparel and footwear. For more information, visit www.deductmyscrubs.com.



Fashion Store Moves to Ballantyne Quad

Jordanos, an upscale contemporary men's and women's fashion boutique, has moved from Stonecrest to the Ballantyne Quad Shopping Center at 14021 Conlan Circle, next to Palm Beach Tan.

Jordanos sells apparel, shoes, accessories and gifts. The store also offers personal styling, private shopping parties, assistance in the selection process for gift items or simply expert advice on fashion. For more information: 704-543-8800 or www.shopjordanos.com



Retailer Opens In Blakeney

Le Cookery, a retailer offering small appliances, cutlery, tableware, stemware, bakeware, cookware and other kitchen accessories for amateur chefs and culinary experts alike, is now open in Blakeney.

Located next to Hand-Picked, Le Cookery carries products from Viking, Vietri, Juliska, All-Clad, J.A. Henckels, Swiss Diamond, Intrada, Culinary Institute of America, ClickClack and others.

The store also provides gift and bridal registry options as well as cooking classes. For more information: 704-542-5558 or www.lecookeryusa.com.



Home Furnishings Designer Opens

PJ's Designs, a home furnishings designer specializing in furniture, window coverings, artwork, lamps and other home accessories, opened in Blakeney beside McAlister's.

PJ's offers residential interior design ranging from consultation to turnkey assistance with space planning, lighting, wall finishes and furniture selection. Details: 704-542-9818 or www.pjsdesignsinc.com.

continued on page 22

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■ continued from page 21



New Salon Offers Ouidad Technique

Blis Salon offers color, cut and conditioning treatments as well as facial waxing. The salon also provides the Ouidad (pronounced wedôd) trademarked cutting technique called "Carving and Slicing," designed for women with curly hair.

Owners Nick and Jennifer Godfrey own two other Charlotte-area salons — a full service salon and day spa in the Town of Ayrsley shopping center and a smaller beauty shop located in a retirement community in Pineville, which caters to customers 55 and older. More information: 704-889-2547 or www.blissalon.com.

Blakeney Crossing Adds Today's Outdoor Living

Today's Outdoor Living specializes in designing and building custom outdoor living spaces as well as providing patio furniture, umbrellas, outdoor carpets, entertaining essentials, barbecue grills, smokers and pizza ovens.

Now in Blakeney Crossing, the store also offers swimming pool supplies and equipment as well as grilling tools and accessories, gournet sauces, rubs and flavored woods. Brands carried by the store include: Summer Classics, Weber, Primo Grills and Smokers, KitchenAid, Treasure Garden, Ace of Hearts BBQ Specialties, Firemagic, Hayward,

Polaris and others. Contact info: 704-847-1133, www. todaysoutdoorliving.com.



Church Holds 'Kids Konsignment Sale'

Weddington United Methodist Church will hold a "Kid's Konsignment Sale" Thursday, March 17 through Saturday, March 19. The sale features clothes, furniture, toys, strollers, and other items related to children. Doors open Thursday and Friday at 9 a.m. and Saturday at 8 a.m., when many items will be marked half price.

Proceeds benefit women's and children's charities in Union County. The church is located at 13901 Weddington Road in Matthews. Details: www.weddingtonchurch.org/kidskonsignment.



Izzy Donates \$5,000 To CMC Pineville

From the sale of lemonade and tie-dye clothing, Izzy Gorden presented a check for \$5,000 to the Neonatal Intensive Care Unit (NICU) at Carolinas Medical Center Pineville last December. Izzy also donated stuffed animals for NICU patients. In return, the NICU threw a surprise birthday party for Izzy with a cake decorated like her lemonade stand. Her mother Carole Gorden inspired Izzy's campaign as a way to give back to the NICU, because Izzy spent 10 days there as a preemie.



Perry's at SouthPark, Charlotte USO Join Forces

Perry's at SouthPark, a local antique and estate jeweler, has joined forces with the Charlotte USO to create the "Silver for Soldiers" campaign to give back to service men and women as they return home from overseas.

Under the guidance of owner and founder Ernest Perry, Perry's at SouthPark is providing a \$100 Perry's gift certificate to soldiers who pass through the USO of North Carolina Charlotte Center at Charlotte/Douglas International Airport. The soldiers may also select a donated estate sterling silver jewelry item from a "treasure box" to take home for themselves or a loved one.

To date, Perry's has donated over 3,000 pieces of estate sterling silver jewelry to soldiers and their families traveling through Charlotte.

The idea for "Silver for Soldiers" started when Perry saw media coverage about the waves of troops passing through the USO center over the holidays in 2009. Knowing he had excess estate sterling silver jewelry, Perry felt this would be the perfect way to give back to the troops. "The USO was very receptive," Perry says. "Nothing like this had been done before."

Perry also displays a bronze sculpture he owns entitled "The Free Never Forget" at the USO center. The sculpture by Chas Fagan is his interpretation of the Battlefield Cross.

Donations for "Silver for Soldiers" can be made at Perry's at SouthPark, located near the Dick's Sporting Goods entrance of the mall. All questions can be directed to Marian Holt at marian@perrysjewelry.com or 704-364-1391.

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I.C. London Supports St. Jude's Hospital

In honor of the special bond between mothers and their children, I.C. London in Ballantyne Village is offering a \$15 gift certificate for every donation of \$10 or more to St. Jude's Children's Research Hospital. The two-week promotion starts on April 25 and runs through May 7. For more information, call 704-369-5210 or visit the I.C. London site at www. ballantynevillage.com.



Fleming Family Named Charity's Ambassadors

Seven-year-old Lauren
Fleming, whose family resides
in south Charlotte, has been
named the 2011 National
Ambassador for the March
of Dimes. Born three and a
half months premature and
weighing only two pounds and
one ounce, Lauren was treated
for respiratory distress and
underwent multiple surgeries
related to a damaged vocal
cord and heart defect.

In addition to Lauren's honor, her family has been selected as the National Ambassador Family for the March of Dimes. For the next year, the Flemings will travel the United States, courtesy of United (Continental) Airlines, sharing their story and helping to raise awareness about the importance of supporting the March of Dimes and

March for Babies. Lauren will serve as the first African-American female in the program's 64-year history.

The March of Dimes is a national organization founded in 1938 that conducts research and develops treatments to help prevent birth defects, pre-term births and infant mortality. To learn more, visit www.marchofdimes.com.

Corporate Park Aids Toys for Tweens

Ballantyne Corporate Park collected gifts last December for needy children through the Toys for Tots program. To best assist the charity, tenants in the park collected "Toys for Tweens" to provide gifts for children ages 10 to 14, the most neglected demographic. In just two days, the park collected more than 400 items for this specific group.



Nonprofit Moves To Matthews

Bright Blessings (formerly Birthday Blessings), a volunteer-led nonprofit serving homeless children and families across the greater Charlotte region, has moved its headquarters to Matthews.

This spring the organization will open its new facility,



Keith Williams (from left), Reggie Willis, Carla Willis, Syreeta Smith and Marlon Smith support the Jack and Jill event.

Jack and Jill Chapter Supports Charities

The south Charlotte chapter of Jack and Jill of America hosted a New Year's Eve bash at the Harvey B. Gantt Center for the benefit of five Charlotte area nonprofits.

The event drew nearly 350 guests and raised almost \$15,000 to be donated to Gantt Center, Junior League of Charlotte, March of Dimes, Hope Haven and Youth Homes/Children's Home Society.

The chapter has a membership of more than 60 and hosted this event for the second year to benefit local charities. In addition to philanthropy, the chapter requires that each member complete community service hours with at least two of the nonprofits that are beneficiaries of the chapter's fundraising.

The Giving Village, a concept inspired by the nonprofit's founding goal of providing relevant, hands-on volunteer opportunities for children and people of all ages, in a safe, comfortable and uplifting environment.

The nearly 4,000-squarefoot facility located at 608-A Matthews-Mint Hill Road will be home to Bright Blessings programs and its supporting projects, hosting hundreds of volunteers and visitors monthly.

At a ribbon-cutting event and volunteer work day on New Year's Day, student volunteers from CPCC were on hand to help paint as part of the school's annual MLK Day Challenge service day. In addition, scores of Bright Blessings volunteers volunteered throughout the day.

Volunteers were treated to special T-shirts donated by Matthews-based John Street Graphics. Longtime Bright Blessings partner, Wolfman Pizza, donated pizza for lunch. Attendees also received fresh breakfast muffins courtesy of Suzi Allora of Suzi Skinny Cakes, a Bright Blessings partner. For more information, go to www. BrightBlessingsUSA.org.

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Meet Our Community's Fascinating Personalities

Photos by Ray Sepesy

WHAT BALLANTYNE
RESIDENT reads everything
David Sedaris writes and
helps homeless children?
Which local businessman
hails from Trinidad and
loves going back for the
calypso and coral reefs?
Who works at ESPN and
would put President
Obama, her mother and
Ellen DeGeneres in her golf
foursome?

The answers are all part of this issue's Faces — whose subjects, by the way, all have one thing in common. Check out their favorite restaurants.

In each publication,
Faces features three
intriguing individuals who
make their home, work
or both in Ballantyne. We
showcase a wide range
of personalities, ages,
backgrounds and interests.

You'll find everyone from buttoned-down business people, entrepreneurs and other professionals to homemakers, retirees and former pro athletes. Reflecting the demographics of Ballantyne, our choices hail from Charlotte, the Carolinas and all over the world.

Meet Colleen Odegaard, Jay Patel and Jameka Shamae Whitten, our latest Ballantyne Faces.



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COLLEEN ODEGAARD

Birthplace: Ridgewood, N.J. Grew up in San Jose, Calif. **Job:** Host of "Charlotte Today," a lifestyle show on Newschannel 36.

Biggest Pet Peeve: "When people are inauthentic and act like they're better than others."

What do you like most about your job? I get to talk to the most interesting and talented people every day. I'm constantly inspired by other people's stories.

Which collegiate team would you most likely paint your face for, and why? I don't paint my face. I paint my chest.

Do you live in Ballantyne? I moved here in 1998 when Stonecrest had nothing more than a Chick-fil-A. I love everything about living here ... the people, the great shopping and restaurants, and the incredible schools.

What is your favorite Ballantyne-area restaurant? Ooh — that's a hard one. I think I'd have to say Firebirds. The food and service are consistently good. I also love Jade (Asian Fusion). The Spider Rolls are delicious.

What is the last book you read? "The Girl Who Played With Fire." I couldn't put it down; I fought off sleep just so I could read it. Another book I enjoyed is "The Art of Racing in the Rain." I'm a big dog person. So the fact the story is told from the dog's perspective is sweet and moving. And I will read anything David Sedaris writes. I literally laugh out loud reading his books.

What news source provides you the daily news? Am I allowed to say anything besides Newschannel 36?! I have always been an NBC news viewer. I don't like getting news online.

What charitable organizations are you involved with? I've recently worked with A Child's Place. I'm moved by the organization's dedication to giving homeless children a better life. I've also worked with the Charlotte Rescue Mission.

The work it does literally saves lives.

Tell us what gadget or toy you wouldn't live without. Wine bottle opener.

Name the three people you would include in your foursome at The Golf Club at Ballantyne. I don't play golf. I would try, however, if I could go with Kelly Ripa, Katie Couric and Ellen DeGeneres. In my mind, they're my friends!





JAY PATEL

Birthplace: San Fernando, Trinidad.

Job: Manager/owner, UPS stores in Ballantyne,

Blakeney and Weddington.

Favorite College Team: None. "I support the West Indies Cricket Team. It comprises all the Caribbean Islands. Matches are exciting with lots of steel-band

music and entertainment."

Biggest Pet Peeve: None. "I have been adaptive to everybody's shortcomings, and that has helped me get along with a lot of people. Like they say in the

Caribbean, 'No problem.'"

What do you like most about your job? I am a people person. I enjoy meeting business owners and people in the community from all fields. I also enjoy learning a lot of new innovations/ideas.

Do you live in Ballantyne? Yes. I moved to the area in 2003 from Cotswold, and have lived in Charlotte since 1990. I moved to Ballantyne to be close to my businesses and for the schools. My kids attended Ardrey Kell High School.

What is your favorite Ballantyne-area restaurant? Jade (Asian Fusion). I love food spicy.

What is your favorite outdoor activity? Golf. I play across Charlotte and in tournaments in other states, such as Georgia, South Carolina and Tennessee. I'm also one of the organizers of the annual tournament known as the Charlotte Shootout.

Describe your dream vacation. Going back to meet friends and family in Trinidad. I enjoy the tropical beaches, rivers, diverse food and music, including steel pan, soca and calypso. There are coral reefs and a swimming pool (nylon pool) in middle of ocean in neighboring Tobago.

Tell us what gadget or toy you wouldn't live without. My BlackBerry.

Name the three people you would include in your foursome at The Golf Club at Ballantyne.

Brian Lara, a retired cricketer and one of greatest cricketers ever; Stephen Ames, a top pro golfer from Trinidad; and Warren Buffet, to slow down the pace a bit.

JAMEKA SHAMAE WHITTEN

Birthplace: Charlotte.

