Created in the cloud with Aspose.Words for Cloud. http://www.aspose.com/cloud/word-api.aspx

# Southern Connector Switches to Sticker Tag Style Palmetto Pass

Published Date : May 10, 2012  
Author : admin

[](http://www.crescentmag.com/wp-content/uploads/2011/12/SouthernConnector.jpg)

The Southern Connector is switching to a new “sticker tag” transponder in an effort to reduce the number of replacement transponders it issues and provide an environmentally responsible method for disposing of those transponders once they are taken out of service.

The new sticker tag Palmetto Pass replaces the long-used white hard case transponder box that allows users faster access at toll plazas along the Southern Connector, said Pete Femia, the road’s general manager.

One of the primary reasons the hard case transponder will be replaced is the limited battery life of the hard case transponder, Femia said. The old transponder battery wore down after seven to eight years. The new sticker tag Palmetto Pass has no internal battery and will last much, much longer.

In addition, the sticker tags are much smaller and take up only a small space on the windshield of the vehicle he said.  In the future, these sticker tags will make Palmetto Passes interoperable with toll roads in other states.

Femia said the vast majority of the hard-case Palmetto Passes have been replaced, but people who have not made the change yet can call 1-866-PALPASS (725-7277) or go to the Southern Connector’s main office located at the West Toll Plaza, 3050 Southern Connector, Piedmont, S.C.  All new account holders will be issued sticker tags unless they also use the Cross Island Parkway in Hilton Head, S.C.

[Tweet](https://twitter.com/share)

### Comments

# Amy McAllister-Skinner announced as 2012-13 South Carolina Teacher of the Year

Published Date : May 10, 2012  
Author : admin

[](http://www.crescentmag.com/wp-content/uploads/2012/05/Amy-McAllister-Skinner.jpg)

Amy McAllister-Skinner, SC's 2012-13 Teacher of the Year, receives a BMW X3 to drive for 1 year.

State Superintendent of Education, Dr. Mick Zais, announced last week that Amy McAllister-Skinner was named the 2012/2013 South Carolina Teacher of the Year.

As part of the celebration, BMW Manufacturing, the event’s premier sponsor, handed the Johnsonville High School English teacher the keys to a 2012 Alpine White BMW X3 xDrive35i equipped with the M Sport package. During her yearlong sabbatical from the classroom, McAllister-Skinner will drive the BMW throughout South Carolina as the state’s public education ambassador.

McAllister-Skinner noted that the honor was bittersweet saying, “I will miss all of my kids but am proud to spread the word across the state. Everybody needs to know all of the great things going on in public education in South Carolina.”

“Advancing education is paramount to BMW’s long-term success. We applaud all teachers throughout South Carolina who prepare the future workforce with the necessary skills to become viable candidates for various industries, including manufacturing,” said Sky Foster, Manager, Corporate Communications for BMW Manufacturing. “We hope Amy enjoys her new South Carolina-built BMW.”

The South Carolina Teacher of the Year will participate in a yearlong residency at the Center for Educator Recruitment, Retention, and Advancement (CERRA). Along with the use of the BMW X3 for one year, McAllister-Skinner also receives a $25,000 cash award, a set of Michelin tires and a celebratory ring from Jostens.

Amy McAllister-Skinner succeeds Patti Tate, an English teacher at Northwestern High School in York School District 3. McAllister-Skinner earned a bachelor’s degree from Francis Marion University and will complete a master’s degree from Coastal Carolina University this month. She has been teaching for five years. Johnsonville High School is in Florence School District Five.

[Tweet](https://twitter.com/share)

### Comments

# South Carolina Sweet Onions Now Available

Published Date : May 10, 2012  
Author : admin

[](http://www.crescentmag.com/wp-content/uploads/2012/01/CertifiedSCGrown.jpg)

South Carolina Sweet Onions are now available at local retailers around the state.

The sweet onions were introduced to the public in 2010 with farmers growing just 60 acres statewide. However, due to increased consumer interest over the last two years, this year South Carolina farmers have planted more acres with the sweet onions.

“We’re seeing good repeat business with the sweet onions,” said Sonny Dickinson, assistant director of marketing with the South Carolina Department of Agriculture. “Those who have bought and tried these sweet onions have liked it.”

Dickinson said as consumers are learning about, and loving, the South Carolina sweet onion they are incorporating them into recipes.

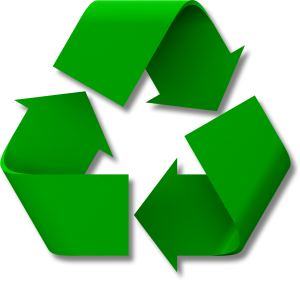
Sweet onions have a light golden-brown color and when cut open reveal a creamy white interior. They are perfect for cooking, baking or to garnish hamburgers and other dishes. Sweet onions are a winter crop, planted in the fall and harvested in the spring. Planting occurs from November 1 through December 31 and are harvested around mid-April to June. Currently the dried onions are now available to purchase at grocery stores throughout the state. Because of an interest from consumers buying these local onions, more grocery stores will offer both four and five pound bags of dried onions.