Job: Main receptionist for ESPN regional TV, a job that includes writing, editing and assisting with social media campaigns. Owns JSW Media Group, a boutique public relations firm.

Favorite College Team: Her alma mater,

Northwestern University.

Biggest Pet Peeve: Insincerity. "I like for people to say what they mean and mean what they say."

What do you like most about your job? The people at ESPN make me very happy; that's what I enjoy most about my "day" job.

Do you live in Ballantyne? No, but this is definitely where I spend the majority of my time throughout the week. The area has grown tremendously over the past few years.

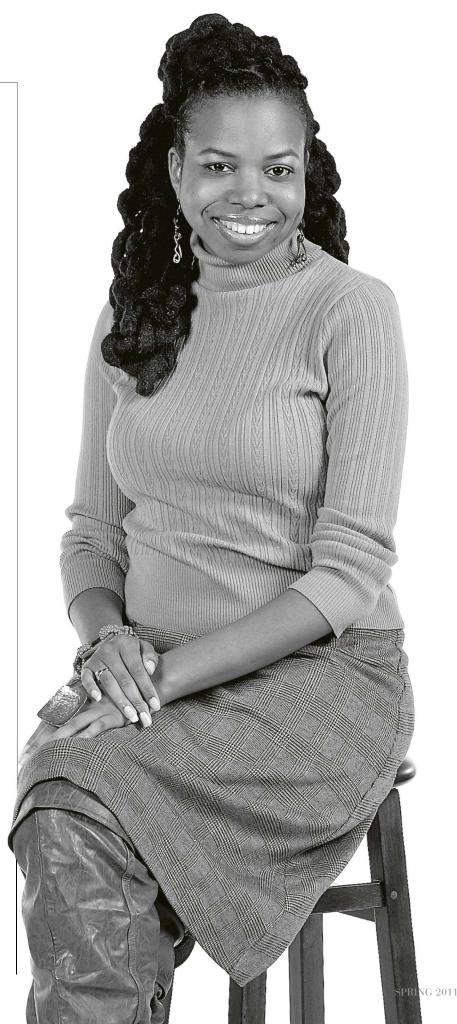
What is your favorite Ballantyne-area restaurant? Without question — Jade Asian Fusion. I love the vegetarian options, and the service is always great.

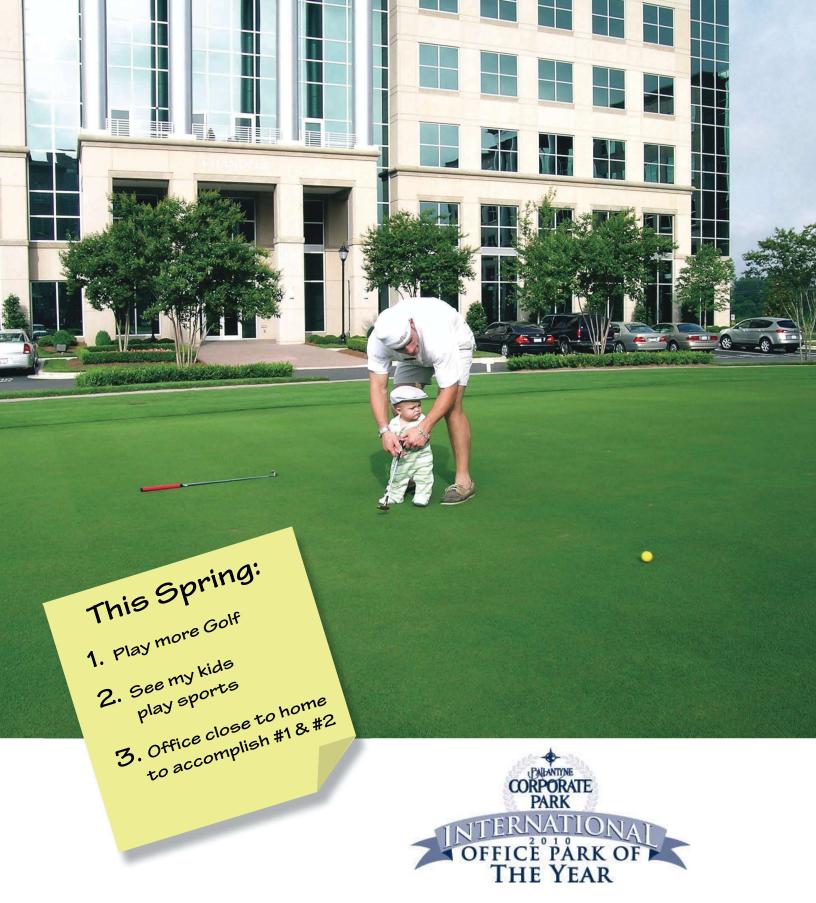
What is the last book you read? "The Atrocity of Water" by Kirsten Hemmy. It's a touching, endearing collection of poetry from a local author.

What are your favorite websites? www.twitter. com, www.amped4acure.org, www.cnn.com, www.espnplus.com, www.jswmediagroup.com/blog (I really like my blog!)

What charitable organizations are you involved with? I'm the chief operating officer for Amped 4-A-Cure and the southeast ambassador for the Red Pump Project. I am involved with Amped because I lost my father, a close childhood friend and a woman who was like a second mother to me, all to cancer. Red Pump raises awareness about the impact of HIV/AIDS on women and girls. The spread of AIDS among women is astounding.

Name the three people you would include in your foursome at The Golf Club at Ballantyne. President Obama, my mom and Ellen DeGeneres — talk about entertaining and hilarious.

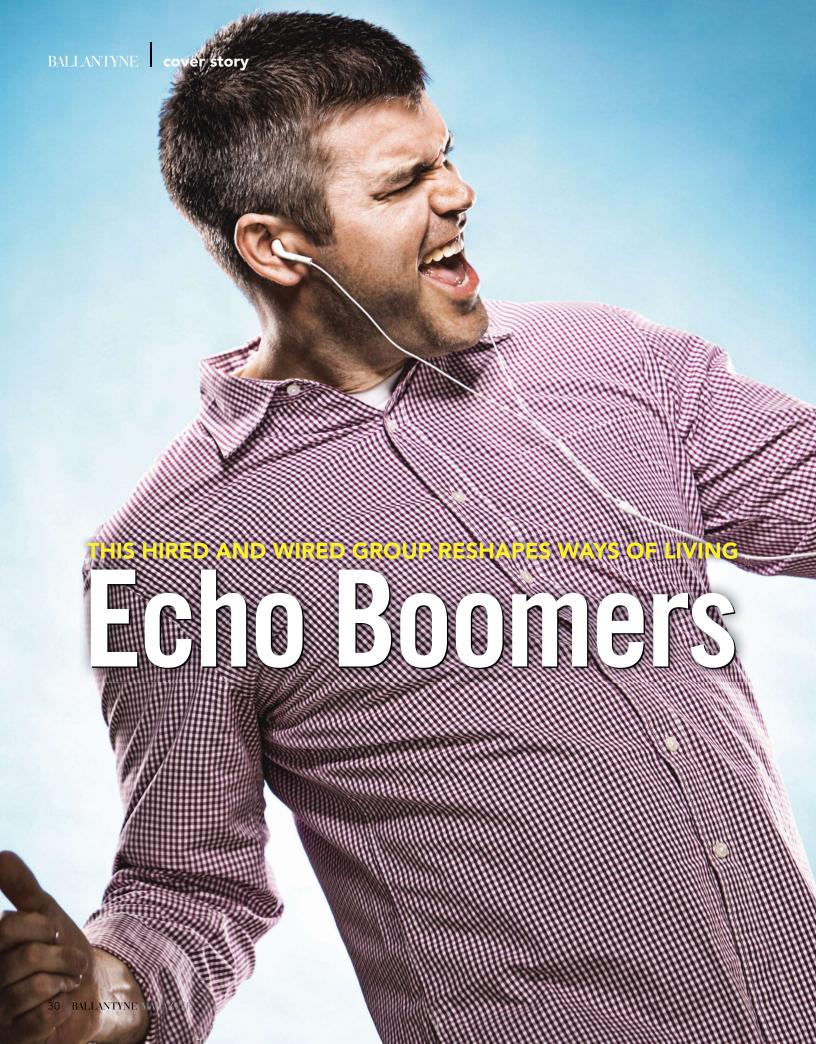




What would you do with more time for yourself and for your family? Find out by choosing an office location close to home.

Ballantyne Corporate Park - A better quality of life.







By Carol Gifford Photos by Shane Baskin, Blackbox Studios

JESSE MCLAUGHLIN, 29, is at work at 8 a.m. for a meeting with a trainer. He leaves midday and is back and forth between the office and his house two or three times more times that day for meetings. At midnight, he's back at work giving a tour. After catching up on e-mails and some other work, he might head to bed around 3 a.m.

The non-traditional work hours come with the territory for McLaughlin, owner and manager of Anytime Fitness, a gym and training facility at 11930 Providence Road West in Ballantyne. They are also characteristic of many people his age, known as echo boomers. In their 20s and early 30s, they form a demographic group that is changing the workplace and the service economy as well.

In McLaughlin's case, his business mirrors the echo-boomer trend. It's the first 24/7 fitness center in Ballantyne, and it's getting plenty of use, he says. The hours appeal to people who have unconventional schedules and seek convenience and efficiency, he says.

"I can get here from home in three minutes," says
Dave Hagey, 35, who lives in Ballantyne with his wife and family. "My wife works at the Ballantyne Hotel and I work from home for a bank. She comes in the morning and I come whenever I can.

"We like it because it's easy to get to and it's less social than the Y," he adds.



"You can come in, work out, get it done and go home."

Echo boomers (sometimes called Gen Y or Millennials), are young adults born between 1977 and 1990. Usually the children of baby boomers, they grew up using computers and technology, and are such a big group (some 80 million strong), that each new generation of smartphones, iPads, and tablets — along with updates to social media such as Twitter, Facebook and LinkedIn —caters to them.

"They are tech-savvy, bright, well-informed, have a strong work ethic, and are really driven to succeed," says Rich Hagen, president and chief operating officer for TradeKing, an online brokerage firm with offices in Ballantyne, Tampa and New York.

Work-Life Balance, **Flexible Hours**

"Work-life balance is important to them, too," he continues. "Our workplace is set up so they can be flexible. We have set hours, but employees don't have a time clock. They spend time at work, go home or do family things and then may go back to work at night."

The echo boomers' predilection for technology meshes well with his company's culture, Hagen notes. "We are a brokerage firm built on technology. We use social media tools and networks that are the same tools already used by this generation, and they fit really well with our company's functionality.

At Queens University of Charlotte, John McArthur may be the quintessential echoboomer teacher. "We (echo boomers) value efficiency





and we like to be in constant, instantaneous contact," says McArthur, 30, an assistant professor of communications. "Technology provides us the opportunity to communicate efficiently and we will sacrifice personal meetings for the efficiency of communications."

McArthur says the availability of social media, smartphones, iPads, laptops and Wi-Fi allows people to conduct business on the go. Most of his interaction with students outside of class is via Twitter, Facebook or e-mails.

"My office moves with me," says McArthur, who lives in Greenville, S.C. and commutes to teach at the Selwyn Avenue campus. "If you're going to be 'on' in the 24/7 environment, than you need to respond to e-mails at 11 p.m. or 7 a.m. My students expect instant or frequent feedback about their progress or questions on the material."





Beth Rubin, a sociology professor at UNC Charlotte, acknowledges changes observed with echo boomers. "This generation does seem to have different attitudes toward work," she says. "They are much more concerned with family and work flexibility and are likely to take the technologies for granted that connect them to work, such as smartphones, Facebook and Twitter.

"The changes in technology transforming the workplace now are as huge as the change from an agrarian to an industrial society," says Rubin, who studies family sociology and generational attitudes at work.

Global Economy Spurs Technology

But she argues that the global economy is the real impetus behind the increasing reliance on technology and connectedness in the workplace. "Technology is one of the tools facilitating the speed-up and intensification of work in a global economy," she says. "My students graduate and come back to me and talk about their work doing business 'real-time' via Skype and on the Internet with people in all different time zones. They may be talking to China in one part of the day and to South America another time and they think nothing of it."

For echo boomers, the 24/7clock is always ticking. They do a lot of business online and expect two-way communication to be available on websites. Their demands affect products and services — and some Ballantyne and Charlotte businesses are adapting their schedules accordingly. Grocery chains, pharmacies and gas

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stations have been open 24/7 for some time. Smaller retailers are recognizing the advantages of catering to echo boomers and other 24/7 patrons.

Amelie's a French bistro and bakery between Uptown and NoDa, is open 24/7/365 offering a Wi-Fi hot spot for work and play. Starting out as a bakery with traditional hours, it evolved into its always-open status. Today, it is a virtual office space for some, while others gather to play board or online games or listen to music.

Amelie's does all its marketing online using Facebook, Twitter and LinkedIn, says its public relations director Lexi St. Laurent, 27. Managers "tweet" fresh soups and new menu items and ask for customer input on the quality of food and service. The immediate feedback helps managers make "realtime" changes in food or service, St. Laurent says.

Meanwhile, staying connected is the paid job of echo boomer Genevieve Jooste, social media marketing manager for Allen Tate Realtors®, the largest realty company in the Carolinas, with a Ballantyne office and several more throughout the two states. Her job is one of a growing number of new positions as companies recognize the importance of reaching out to echo boomers and others.

"These new tools have changed the way we communicate," says Jooste, 26. "It's changed the way I look at and process news."

Picking Blogs Over News Sites

Most davs she works in an Allen Tate office but with new work channels. "If I need





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something, I send out a tweet. If I want to find out news, I check the channels I monitor (on Twitter) where I find out the news of the day much faster than checking out websites. I'd go to blogs before I'd go to a news site," she says.

Over the last five years, Mike Massey, 32, has seen big changes in workplace expectations and demands. Before coming to TradeKing, he didn't have even a work cell phone. Today he regularly uses cell phones, netbooks and social media tools.

"It keeps my stress level down to keep up with e-mails and answer phone calls about work when I'm at home or over the weekends," says Massey, the company's director of product development, who also follows his new products on both a BlackBerry and an iPhone.

"It's not an obligation to do it, but I have responsibilities to keep up with," adds Massey, who also spends his lunch hour and time after work reading his RSS feeds and keeping up with more than 100 blogs. "Sometimes, it drives my girlfriend crazy," he says. "When I'm out to dinner, I try to be respectful of the people I'm with, and I won't check my text messages or e-mails."

He does take breaks and get away. In September, he went to the Florida Keys for four days to use up some accumulated vacation time, and turned off all online connections.

Yet, he eventually succumbed to his cell phone. "It was hard, but I made it to the last day before I contacted someone from work," Massey says.





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Ballantyne MEDICAL GROUP

Top: Robert McDonald, MD; Philip Hanrahan, MD Bottom: Kimberly Montgomery, FNP; Cooper Garner, MD

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Top: Kerrith Jaeckel, MD; Robert Poth, MD; Traci Lamothe, MD Bottom: Krista Morris, MD; Mark Reynolds, MD; Kathy Mohanty, MD



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BALLANTYNE | feature story

THE ARTS CONTINUE to thrive in Ballantyne.

To no one's surprise, the Ballantyne Chamber Orchestra (BCO) is at the forefront of an arts surge in the south Charlotte community, a movement that includes the development of an arts consortium at Ballantyne Corners and the opening of a local Streetwise School of Rock music studio.

Comprised of dedicated professional musicians, the BCO is focused on developing and enhancing the quality of cultural life in Ballantyne by staging high quality musical performances.

The orchestra launched in 2009 under the leadership of managing director Josh Diaz, who wanted classical music enthusiasts to have an outlet outside of Uptown. The orchestra held its first performance November 2009, a holiday concert accompanied by the Renaissance Singers of Charlotte.



Lining Up Concerts

"We'd like to see more growth (this year)," Diaz says. "We'd like to solidify the concert season by the end of our current season so that everybody knows what we will be





BALLANTYNE | feature story



Managing Director Josh Diaz has been at the helm of the Ballantyne Chamber Orchestra since it launched in 2009.

And while the orchestra's four-concert season concludes in April, the group has no intention of taking the summer off.



doing next year ahead of time, and they can purchase tickets way in advance."

And while the BCO's four-concert season concludes in April, the group has no intention of taking the summer off. Diaz has been hammering out plans to stage an outdoor concert at a Ballantyne location. He hopes that the show would act as a fundraiser for the BCO, drawing from Ballantyne's corporate and social community.

These are baby steps in Ballantyne's continued growth toward artistic prominence.

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"You have to crawl before you can walk," Diaz notes, referencing other artistic endeavors around Ballantyne like the Morrison Family YMCA's "Inspire! Ballantyne" arts initiative.



'Another Positive Step'

"Going forward, I know there is the arts consortium that is going to be on the floor over at the York Development Building next to Skillets (a new breakfast shop on Ballantyne Commons Parkway)," Diaz says. "And that arts consortium, I think, would be another positive step in the right direction for expanding and developing the arts in our community."

To learn more about the Ballantyne Chamber Orchestra, visit www.ballantynechamberorchestra.org.



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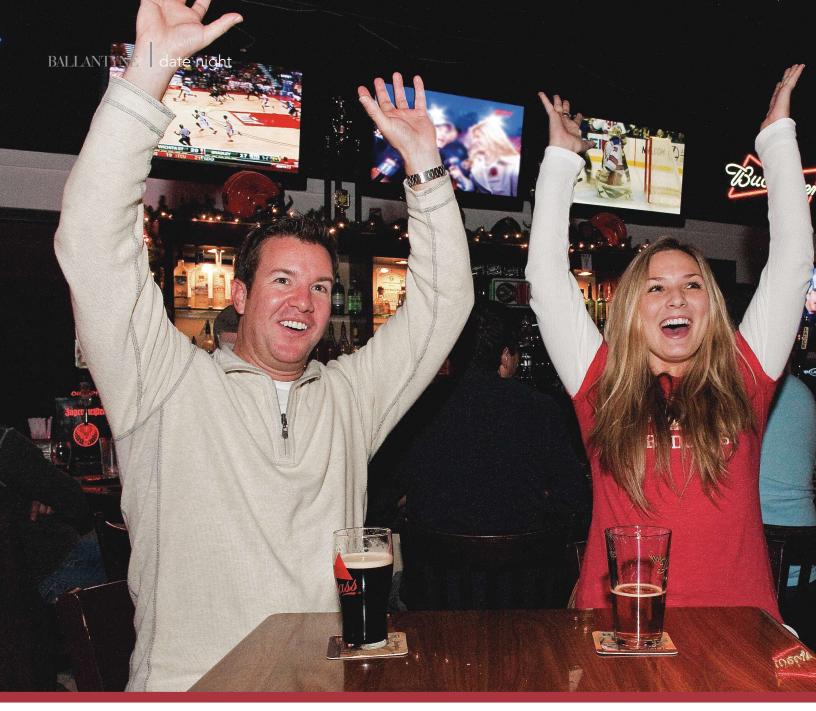
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SPRING 2011 BALLANTYNE MAGAZINE



COAST-TO-COAST COUPLE WATCH BIG GAME IN BALLANTYNE By Sean O'Connell Photos by Ray Sepesy

TYPICAL DATES — many good ones, anyway — involve roses. A sentimental guy surprises his date with a dozen of the long-stemmed flowers, hoping to ensure their date gets off on the right foot.

But Wes Wolters had a different idea — a much bigger one.

His concept for a special date with longtime girlfriend Ellen Christie involved a different kind of rose, but one that smelled just as sweet. Wolters contemplated the Rose Bowl, the annual college football game associated with Southern California's Tournament of Roses Parade, and



His concept for a special date with longtime girlfriend Ellen Christie involved a different kind of rose, but one that smelled just as sweet.

Wolters and Christie not only had an idea of what they wanted to do, they knew for certain when they wanted to do it.

"No matter what we did or where we went on New Year's Eve, we knew we were going to be watching the Rose Bowl," Wolters says.

But where, in Ballantyne, would you send a rabid college football fan to watch the big game?

History Lesson

Before we answer, how about a little Rose Bowl history?

Nicknamed "The Granddaddy of Them All," the Rose Bowl is the oldest of the annual college bowl games. The first contest was played in

1902, and the game has been played continuously since 1916. The Rose Bowl even has an indirect connection to North Carolina's history. The 1942 Rose Bowl between Duke University and Oregon State was held in Durham following fears that — in the wake of the Pearl Harbor attacks — the Japanese might bomb the West Coast. And while Duke graciously played

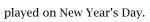
host to Oregon and the college football community, the Blue Devils lost in a blowout.

Christie prayed for a different result for her team. This was Wisconsin's seventh trip to the Rose Bowl, and in the six previous tries, the Badgers emerged victorious on three occasions. Christie was determined to cheer them on to a fourth Rose Bowl victory. Was it to be?

Meet the Couple

Before we answer, how about a little personal history?

Christie currently lives in San Diego, where she does drug-development research for a small pharmaceutical company. She met Wolters, who has lived in Charlotte for nearly seven years, while



"Ellen went to the University of Wisconsin," Wolters explains. "She grew up in Wisconsin and pulls for their team. And Wisconsin played Texas Christian University (in this year's) game."

With thoughts of Christie's beloved Wisconsin Badgers, we asked this couple to participate in Ballantyne Magazine's Date Night feature — a popular, recurring column that explores unique entertainment and dining options in the neighborhood. Scheduling their date was easier than most.





SPRING 2011 BALLANTYNE MAGAZINE

BALLANTYNE | date night

Wes Wolters and Ellen Christie celebrate her beloved Wisconsin Badgers playing in the Rose Bowl.

he was in California. After a few dates, the two decided to give the relationship a go. The miles didn't bother them too much because Wolters is an airline pilot.

"It's not as long distance as you might think," Wolters says. "I fly for free."

Christie confirms, "I see him probably every three weeks."

A Rose By **Any Other Name**

The couple knew they were going to be together for the holidays. They'd agreed to spend time with family and friends. But on New Year's Day, their



plans were set in stone.

"I was ecstatic to find out Wisconsin was going to be in the Rose Bowl," Christie recalls, "It was a pretty big deal. That was my only stipulation for my entire Christmas break, that I was not going to miss the Rose Bowl."

After a quick Google search to see if any sports bars in the Charlotte area catered to Wisconsin Badgers fans

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A self-professed screamer, Christie turns quiet as a Wisconsin win looks dubious.

(none do), the couple chose Stadium Sports Tavern as the site of their date.

Located at the intersection of Tom Short and Ardrey Kell roads in the Fountains Shopping Center, Stadium offers the amenities you'd expect to find in a sports bar, from flat-screen television sets to video games.

The venue's website also calls attention to its recently revamped menu, which has expanded to include mouthwatering items such as bacon cheese fries and Buffalo chicken wraps. Far from being a bar that happens to serve food, Stadium boasts multiple burger options, a meatball parmesan sub and full entrees that include chicken parmesan and a penne alla vodka dish.

"It was a great place, the perfect choice for us," says Christie, who sported a Badgers shirt for the occasion. They were happy to find that the bar had attracted a decent crowd for the game, with college football fans huddled around the nearly 20 flat-screen TV sets spread around the bar.

"The inside was perfect," she notes. "There were plenty of TVs and games. It was a very fun place." Adds Wolters, "You can watch games, play darts and that kind of thing."

Every Rose Has Its Thorns

Wolters, a self-proclaimed Guinness guy, stuck with his favorite stout beer. "We mostly drank our dinner," he says. "And I even made a point to tune down my partying on New Year's Eve so that we wouldn't be hung over for the Rose Bowl."

Christie, meanwhile, preserved her screaming voice so she could cheer on her beloved Badgers — or scream at them when things weren't going her team's way. "I'm always as loud as I want to be. And I got pretty loud," Wolters says. "Then I got pretty quiet at the end."

That's because Wisconsin ultimately fell to the Horned Frogs 21-19. "It was a pretty tense game," Wolters says. "It went back and forth, and stayed pretty close throughout."

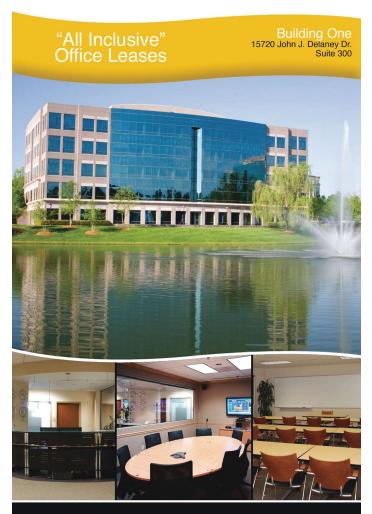
Christie's still happy with the way the season turned out, and the bowl result didn't ruin her date with Wolters.

And chances are, their next date will involve sports.

"We actually met in a sports bar," Christie says. "That's another reason why this was the perfect date place for us."

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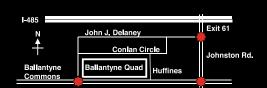








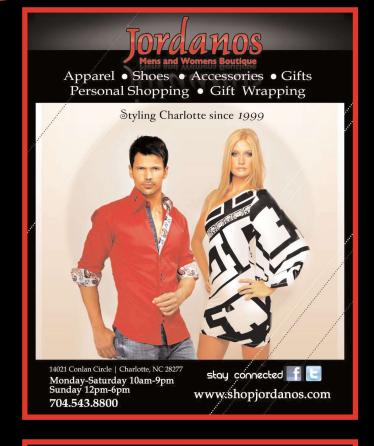














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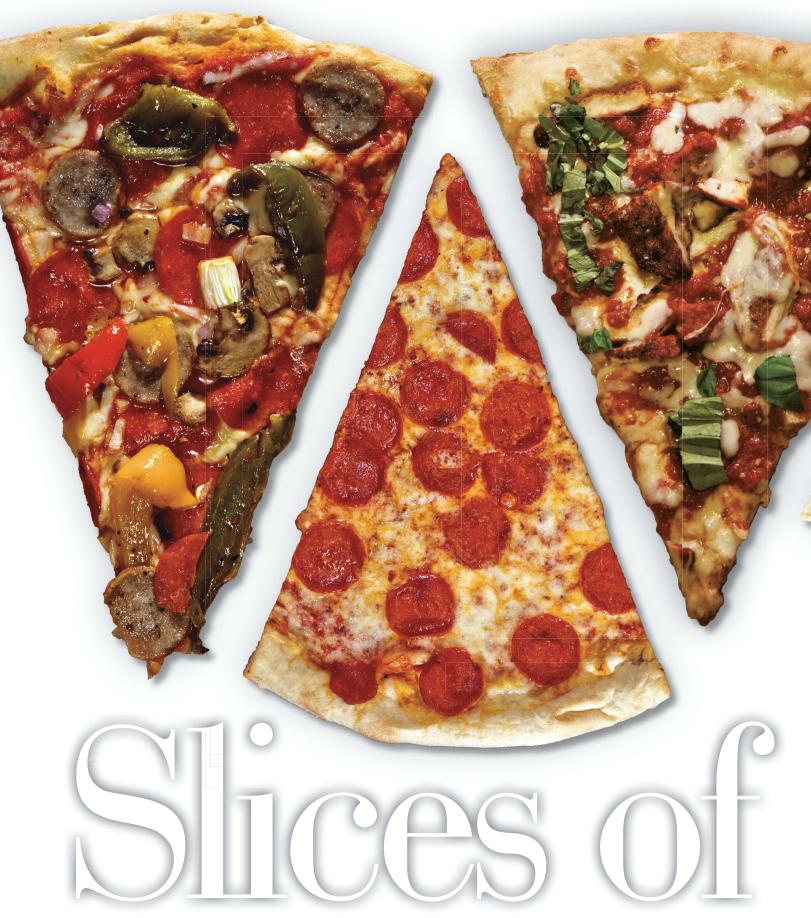
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BALLANTYNE SERVES UP PIZZA PIZZAZZ
By Regan M. White Photos by Blackbox Studios



Stonecrest, 7828 Rea Road, Suite F 704-540-5740 www.anzipizza.com Price range (approximate): \$2.35 for a slice to \$27.99 for The Seafood Pie

Anzi has been a cornerstone of Italian fare for a decade in the Stonecrest shopping center. The restaurant assumed new ownership four years ago and recently a new management team, Mike Rabinowitz and Keith Rand, has taken over while the owner operates a new restaurant in Salisbury.

Rabinowitz and Rand, retired New York City cops who grew up on the same street in Brooklyn, are ushering Anzi into a new era featuring an updated website, Facebook presence, daily theme nights and specials, and a Man versus Pizza challenge, testing customers' abilities to finish a two-foot pizza with five toppings in less than 30 minutes. Only 10 people have tried so far — unsuccessfully. An upcoming pizza contest will allow customers to offer new pizza suggestions; the winning pizza will be named after its creator.

"It's a little gimmicky," Rabinowitz admits. "I just want people talking about Anzi. We want to keep it fresh."

Servers caricatured at Anzi's (below) look as if they completed the Man versus Pizza challenge. At right, an employee readies one of Anzi's 24 specialty pies.

As fresh as the restaurant's pizza, which Rabinowitz describes as "authentic New York." "The dough has a certain texture," he continues. "It's thin crust. It's very simple — dough and cheese and sauce. But the cheese is authentic from Italy. The sauce is a New York recipe."



Anzi is especially known for its 24 specialty pizzas. Customer favorites are the Chicken Parmesan Pizza, dubbed the restaurant's most famous, and featuring chicken, marinara sauce, mozzarella and fresh basil; and the Anzi Margarita, sporting fresh tomatoes and basil on white pizza. Not to be forgotten are the Buffalo Chicken, BBQ Chicken and simple White Pizza, sauce-less and heartily heaped with mozzarella and ricotta cheeses.

Anzi also offers calzones and strombolis alongside traditional favorites, such as Spaghetti Marinara, Chicken Marsala and Penne a la Vodka.

"If you're from the North, you can't explain it," Rabinowitz says of what sets Anzi apart. "You just know when you have a good slice. That's what we pride ourselves on."





Brixx Wood Fired Pizza

Blakeney, 9820-F Rea Road 704-940-2011 www.brixxpizza.com Price range (approximate): \$2.95 for a cup of soup to \$11.95 for Shrimp Carbonara; pizzas \$8.95-\$10.95

Brixx Wood Fired Pizza has locations dotting the Carolinas, Tennessee and

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Virginia, and the woodburning oven at Blakeney's Brixx location has been churning out perfectly toasted pizzas for four years now. "We're known for our thin crust and our wood-burning stove; that's probably the biggest thing," explains manager Jeff Rineer. "We also use gourmet toppings."

Brixx is the wood-burning king of the personal specialty pizza. With toppings such as gouda and goat cheeses, herbmarinated artichokes, woodroasted shitake mushrooms and spicy jerk chicken, there's a Brixx for everyone. "It's a kid-friendly atmosphere but we also have 24 beers on tap, so it's good for parents also," Rineer says.

According to Rineer, customer favorites include the classic Margherita with Roma tomatoes, basil and house-made mozzarella, the Bronx Bomber with spicy Baking fresh, 10-inch pies in a wood-burning oven is a Brixx staple. The restaurant is also known for thin crusts, traditional or whole wheat.

Italian sausage, prosciutto, gorgonzola cheese, tomato sauce and fresh oregano and the Americo with sliced pepperoni with mushrooms and fresh tomato sauce.

Get Rineer talking, however, and he admits any of the 18 pizzas offered could become fast favorites — like the Barbecue Chicken, Chicken Florentine or Mexican. Each pizza is 10 inches and offered with traditional or wholewheat crust. Any pizza also can be prepared with vegan cheese at no additional cost.

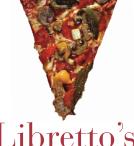
Other menu favorites include Spinach and Artichoke Dip, the Fresh "House Made" Mozzarella Sandwich and the Tiramisu, made fresh daily.

Business is bustling most of the time. "We have the



playground, which helps," Rineer says of the shopping center's outside play area. "In the spring we also have live music on Friday and Saturday nights." The patio doubles the size of the approximately 100-seat restaurant, Rineer notes.

Brixx also is one of the area's best late-night food options. "We close at 1 a.m. Monday through Saturday, so a lot of restaurant staff come over after their restaurants close," Rineer says, adding that every day after 10 p.m. pizzas and appetizers are buy one, get one free.



Libretto's Pizzeria

Ballantyne Commons East, 15205-A John J. Delaney Drive 704-714-1442 www.librettospizzeria.com Price range (approximate): \$4.95 for Pasta e Fagiole to \$24.95 for the New Yorker pizza

With an uptown location in The EpiCentre and pizzerias in New York City and Jacksonville, Fla., Libretto's Ballantyne location is a welcome addition, offering an array of authentic New York, Sicilian, specialty pizzas and more. "New York City pizza" is a distinction the restaurant takes seriously.

"Our pizza is authentic New York City pizza, not to be confused with New York 'style' pizza," says manager Mike Rasmussen. "Our sauce is made fresh every day and the recipe has been passed down through the Libretto family for decades."

Rasmussen is decidedly mum when asked to describe the sauce. (The author found it slightly sweet and very tomatoey.) "I don't want to talk about it," he says, smiling. Diners will have to decide for themselves.

"Honestly, the plain cheese really is most popular with customers because we use

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BALLANTYNE MAGAZINE





This couple delights in both Libretto's pizza and sandwich menu. At left, Frank Nardis displays one of the pizzeria's 18 specialty choices.

real authentic products," Rasmussen notes. "We spend a little more on Italian tomatoes and top quality cheese to make the best possible product." He adds that what sets New York City pizza apart is its thin crust. "You can kind of tell in the way you can fold the pizza. It has that crisp look to it," he says.

Libretto's specialty pizza list is extensive, offering 18 options in personal and large sizes. Customer favorites

include the Lasagna, featuring ground beef, ricotta, fresh mozzarella and tomato sauce, and the Margherita with fresh mozzarella, crushed tomato sauce and basil.

Other menu items include antipasti, soup, pasta, salads, calzones, wings, sides, hero sandwiches and dessert. Entrees range from grilled salmon to eggplant parmigiana. The upscale interior features a full bar, wrought-iron chandeliers and light fixtures, comfy booths and a palette of cream and dark hardwoods.

Rasmussen says customers range "from your business suits during the day to families at night. We're very familyoriented." Children under 10 eat free on Sunday from 5 p.m. to 8 p.m., and the restaurant offers daily specials as well.



Pizzeria Cedar Walk Plaza, 16721

Orchard Stone Run, Suite 100 704-544-1414 www.lorenzos-pizzeria.com *Price range (approximate):* \$2.25 plain cheese slice to \$24.95 for Supreme pizza

John Simonelli, co-owner of Lorenzo's Pizzeria at the corner of Ardrey Kell and Marvin roads, is succinct about what sets Lorenzo's pizza apart: "Love. We put love into it," he says, adding, "And consistency. That's what makes pizza good."

"We're also on a first-name

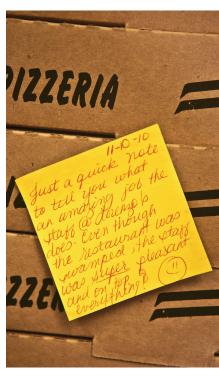
basis with nearly all of our customers," Simonelli says. He and his brother Stephen believe that kind of caring comes through in their pizza just as much as the ingredients.

"Pizza has a lot to do with the recipe," John says. "Our dough recipe is different from someone else's. It's New York. But we don't advertise it. Every other pizzeria out here advertises that they have New York pizza. We don't have to."

"We tell everyone, 'Go eat the rest and then come try the best," chimes in Stephen. "I'll put my pizza and Italian food up against any place."

When asked to name customer favorites, customers answer for the brothers. "I travel here at least twice every week from Waxhaw just to get their meatball parm," one admits. "I've traveled hours looking for

Lorenzo's strives to put "love" into the pizzas that fill its boxes (below). Stephen Simonelli (right) is proud of the classic pies made at the pizzeria he owns with his brother John.



52 BALLANTYNE MAGAZINE SPRING 2011 meatball parm this good."

Another couple hugs both brothers before telling them the Pasta e Fagiole soup of the day was fantastic. "Just like my father from Italy used to make!" the man says.

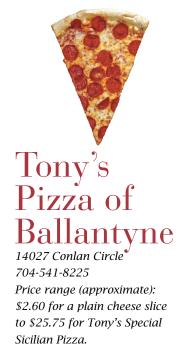
Lorenzo's pizzas stick to the classics — traditional and Sicilian, White, Grandma's, Supreme, Meat Lovers, Veggie Lovers and Create Your Own. The menu is extensive, featuring calzones, strombolis, heros, pasta and baked dishes. Traditional entrees showcase chicken in a variety of ways: marsala, francese, oreganata, picatta, parmigiana and more.

"We'll offer kids free ice cream after dinner," Stephen says. "We might send an appetizer out to your table. You come in expecting nothing but you'll leave with something."

"We're family owned and operated — literally," he adds.
"I'm here 120 hours a week. John is here 120 hours a week. And we cook all our own pizza."

That's love.





Tony Franzese is passionate about his pies. Franzese and childhood friend Mario Alessio, both born in Italy and reared in Brooklyn, N.Y., have been opening Tony's and Mario's pizza restaurants together since the 1980s. Today, the dynamic duo has 12 North Carolina stores, coowned with their brothers and managed by family members.

The five-year Ballantyne location, Tony's Pizza, has become a destination for pizza lovers in search of the perfect New York slice.

"Our pizza is different because the ingredients are simple," Franzese explains. "The dough is water, salt, a little bit of yeast and the flour is the best flour you can get on the market." Both the dough and sauce are made fresh daily.

"We don't cut corners. We use the most expensive tomatoes in the market and the best cheeses," he adds. "Workmanship is what really makes it, you know? Other



Tony's Pizza delights customers of all ages. James Heatherly (right) shows off one of Tony's popular New York pizzas.

pizza shops can't do what we do. It takes a lot of skills and training to make pizza our way."

All pizzas at Tony's are hand-tossed and freshly topped with care, a skill that Franzese says is nurtured. The training and dedication is evident in every slice, which helps make Tony's so popular.

"We offer a big slice — thin, crispy, nice. It's just delicious. The plain cheese slice — that's my favorite," Franzese says. "We try to concentrate on that slice. We give plenty for the money, so to speak. That's what we try to do. Sell the best."

Sandwiches are runner-up in popularity, according to Franzese. "We have some *good* sandwiches," he says. "Have



you tried our Philly Steak sandwich? It's delicious! Slices and sandwiches are our best sellers."

Other menu items include calzones, strombolis, salads and Italian entrees such as manicotti and veal parmigiana and appetizers.

The ultra-casual restaurant is perfect for families with small children, sports teams and friends eager to catch the game on the flat-screen TV.

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'AFTER HOURS' DRAWS CROWD

More than 100 people attended the Charlotte Chamber of Commerce's After Hours meeting to network and mingle on January 20 at Aloft Charlotte Ballantyne.

The Charlotte Chamber holds the networking events monthly throughout Charlotte.

Photos by Ray Sepesy

- 1. Chuck Gardner (from left), Janet Ruscingno, Kelly Phillips, Alastair Jones
- 2. Mike Oleary, Jan Nickerson, Eric Spry, Jim Cantu
- 3. Jeff Gajewski, John Agresti, Lindsey Roycraft
- 4. Cheryl Gilford, Valerie Ganther, Walter McNeil
- 5. Nancy Larsen, Patricia Mangiameli, Robin Turner
- 6. Joe Norwood, Andrew Lee, Elizabeth Cooper, Albert Blackmon
- 7. Sallie English, Pat Runnels, Susan Sayrs
- 8. Andrew Lee, Ursula Foxworthy, Angie Bollinger, Ken Maeda, Brad Klippstein
- 9. Kim Weihs, Amanda Schüss, Jay Hatcher
- 10. Nathan Kline, Russ Davis, Ed Waksmunski, Brian Misenheimer























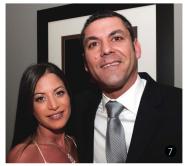


















BALL BENEFITS

Felix Sabates' Mercedes Benz of South Charlotte hosted the Ambassador's Ball with a "Spend an Evening in Ecuador" theme on January 22.

Honorary chairs Luis Benigno Gallegos Chiriboga, Ecuador's ambassador to the U.S. and his wife Fabiola Gallegos welcomed 250 guests into showrooms exquisitely transformed to radiate the tropical enchantment of Ecuadorian rainforests and volcanic Andes Mountains.

Presented by Wells Fargo Private Bank, the Ambassador's Ball benefited the Allegro Foundation, a nonprofit dedicated to enhancing the lives of local children with disabilities.

Photos by Shane Baskin, Blackbox Studios

- 1. Duke Craig (from left), Angie Craig, Oscar Wiggins
- 2. U.S. Rep. Sue Myrick, Larry Sprinkle
- 3. Rick Siskey, Mimi Fitz
- 4. Alex Myrick, Alexandra Naranjo, Fabiola Gallegos, Ambassador Louis Gallegos, Astrid Chirinos
- 5. Maureen O'Boyle, Carolyn Bechtel, Felix Sabates, Tracy Krau
- 6. Lee Ives, Chris Smith
- 7. Keren Klarberg, Dov Klarberg
- 8. Manuel Rey, Ana Rey, Ira Zemel, Morbert Sanchez
- 9. Lori Collins, Misha Gofman, Elaine Lyerly, Buzz Heidt
- 10. Robin LaVecchia, Rich LaVecchia

BELLY ELAN HOSTS GREEN TRUNK SHOW

On January 20, Belly Elan Maternity Boutique hosted an evening of shopping, socializing and going green at its Green Trunk Show.

Guests were treated to hors d'oeuvres compliments of Blynk Organic and hand massages from Urbana Cityspa & Teabar.

Photos by Shane Baskin, Blackbox Studios

- 1. Kris Hawkins
- 2. Tracy Phipps (from left), Nancy Goodwin, Penny M. Dietz
- 3. Sarah Masci
- 4. Donnika Kibler, Nancy Goodwin
- 5. Nidhie Dhiman, Paige McManus
- 6. Tracy Phipps, Sejal Dhiman
- 7. Kris Hawkins, Nidhie Dhiman, Nancy Goodwin, Sara Masci, Penny M. Dietz, Dana Blake, Tracy Phipps
- 8. Dana Blake

















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SCOTCH SOCIETY EDUCATES, ENTERTAINS

Fans of scotch experienced the nuances of cult favorites January 22 at The Ballantyne Hotel & Lodge.

Heather Tapper, the hotel's assistant director of food and beverages, led the Scotch Society of Ballantyne event. She discussed how to master the tasting of scotch, enhancing it with complementary appetizers.

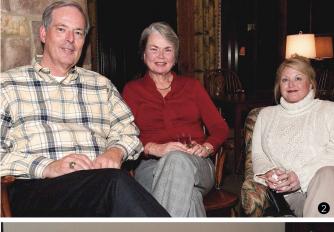
The Ballantyne Hotel & Lodge hosts monthly scotch events, which are open to the public.

Photos by Ray Sepesy

- 1. Robert Krause selects his next sample of scotch.
- 2. Scott Leggat (from left), Gail Leggat, Terri Shidal
- 3. Bri McIntyre, Greg Martin
- 4. Elaine Piraneo, Susan Zietlow
- 5. Ann and David Levine chat with Susan Zietlow.
- 6. Kristin and Scott Abbott
- 7. Robert Weldon, Leighann Porter
- 8. Scott Abbott talks about scotch.

















CRÈME DE LA CRÈME

From Beef to Pie, 131 Main Excels

By Sean O'Connell Photos by Ray Sepesy





would rather be told they didn't have something in stock because it wasn't available fresh than to be served a defrosted dish.

What makes the restaurant's roast beef sandwich so awesome? According to Dowling, it's a combination of factors. The sandwich is served on freshbaked bread, which is prepared on the premises. The meat is seasoned with salt and pepper, then slow-roasted overnight.

"When I come in in the morning, I pull it down and slice it real thin," Dowling says. "We use certified Angus beef on everything, so that makes a difference, of course. And the slow-cooking has a lot to do with how the meat turns out."

Finally, the sandwich is dressed with mayonnaise and hot au jus, and served with hand-cut fries. Yes, it sounds awesome.

But if you're more of a healthy eater, 131 Main has you covered, too. The eatery — which has a modern architectural design with warm wood paneling and spacious seating options boasts flavorful crab cake and seafood salads, including a very popular Ahi Tuna salad that Thompson says is one of the most-ordered meals.

The first 131 Main opened in the Lake Norman-Cornelius area in 2004. The Blakeney location launched second, opening its doors in July 2006, followed by a Dilworth establishment on East

Boulevard. The parent company runs a fourth restaurant in Asheville.

131 Main hosts a healthy lunch and dinner crowd. "We get a lot of regulars," Thompson notes, a hint of pride in his voice. "And the regulars like to bring people

in. They'll say, 'Oh you've got to come try 131.' We get a lot of people from out of town coming in because of their friends."

And you can bet, regardless of where they come from, lots of folks are ordering the Awesome Roast Beef Sandwich.

Dessert Fave: Banana Crème Pie

At 131 Main, chef Sean Dowling wants you to enjoy your dish, no matter what you order. "We've pretty much set it up so that you could be blindfolded, point at the menu and still love whatever you've chosen" Dowling tells us.

But your server probably is going to recommend that you save some room for dessert. He or she will have a popular suggestion. "I don't think you'd go out to eat at most restaurants and have your server say, 'Hey have you tried our banana crème pie?" says restaurant manager Charles Thompson.

And yet, the delicious dish is one of the most popular items on the 131 Main menu. "It's an extravaganza," Thompson says. "And it looks beautiful, too."

Want to try and make one yourself? Here is the recipe:

Ingredients

- 1 graham cracker and cinnamon pie crust (the crust used at 131 Main has chunks of chocolate baked in)
- 3/4 cup white sugar
- 1 tablespoon flour
- 1/4 teaspoon salt
- 2 cups milk
- 3 egg yolks
- 2 tablespoons butter
- 1 1/4 teaspoons vanilla extract
- Whipped cream
- 1 banana, sliced
- Chocolate fudge sauce
- Caramel sauce
- Chocolate shavings



Combine sugar, flour and salt in a saucepan. Add milk gradually while stirring gently. Cook over medium heat, stirring constantly, until the mixture is bubbly. Keep stirring and cook for about two more minutes, and then remove from the burner.

In a separate dish, stir a small quantity of the hot mixture into the beaten egg yolks and immediately add egg-yolk mixture to the rest of the hot mixture. Cook for two more minutes. Remove the mixture from the stove, and add butter and vanilla. Stir until the whole thing has a smooth consistency.

At 131 Main, the pie is topped with homemade whipped cream and a full banana, sliced. As a finishing touch, the dessert is drizzled with two sauces — fudge and caramel — and chocolate shavings.

BALLANTYNE MAGAZINE

HOME & GARDEN

It's Time for a Spring Spruce-Up



SPRING 2011 BALLANTYNE MAGAZINE



Ballantyne Home Staging Helps Sell Home Fasters for Higher Dollar

Ballantyne Home Staging is a Charlotte-based, full-service staging and redecorating company owned by Carol Schulenberg, a certified decorating professional and accredited home stager.

"Home staging is a proven way to sell more quickly and for more money," Schulenberg says. Nationwide and locally, homes staged by an accredited staging professional go under contract faster than unstaged houses and can reduce a property's days on the market by as much as 80 percent, she notes.

Homeowners often enjoy a high return on their staging investment because their house may list higher after being professionally staged, resulting in higher purchase offers. When a house sells quickly, homeowners avoid future monthly carrying costs, which can save tens of thousands of dollars if the house does not sell.

Most buyers today browse properties online before they call a real estate agent, so it is critical that a listing show well in photographs. Realtors® spend time and money marketing their listings, which is why staged homes provide a distinct advantage to agents

Ballantyne Home Staging shares a common goal with homeowners and Realtors® — that is to sell the property quickly and for top dollar.

Last year Ballantyne Home Staging worked with properties ranging from \$98,000 to more than \$1 million. Nearly 60 percent of the staged homes were under contract in 30 days.

The company's overall average days on market was 40, as homes priced above \$500,000 typically took longer to sell. As of the last day of 2010, Charlotte's overall days on market was 197 for single-family homes, Schulenberg notes, illustrating how important it is to hire a professionally trained home stager when selling your house.

To learn more, visit www.ballantynehomestaging.com.

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We take pride in our ability to provide excellent services in all areas of landscaping, including hardscapes, irrigation, accent lighting, property maintenance, landscape design and installation, lawn-care renovation, fences, outdoor-entertainment areas, fireplaces, wells and other water features.

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We can introduce you to the wide variety of landscape styles that are available, combining design elements to create a unique outdoor space that reflects your lifestyle. Hardscaping alone can consist of patios, walks, retaining walls, grand entranceways, lighted columns, steps, outdoor kitchens and living areas.

Says owner Jeff Clark: "Our attention to detail, and professionalism, guarantees that your project is designed, installed and maintained to the industry's highest standards, providing you with an attractive, safe, enjoyable and durable improvement to your property — which will increase the value and esthetics of the property by taking the 'Ordinary to Extraordinary.'"

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Outdoor Concepts Seeks Landscape Perfection

Outdoor Concepts strives for landscape perfection. Its goal is to provide you with quality lawn maintenance at an affordable price. Whether your need is residential or commercial, Outdoor Concepts provides lawn care year round, through hard work and dedication.

Outdoor Concepts wants your landscape vision and ideas to come true through the company's knowledge and expertise. Outdoor Concepts provides everything you need from lawn maintenance to design and installation of hardscape projects.

The company offers a variety of packages and treatments for anything your lawn needs. In addition to a free consultation, these packages include lawn maintenance, fertilization packages, weed-control programs, irrigation installation and repair, outdoor lighting, hardscape project design and installation, sod and much more.

Tyler Ward, owner of Outdoor Concepts, has been in the landscape industry for six years. His love of the outdoors is the driving force behind building and maintaining his landscape business.

Expecting nothing but perfection for himself and for his employees is what keeps the company moving forward. Working closely with customers, whether they are residential or commercial, Ward is ready to take on any challenge that comes his way.

If you'd like more information on Outdoor Concepts, contact Ward at 704-361-5931 or www outdoorconceptslandscaping.com.You are also invited to join "Outdoor Concepts Landscaping" at facebook.com.





Carpet Cleaner Earns EPA Nod for Environmental Approach

Oxi Fresh is an environmentally friendly carpet-cleaning franchise founded in 2006. There are 219 franchises in 44 states, and Chris Souk, who has a master's degree from the McColl School of Business, brings this commercial and residential service to the greater Charlotte area.

Oxi Fresh recently earned the "Design for the Environment" certification from the Environmental Protection Agency (EPA). This is because Oxi Fresh:

- Is natural. Non-toxic and safe for kids and pets (products contain low VOC's (volatile organic compounds).
- Employs water conservation. Uses five percent of the water a steam cleaner uses, therefore carpet dries in one hour. (Steam cleaners use approximately 40 gallons; Oxi Fresh uses approximately two). Therefore, mold and mildew have no environment in which to thrive.
- Promotes energy efficiency. Uses no running vehicles for cleaning. (In steam cleaning, such vehicles can run throughout a job, which causes pollution.) No front doors are left open to accommodate hoses and tubes coming into your home, letting warm/cool air in or out.
- **Practices recycling.** Oxi Fresh uses recyclable bottles and packaging, and franchise owners are required to recycle products after use.

The Oxi Fresh cleaning system removes allergens, dust mites, soils and contaminants. The company also offers additional cleaning services, such as upholstery and office partitions.

Franchise Times recently included Oxi Fresh on their "20 to Watch in 2011" list, and the company continues to be recognized on Entrepreneur magazine's Franchise 500 list.

To have your carpet cleaned by Oxi Fresh of the Carolinas, visit www.oxifresh.com or call 877-oxi-fresh.

SPRING 2011 BALLANTYNE MAGAZINE O



State Farm's Wil Brooks Answers Property Insurance Questions

Homeowners typically ask, "How much homeowner's insurance do I really need? Although the answer depends on each situation, I advise clients to insure their home for its whole value, which includes the building and contents.

To determine the worth of your home, have an appraiser, builder or insurance agent provide an estimate. If you ever remodel or add on to your home, its value will increase, and you will need to purchase more coverage.

To protect valuable possessions, you can also purchase extended coverage. To determine how much, take a room-by-room inventory and keep this list outside your home in a safety-deposit box.

But suppose you are a renter — do you need insurance?

As a longtime insurance agent in Ballantyne, I find there are two big myths about renter's insurance: it is too expensive, and it is unnecessary. Not carrying renter's insurance, however, is a big gamble, because you could face the cost of replacing your personal belongings after a fire, theft or other event. Many renters also mistakenly believe their landlord's insurance covers their belongings, but this is extremely rare.

In many cases, you can protect valuables like your furniture and clothing from loss by fire, theft, wind and water damage or other covered hazards for less than a few hundred dollars a year.

No matter whether you own or rent, you need insurance to protect your property. To learn more about property insurance — or umbrella liability policies to protect you in the event of a personal lawsuit — contact me at 704-542-0825 or wil@wilbrooks.com.

Today's Outdoor Living Offers Everything for Your Backyard

Today's Outdoor Living, located in Blakeney Crossing near Best Buy, is a full-range, outdoor-living retail store.

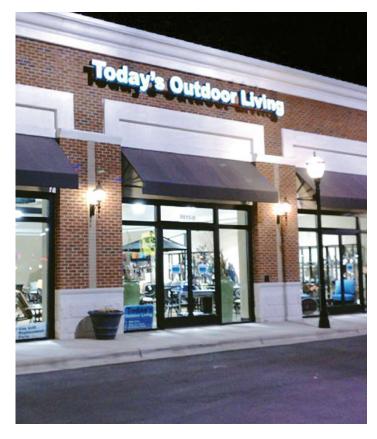
We have everything for your backyard, ranging from patio furniture and barbecue grills to supplies and chemicals for your swimming pool. With spring just around the corner, preparing your outdoor living space for your full enjoyment is our focus.

If you are looking for outdoor furniture — whether it's a dining set or deep seating to place near the fireplace — we represent full lines of quality manufacturers. You can select from the many sets in the store or custom order with your own fabrics and finishes. We also have a big selection of umbrellas and decorative accessories and accents to complete your outdoor room.

For your gourmet side, we sell outdoor gas and charcoal barbecue grills and smokers, including Big Green Egg, Weber and KitchenAid products. We offer cart and built-in varieties and one of the largest selections of grilling tools and accessories in the area. You can add flavor and spice to your food with the over 200 specialty sauces and rubs we carry, plus flavored smoking woods and charcoal.

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MANY HOMEOWNERS DREAM of gazing at a lovely garden out their window but don't think they have enough time or space to make it come true. According to experts, however, small-space gardening is growing in popularity because it offers all the benefits with little of the downside associated with tending a large area.

"Small-space gardening gives people the pleasure of plants, and the ability to put something in and if you don't like it, do something different," observes Kay Dano, container gardening specialist at Young's Garden Center in south Ballantyne.

"There are no rules," she stresses. "Anything you like is OK."

Another plus of cultivating small spaces is that you can start with a little, then add a little more, and do it over time. Instead of the mental and physical challenge inherent in planting a huge garden or vegetable plot, gardeners can achieve a desirable effect in compact spaces like patios, decks, porches or a pocket backyard behind

a townhome or condo.

To help urban gardeners get creative, Young's Garden Center sells architectural forms such as arbors and trellises, raised plant stands, and troughs you can hang as baskets on window or deck railings. This spring they also have a new collection of shepherd's hooks in neon colors to jazz up your garden look. In the free seminars Dano holds, she offers the following tips:

Choose containers in proportion to your space. For instance, the wide front porch at Young's Garden Center can carry

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According to Dano, the big saying in container gardening today is Thriller, Filler, Spiller

the sizeable black urns there.

Consider your sun exposure and choose plants accordingly. This is where many gardeners go wrong. "If you choose plants that only do well in shade, such as impatiens, they will bake in the summer sun and die," Dano warns.

Water containers daily during hot weather. Dano says it's possible to run drip lines from an irrigation system to containers to minimize the time and effort involved. The best time to water is in the morning, as watering at night encourages the growth of fungus.

Design the placement of your containers any way **you want**. "People are either symmetrical or asymmetrical — they want one pot of equal size on both sides of an area, or have a more abstract sense of design and prefer grouping containers together on one side," Dano says.

Decide if you're an instant gratification type or a patient type. Do you want a container to look spectacular the day you complete it, or are you willing to wait for it to look full blown? "You really need to give a container two weeks to fill out to know what the pot will look like," she notes.

In terms of soil, Dano suggests potting mixes that are lighter than clay soil from your backyard. She also recommends placing a coffee filter over the hole in the bottom of the pot, a step that prevents soil and water runoff in the beginning. She also adds several inches of river rock or pebbles for drainage and suggests using a timed-release fertilizer like Osmocote if you're a gardener on the go.

'Thriller, Filler, Spiller' According to Dano, the big

saying in container gardening today is "Thriller, Filler, Spiller":

Thriller — The singular tall plant that stands out in the pot and gives you height

Filler — Background or medium-size plants you arrange around the thriller

Spiller — Trailing vines, such as ivy or vinca, that give your container a finishing touch

As to what you can mix in a container, Dano says anything goes. "It is perfectly all right to mix annuals and perennials. That way you don't have to change everything in your pot at the end of the season."

If you prefer trees and shrubs in a small-space garden, that's no problem either, says Ted Caudle, retired extension urban horticulturalist and host of Southern Lawn & Garden Line on WAVO 1150 and 1410. The show airs on both AM stations from 10 a.m. to noon on Saturdays.

Abuzz in Ballantyne Honeybees May Live Next Door

Nothing beautiful blooms without a busy bee. Fortunately, beekeep ing is undergoing a renaissance in the suburbs, according to Frank Clements, a Ballantyne resident who has kept hives in his backyard for 14 years. "I know several other people nearby who also have hives," says Clements, an electrical engineer so knowledgeable on the subject that he teaches the beekeeping course for the Mecklenburg County Beekeepers Association. Last year, 84 people showed up for classes.

Clements got into beekeeping as the result of losing his father at an early age. A kindly neighbor introduced him to the fascinating insects, and his passion for beekeeping endures. He keeps four hives, which at the height of their numbers in May or June can each reach 40,000 to 60,000 bees. "My neighbors know I have them, but they rarely see the bees," he says.

One reason is he follows Mecklenburg County's two beekeeping rules: provide a source of water in your yard, such as a birdbath, so the insects don't make a beeline for your neighbor's kiddie pool; and station hives at the proper height so the bees' line of flight doesn't interfere with the face of anyone standing at the edge of your property.

To learn more these fascinating insects, Clements urges people to isit www.meckbees.org.





If there's one flower gardeners covet, it's the rose.

His top choice is Japanese maples, particularly dwarf lace leaf varieties. Other possibilities include dwarf conifers, blue star juniper and black dragon cryptomeria. If you like shrubs, he recommends hollies, such as sky pencils, along with boxwoods and dwarf nandinas, which produce bright red berries in winter.

Your Bed of Roses

If there's one flower gardeners covet, it's the rose. But people today avoid planting roses because they think they are too high maintenance. "It's an unjust prejudice," says Dylan McKnight, quality control leader at Witherspoon Rose Culture of Charlotte. "Roses are extremely hardy plants." As he points out, roses are also the only plant that blooms continually from May to November, and imparts an unforgettable fragrance.

Based for 60 years in Durham, Witherspoon Rose Culture specializes in rose gardening and now has a Charlotte location on Shopton Road, just off I-485 at the Fort Mill exit. In addition to selling roses and rose-care products, they provide rose maintenance service for clients in Ballantyne, including St. Matthew Catholic Church. In spring and summer they also hold free classes to enlighten

gardeners about the joy of raising roses.

In McKnight's opinion, roses make an ideal flower for containers or small-space gardens. "We have a rose for everyone," he says. "There are hybrid varieties in all shapes, sizes, and heights — if you want a rose three-feet tall and twofeet around and another twofeet tall and four-feet around, we have them." That includes miniature roses and ground cover roses that trail over edges of pots. You can also train climbing roses over an arbor, trellis or fence in a small space for a spectacular effect.

His top pick for a container rose is the pale pink Belinda's Dream. "It's about as disease resistant as Knockout roses and produces gorgeous big blooms like a hybrid tea rose," he says. "This species also has a lovely fragrance as well."

Here are his company's rosecare tips:

Prevention: Use a dormant spray in January that acts like a disinfectant, giving your roses a clean spring start.

Pruning: Do it once a year in mid-February. When blooms appear, you can then cut them and enjoy them inside. If they remain outside, then "deadhead" them (cut the old blooms off) when they are spent.

Fertilization and Water:
Roses are heavy feeders because they bloom for five months.
Witherspoon's sells its own field-tested formula proven to sustain healthy roses. It's a quick-plus-slow release granular fertilizer. You only need to apply it once in March. Roses also need a minimum of five hours a day of sun, and good watering at their base. "Some hybrid teas and climbers can

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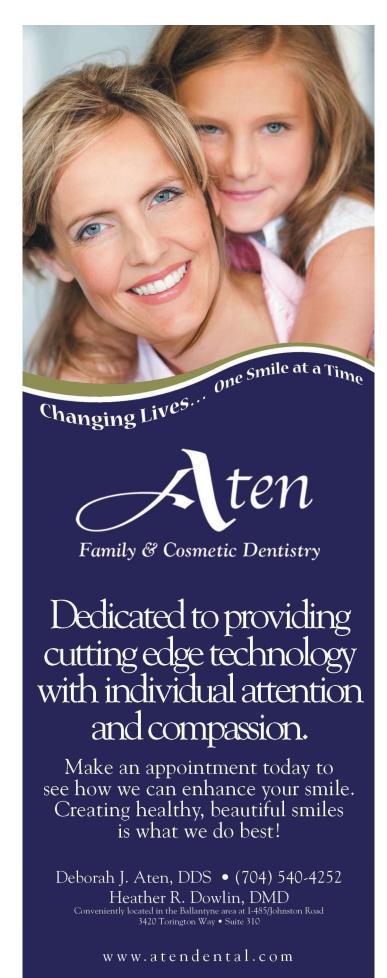
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grow six inches one day to the next," McKnight notes.

Black Spot: McKnight says the most common source of this scourge of rose lovers is an irrigation system spraying water on the leaves. Once eliminated, most roses are spotless.

Pests: Spraying three times a month from April to October keeps bugs and fungus at bay. McKnight points out that the same bugs that attack other plants also attack roses, but gardeners notice them more because they are admiring the blooms.

Salad Bowl On Your Deck

Meanwhile, if you're looking to cultivate fresh veggies, you can accomplish that on a small scale. "The advantage of mini gardening," says horticulturist Caudle, "is that you can learn in a small area, and if you make a mistake, you don't suffer a huge crop failure."

He suggests a salad garden as the best way to start because you can grow most any vegetable and herb in pots, window boxes or even vertical "teepees" with shelves — so long as plants receive six to eight hours of sun a day. Favorites include lettuce, radishes, bell peppers, bush cucumbers, spinach, onions and short, sweet carrots.

The most desirable vegetable



(it's really a fruit) is the tomato, and newer varieties such as Sweet 100 cherry tomatoes thrive in containers with enough sun, water and fertilizer. Caudle cautions that failure to properly water is the top cause of crop failure in pots, because plants become root bound and dry out faster in hot weather. When temperatures hit 95, vegetables need to be watered twice a day at the base.

One inventive solution for small-space vegetable lovers is the "Square Foot Garden" at Young's Garden Center, which you can plant on any surface, including a deck or concrete patio. It comes prepackaged with four boards and lattices, and a roll of landscape fabric that instantly creates 12, one-foot square plots. You simply fill them with good soil, plant your veggies, and away you grow.



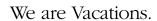
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SMILE



THINK AGAIN. IT'S CHANGING HOW MANY PEOPLE COMMUNICATE

By Tony Mecia Photos by Shane Baskin, Blackbox Studios



Ballantyne dentist Christian Yaste has become a believer in social media.

CHRISTIAN YASTE REMEMBERS his reaction a few years ago when his wife showed him a new website she had started using. It was called Facebook.

"I said, 'That's gotta be the worst thing I've ever seen," he says. "It seemed like a big timewaster."

But over the next few months, Yaste's thinking evolved. He started hearing more buzz about people using Facebook. He started reading how businesses were using it, and he contemplated how his dental practice, Ballantyne Center for Dentistry, might benefit.

He started a Facebook page

and soon launched a blog and Twitter account, which has about 1,000 followers. Like many people, Yaste isn't sure where social media is headed, but he figures that potential customers will increasingly be online, so he wants to ensure he has a robust Internet presence, too.

"My goal is to get this thing where it eventually goes viral," he says.

Yaste's transformation from skeptic to believer mirrors the journey of many people who have made peace with social media. At first, maybe it seemed silly: Why would I care what an old high school classmate whom I barely knew thinks about the Golden Globes, as on Facebook? Or, why should I read stream-ofconsciousness musings of people in 120 characters or fewer, as on Twitter?

Then, as social networking grew, it took on an air of inevitability. Some predicted it would sweep away old media and reshape the way we communicate with each other.

The truth, it turns out, lies somewhere in between. Yes, social media continues to grow and makes inroads throughout our lives — from Facebook logos on the box of Cheerios we pour for breakfast to

As social networking grew, it took on an air of inevitability.

Some predicted it would sweep away old media and reshape the way we communicate. The truth, it turns out, lies somewhere in between.

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The watershed moment for social media and Charlotte politics came in 2009, Warren Cooksey says, when the council debated whether to allow a man to raise pygmy goats at his home uptown.

invitations on late-night TV to follow companies on Twitter.

A survey last year showed that 46 percent of Americans say they use social networking sites, according to the Pew Research Center. Facebook said last year it has 500 million users worldwide — five times as many as in 2008 — and last year it surpassed Google as the most visited website. Twitter claims 175 million users, up from one million in 2008. Dozens of other sites, including LinkedIn, Myspace and Foursquare, have millions of users, and many are growing rapidly.

'One More Way To Communicate'

But rather than sweep out the old order, social media is becoming just one more way to communicate. It's not for everybody. But people who are dedicated users of social media say they like establishing connections with others online, and they like having an audience and learning about others.

Warren Cooksey, one of the Charlotte City Council's most active Twitter users, says a couple meetings reinforced the view that social networking can be valuable. He says colleague

Andy Dulin was once in an obscure committee meeting where council members were discussing stormwater rates. A lobbyist for the Charlotte Chamber mentioned the discussion on Twitter, and as he was leaving the meeting, a TV reporter called to ask Dulin about it.

But the watershed moment for social media and Charlotte politics came in 2009, Cooksey says, when the council debated whether to allow a man to raise pygmy goats at his home uptown. That odd issue attracted a lot of attention, and people followed the debate on Twitter.

"The pygmy goat issue was really when Twitter and public policy meshed together,"
Cooksey says. "People realized, here's an issue that's being brought to my attention. I can follow along and see what's going on as it's happening."

But Cooksey, who represents Ballantyne and other parts of south Charlotte, says that even though he has posted more than 5,000 messages on Twitter (known as "tweets") to his 1,600 followers, it's not the only way he talks with people.

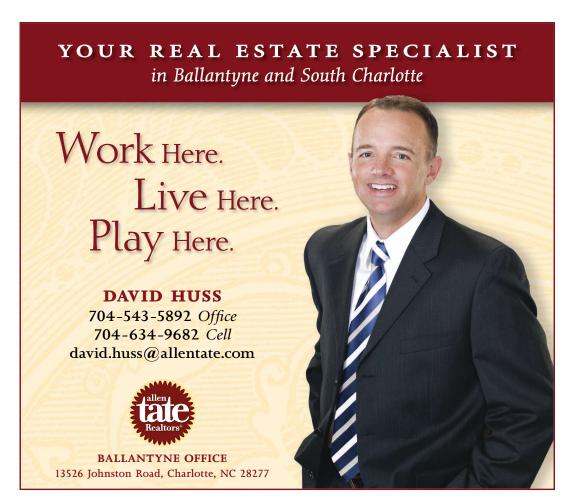
"It's an important additional communications channel," he says. "There's this whole other segment of the population that's not focused on social media, so I need to be there, too. ... I like reaching people in the community who should know what's going on with local government but who aren't paying attention."

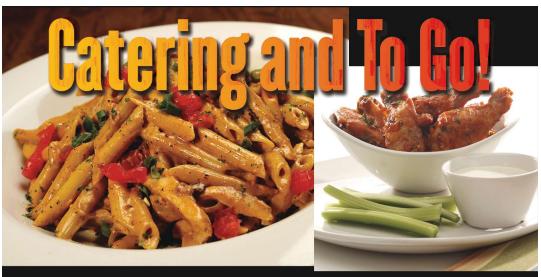
Twitter Spurs Lunch Group

Lyell Petersen has used social media from its early stages and seen it grow up and become more used in business. Many people are now seeing the benefit of it, he says, and they're also seeing its limitations.

In 2007, he was headed to lunch at Rising Roll Gourmet in Ballantyne, and he asked his Twitter followers if anybody wanted to meet him. Two showed up. It was the beginning of the Ballantyne Business Lunch Meetup, one of the largest and most established gatherings of Twitter users in Charlotte. It meets at lunch spots around Ballantyne, and one gathering

continued on page 81





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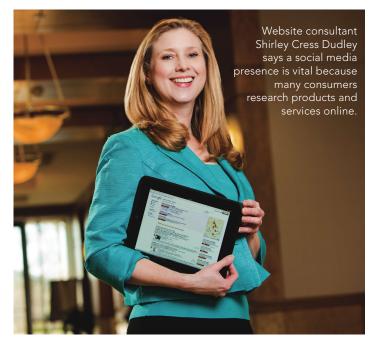
last year attracted 75 people.

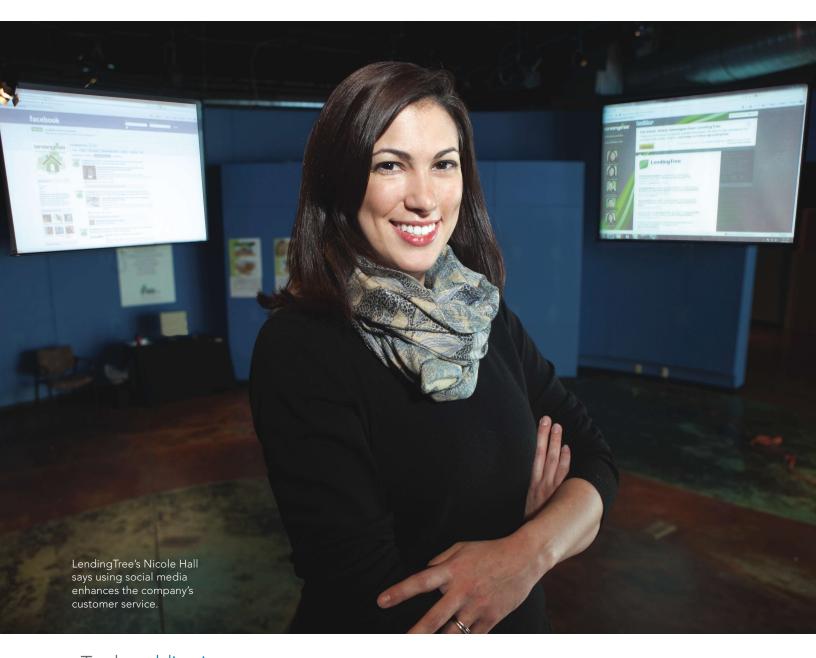
"A lot of us felt like we had a hand in shaping what the social media community and climate ended up being here in Charlotte," Petersen says. Many of the people at the early meetings have gone on to jobs in social media at big companies. He works for an online company that sells cruises. He says that as social media has developed, so have people's understanding of its importance.

"There used to be a sense

that if you're not using Twitter to engage in the conversation, then you don't get it, and you're going to fail, and that's going to be the end of you," he says. "I don't know where that came from. But I'm sure there are a lot of companies that didn't get on Twitter that are doing just fine."

Although social networking sites are growing, their rate of growth is expected to slow in the coming years as they mature. Trade publication eMarketer last year projected that social networks would add 13 million users this year, down from 18 million in 2010.





Trade publication eMarketer last year projected that social networks would add 13 million users this year, down from 18 million in 2010.

LendingTree Tracks Social Media

Still, companies big and small see value in bulking up their Internet presence. At LendingTree, a team of five people works to get the company's message out on social media. Spokeswoman Nicole Hall says being on Facebook and Twitter helps improve customer service, and participating in conversations lets potential customers know about

LendingTree's products.

"Customers are making purchasing decisions based on what their friends are doing and what companies people in their network are using," she says. "We're trying to harness that word-ofmouth marketing. That's our jumping off point to creating a meaningful engagement."

Developing a relationship with customers is important, says Charlotte website consultant Shirley Cress Dudley, because consumers increasingly look for information online from sources they trust. A Pew study last year showed that 78 percent of Internet users research products online, and studies have consistently shown that people trust opinions of friends — and many of those friends are now talking on social media sites.

"They'll go online, ask questions, look on Facebook,

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LinkedIn, forums," she says. "That way, they make a more informed decision and form more of a relationship with you before they buy your product or service."

Yaste, the dentist, says the benefits to his dental practice are not yet clear-cut. Some patients like social media, though he's not sure he's

picked up any new patients because of it. But he wants to

be part of the conversation and conversations are

yet. But it's like everything

before things really happen,"

find things. We want as big a presence there as possible."

else. It's a matter of time

he says. "The Internet is where people are going to

increasingly happening online.

"I wouldn't say it's working

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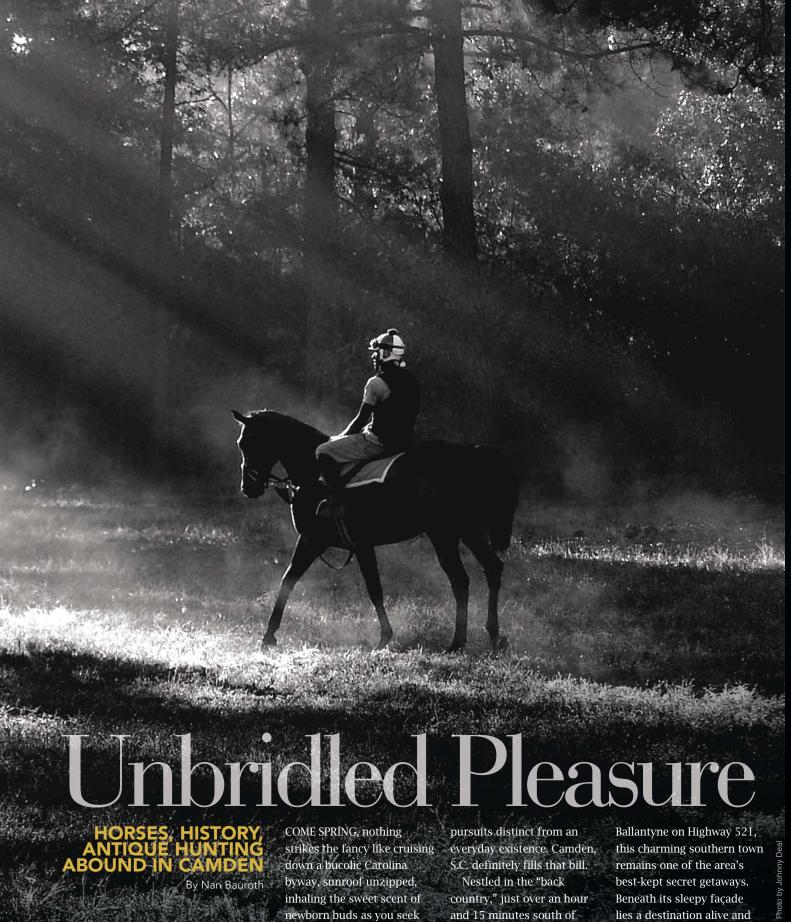
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SPRING 2011 BALLANTYNE MAGAZINE







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Camden's Springdale Race Course is home to two major steeplechase events, the Carolina Cup in April and the Colonial Cup in November. The Carolina Cup is especially known for extreme tailgating and fancy attire.



55 miles - 1 hr 18 min

BALLANTYNE



kicking with horses, history and antique hunting — along with gracious hospitality and regional cooking worthy of its Charlestonian cousin.

An ideal time to get acquainted is April when the azaleas burst into bloom, setting a scenic backdrop for the Carolina Cup, the tony



steeplechase race at Springdale Race Course, an event that kicks off Camden's social calendar.

Some 65,000 people descend on the town for this occasion, one of the biggest on the steeplechase racing circuit.

According to Teri Teed, assistant director of the Carolina Cup Racing Association, the event now ranks as the Kentucky Derby of the South, replete with extreme tailgating and fancy attire on race day. It's such a big deal that families pass their seats and parking spots from generation to generation.

If you can't make the Carolina Cup, every November Springdale hosts the prestigious Colonial Cup, a smaller event that offers its own allure. You can get closer to the action, and you have a better shot a topnotch tailgating spot. Camden residents are the beneficiary of both races, with net proceeds going to KershawHealth, the regional medical center serving the community.

Nat'l Steeplechase Museum

Camden is considered such a steeplechasing mecca that the National Steeplechase Museum is housed on the edge of Springdale Race Course. Designed by preservation architect Henry D. Boykin II in





Depending on when you're in Camden, you could take in a polo match, fox hunt or visit the National Steeplechase Museum. The museum tells the story of the horses, people and places that have shaped steeplechasing.





Camden's famous cottage-style architecture, the building offers a magnificent view of the course, with an entrance featuring a statue of five-time champion Lonesome Glory adjacent to his final resting place. Inside, the museum tells the story of the horses, people, and places that have played a role in the national story of the sport.

You begin with a short film about 'chasing, as it's known in equine parlance, then may explore interactive exhibits, view ornate 19th century silver cups, try your jumping legs on the Equicizer, a mechanical device used by steeplechase jockeys, and weigh yourself

Some **65,000** people descend on the town for **Carolina Cup**, one of **the biggest** on the **steeplechase** racing **circuit**.

on a perfectly calibrated scale. A research library of 'chasing books and memorabilia, along with the gift shop, are also worth your time (Note: the museum is only open by appointment in summer).

Camden's deep roots in the equine world date to 1803 when the first racetrack was built. During the Roaring Twenties, the town became a prominent stop on the railroad

carrying wealthy northerners south during the winter. Many found the milder climate to their liking, and brought their thoroughbred racehorses to train here. One such visitor was Marion duPont Scott, the grande dame of steeplechasing.

In 1926, the Camden Hunt Club was established, and in the late 1920s Springdale Race Course was constructed. By 1954, Camden had become the winter home of Scott, who purchased Springdale. In her will, she deeded the 600-acre property to the state of South Carolina with the provision that it remain an equine training and racing facility in perpetuity.

Today racehorses arrive from up north in November and are boarded in training barns tucked around Springdale, one of the top racing training facilities in the nation. A free public viewing stand overlooking the training tracks is open year round, just across from the National Steeplechase Museum. The optimum time to catch thoroughbreds working out is early morning.

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During the first full weekend in November, you can experience re-enactments at the Camden Revolutionary War Site. The site also contains the Kershaw-Cornwallis House and other historic buildings.





Given that 18,000 acres of hunt country still surround Springdale, it's no wonder Camden remains the perfect place for those who like rides in the countryside. In addition, every Kentucky Derby weekend, you can "divot stomp" at the annual Camden Cup Polo Weekend at Camden Polo Field, second oldest in the nation. Divot stomping, by the way, is the spectator tradition of stomping down divots on the field at halftime of the match.

After the match on that Saturday, you may stay for the Kentucky Derby Tent Party and watch the race on big screen televisions while you tailgate.

George Washington was feted in Camden on his southern tour, and Lafayette made a special trip in 1825.

The South Carolina Equine Park also opened in 2009 just outside town, offering 40 acres of show rings, cattle and warm-up areas, stalls, a restaurant and even RV sites.

History in **Living Color**

In addition to horses, Camden — founded in 1732 — has a rich historical story to tell. The town's Revolutionary War

period is especially interesting and features such notables as the town's staunch patriot, Capt. Joseph Kershaw, and Britain's Lord Cornwallis, who imprisoned Kershaw and then occupied his home.

George Washington was feted here on his southern tour, and Lafayette made a special trip in 1825 to officiate at the Masonic re-interment ceremony for his esteemed fellow American

general, Baron Johann DeKalb, the German-born French citizen who accompanied Lafayette to America to fight for liberty. DeKalb died from wounds suffered during the Battle of Camden.

You can experience all this and more at the Historic Camden Revolutionary War Site, which includes the reconstructed and furnished Kershaw-Cornwallis House, the 1785 John Craven House, reconstructed military fortifications, log cabins featuring exhibits and an orientation film, a gift shop and nature trail.

Joanna Craig, a direct









If you're a history buff, you'll enjoy exploring Camden, founded in 1732. Experience yesteryear through historic homes and buildings, antique shops and the Camden Revolutionary War Site.

descendant of Kershaw and executive director of Historic Camden, is a walking, talking history lesson. She tells the story of the period, from the role of native Catawba Indians to blacks and women.

A memorable time to visit is the first full weekend in November, when the museum hosts Revolutionary War Field Days, complete with a daily battle. Re-enactors from around the Southeast portray patriot, British and Hessian soldiers, and civilians set up camps, as do period merchants selling merchandise. On Saturday and Sunday at 1:30 p.m. the battle takes place in front of

the Kershaw-Cornwallis House, with Redcoat and Revolutionary forces duking it out, cannons blasting and muskets firing.

All you need for this family-friendly event is lawn chairs and a camera to capture the colorful action. Before the day is out, take a quick trip across the street to the awe-inspiring Quaker Cemetery (Kershaw's burial tomb is nearby).

Camden also boasts an amazing wealth of other historic houses and worthy sites. You can pick up the "Guide to Historic Sites in Camden" brochure for \$5 at Historic Camden or the antebellum Robert Mills

Courthouse, and then set off on foot or by car. Of particular note: Holly Hedge, Scott's winter residence; Bethesda Presbyterian Church; Green-Leaf Villa; Horse Branch Hall; The Sycamores; and Kamschatka, built by Mary Boykin Chesnut, and the winter home of William F. Buckley's parents.

Consignment, Antique Stores

Given Camden's treasure trove of historical homes and sites, it's only natural that the town has developed a reputation for antiquing. Opportunities fall into two categories: antique shops and consignment



Antiques such as this exquisite piece can be found in Camden.

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BALLANTYNE one tank trip







Opportunities to hunt antiques in historic Camden offer two types of locales: shops and consignment stores.

stores, with most located downtown (obtain the "Antique and Arts District" brochure from the Visitor's Center).

One must-see is Andries van Dam Antiques & Fine Arts at 914 Market St. Dutchman Andy van Dam specializes in 19th and 20th century American and European paintings. His gallery also features a museum-quality exhibit of Chinese Ming and Japanese porcelain, along with a Royal Delft nook, and two rooms chock full of oils by master artists in the Rembrandt School.

Camden Antique Mall at 830 South Broad, owned by Patricia Richardson, who kick-started the antiques district, has 40 dealers featuring 18th, 19th and early 20th century collectibles.

Also check out Springdale Antiques, owned by Camden fixture C. Parker Gibson, who specializes in early 19th century Southern furniture by individual makers, and is sought for converting antique beds and antique restorative work.

As a getaway, Camden is steeped in history, beauty and Southern hospitality. Two steeplechase races, training facilities for thoroughbreds and the steeplechase museum put the town on the national stage of the sport, while the town's rich past takes you back to Revolutionary War times. For an entertaining day with everything from magnificent horses to fascinating history, Camden is the perfect choice.

WANT TO VISIT CAMDEN?

Two Ways to Drive

Go south on U.S. 521 (take the 521 bypass at Lancaster and Kershaw). Or, take I-77 south and turn east on Highway 34 to Ridgeway.

Dining

Good lunch spots include Carolina Café at 1011 Broad St., 803-713-9977; Old Armory Steakhouse at 514 Rutledge St., 803-432-3222; or Everyday Gourmet at 2204 Broad St., 803-425-1907.

For dinner, try Sam Kendall's at 1043 Broad St., 803-424-2005, www.samkendalls.com, or the Mill Pond Steakhouse at 84 Boykin Mill Road a few miles outside Camden in Rembert, site of a Civil War skirmish. Reach the steakhouse at 803-425-8825 or www.themillpondsteakhouse.com.

Overnight

In addition to chain hotels, you can step back in time at two romantic historic homes operating as B&B's: Bloomsbury Inn (c. 1849) at 1701 Lyttleton St., 803-432-5858, www.bloomsburyinn.com; or Camden House (c. 1832 plantation mansion) at 1502 Broad St., 803-713-1013, www.camdenhouse.us.

Carolina Cup

Saturday, April 2, rain or shine. Gates open at 9 a.m., with the first race starting at 1:30 p.m. Invitations went out in mid-January, so the sooner you inquire, the better. For information: 800-780-8117, 803-432-6513, www.carolina-cup.org.

For More Information

- Kershaw County Chamber of Commerce and Visitors Center, 607 South Broad (the historic Robert Mills Courthouse), 803-432-2525, www.kershawcountychamber.org
- Historic Camden Revolutionary War Site, 222 Broad St., 803-432-9841, www.historic-camden.net
- National Steeplechase Museum, 200 Knight's Hill Road, 803-432-6513, www.steeplechasemuseum.org
- www.cityofcamden.org, 803-432-2421
- www.camdenarchives.org, 803-425-6050
- www.kershawcountyhistoricalsociety.org, 803-425-1123

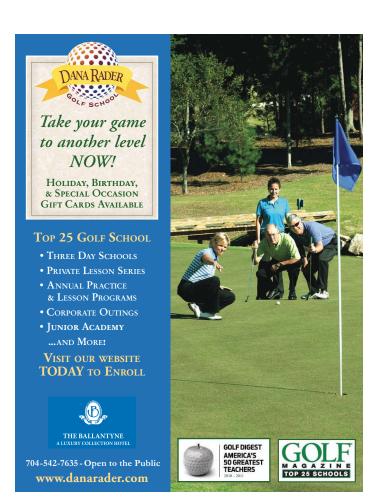


This historic home (c. 1849) is now the Bloomsbury Inn.

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PUTTING PROWESS

Address the Ball Properly to Fit Your Club

By Marc Lapointe, Senior Instructor, Dana Rader Golf School

MOST GOLFERS are aware of the importance of having their golf clubs fitted to them. Club fitting simply means having your equipment tailored to your arm length (fingertip to floor measurement), hand size, swing speed and physical requirements.

Unfortunately, the putter is almost always left untouched. Yet, it may be the most important club to have fitted because it is used most during a round. Anywhere from 28 to 40 strokes per round are made with a putter, which represents 30-40 percent of your score. Compare that to 14 strokes per round with the driver (with no mulligan), which represents only 10-20 percent of your score.

One thing to keep in mind, you should first address the ball properly before you get fitted. This article will help you with two critical fundamentals for better putting, as well as determining if your putter is properly fitted to you.

Remember — you drive for show, but putt for dough. So let's get started.

Forearm Alignment

The first fundamental is forearm alignment. With a finesse swing like a putting stroke, you want to relax your arms, maintaining some elbow flex. For ultimate precision on the green, your forearms should be parallel to the putter shaft.

Holding the club parallel with the ground, you accomplish forearm alignment by first



BALLANTYNE | tee it up

holding the club in the life lines of your hands, palms facing each other. Second, let your arms relax. Keep your elbows flexed and in front of your hip. Match your forearms with the shaft of your putter.

Imagine yourself shooting a dart at a target to get a good feel for how much elbow flex is needed.

Posture

Good posture is the second fundamental that will make you a better putter. While maintaining the proper grip and elbow flex, you should bend from the hip until you feel comfortable, athletic and have your head looking straight down at the ball. You can monitor how much bend is needed by your distance from the ball. Your eyes should be positioned directly over the ball or slightly inside.

For the stroke itself, the pendulum-style swing is still the most common and widely used technique. It is basically the rocking and swinging of the arms and shoulders without the breaking of the wrists. The even tempo and speed of the backswing and follow through makes the pendulum stroke consistent.

However, the biggest misconception of the pendulum swing revolves around the extension and tension in the arms to prevent the breaking of the wrist. Too many golfers try to create the rocking motion without any elbow flex. As a result, the entire body starts rocking, or the wrists start flipping, since the arms are locked in place and unable to swing properly.

As you can see, having a fundamentally sound setup is the key to a pure and precise putting stroke. It is also the key for getting fitted properly.

You should now be able to determine easily if a putter fits you. By following this set-up, it should be apparent if the club is too long or too short because you will either have to grip down on the club or bend over too much to reach the ground. At the same time, you should be able to determine if the club head is lying flat on the ground or needs the lie angle to be adjusted.

This season, don't neglect your putter. Getting fitted for the club is important if you want to improve your performance on the green and lower your score. However, make sure to get fitted with a good set-up. Learn to line up your forearms and bend over the ball properly before you purchase a new putter.

Once you are fundamentally sound and have the right putter, it's time to get the ball rolling — right into the hole!



Check out the video version of this tip at www.danarader.com/news_tips.cfm.





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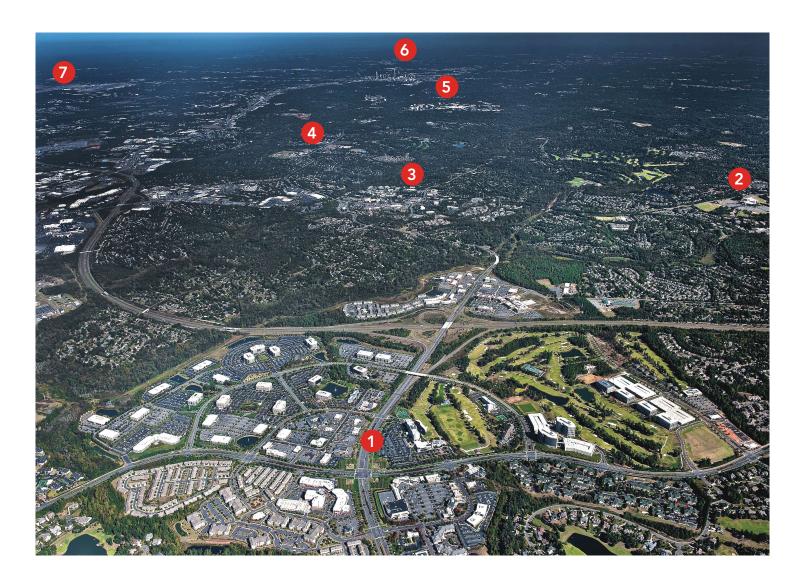
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BIRD'S-EYE VIEW

Check Out Ballantyne's Uptown View

Photo by JJ Bissell



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