[Tweet](https://twitter.com/share)

### Comments

# US Fibers Expanding Operations in Edgefield County with $5.5 Million Investment

Published Date : May 9, 2012  
Author : admin

[](http://www.crescentmag.com/wp-content/uploads/2012/05/recycleArrows_MC910216333.png)

US Fibers, a recycler of PET Post Industrial and Post Consumer material, announced plans today to expand its current Edgefield County operation. The $5.5 million investment is expected to generate 48 new jobs.

“This investment and expansion represents another important step in our evolution as a major recycled PET fiber producer. We appreciate the excellent business environment that South Carolina offers and the continued support from our employees, customers and suppliers,” said Steve Zagorski, vice president of New Business Development at US Fibers.

“US Fibers is focused on growing and expanding our operations in the Palmetto State,” US Fibers president and founder Edward Oh said. “We are grateful to our customers and suppliers for their loyalty and the partnerships that we have developed.  Together, with the efforts of our employees, we will continue to add jobs and build the company we can all be proud of.”

US Fibers will expand its polyester recycling operation in Trenton, which will allow the company to increase the facility’s capacity. Work on the expansion is to start immediately and is expected to be completed in the fourth quarter of this year.

“It’s another great day in South Carolina when one of our existing businesses chooses to increase its footprint in our state. It’s also exciting to see this expansion take place in one of South Carolina’s rural areas. We truly celebrate US Fibers’ decision to invest $5.5 million and create 48 new jobs in Trenton,” said Gov. Nikki Haley.

Since the beginning of 2010, the State of South Carolina has recruited more than $430 million in capital investment and more than 1,000 new jobs in the recycling-related sector.

“Our state’s recycling sector continues to grow and create new jobs. We appreciate US Fibers’ commitment to South Carolina with this expansion and look forward to the company’s continued success in the Palmetto State,” said Secretary of Commerce Bobby Hitt.

US Fibers has operated in South Carolina for nearly 20 years and in Edgefield County for 10 years. The company previously expanded its Trenton facility in 2010.

“We are pleased that US Fibers has decided to reinvest in Edgefield County,” said Edgefield County Council Chairman Dean Campbell. “Capital for expansions is a very competitive market in today’s global economy, and we are proud that their investment dollars are being made here. Edgefield County Council has been diligently working to prepare the county for economic development, and we will continue to do so. Edgefield County thanks US Fibers for the new jobs and investment we celebrate today.”

“Two years ago the last expansion announcement the county had was by US Fibers. Today we are appreciative that they continue to grow and provide job opportunities for the people of Edgefield County,” said Gary Stooksbury, chairman of the Board of Directors of the Economic Development Partnership. “We also congratulate Chairman Campbell and the other members of Edgefield County Council for their hard work in creating a community that is open and ready for business.”

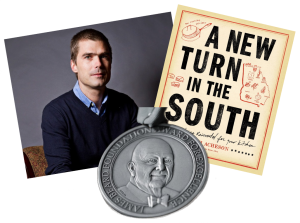
The company will begin hiring for the new positions sometime in the third quarter.

[Tweet](https://twitter.com/share)

### Comments

# FROM THE DESK OF: South Carolina Well Represented at 2012 James Beard Foundation Awards

Published Date : May 8, 2012  
Author : admin

[](http://www.crescentmag.com/wp-content/uploads/2012/05/HughAchesonJamesBeard.png)

***By: Taft Matney***

I’ve had people come up to me and ask, “What are those James Beard Awards you keep talking about?”

To which I quickly reply, “Have a seat, and let me tell you. They are the World Series and the Super Bowl. They are the Stanley Cup. They are the Kentucky Derby. They are Wimbledon. They are the Oscars, the Emmys, and the Tonys. They are all of those things and more rolled up in one to celebrate the culinary world.”

I may have overstated it just a little, but the James Beard Foundation Awards celebrate the best of the best in culinary creativity, and it’s a celebration that almost always finds South Carolina in contention to win. For somebody who loves food and the possibilities that come with creativity in the kitchen, those are exciting awards to watch.

Chef Craig Deihl of Cypress in Charleston (who is [being profiled this month](http://www.crescentmag.com/2012/04/30/craig-deihl-part-1/" \o "Chef Craig Deihl -- Part 1) in CRESCENT) was among the finalists for “Best Chef: Southeast.” He came close to winning, but in a year where the competition was tighter than most, he was edged out in a tie by Chef Hugh Acheson who owns Five and Ten in Athens, GA and Chef Linton Hopkins of Restaurant Eugene in Atlanta.

Our state has some amazingly creative chefs who are either from here, moved here, or who lived here at some point in their journey. South Carolina represents at the James Beard Awards.

Our friend Ted Lee and his brother Matt won Cookbook of the Year in 2007, and the past three winners for “Best Chef: Southeast” came South Carolina in the forms of Sean Brock at Husk, Mike Lata of FIG, and Robert Stehling from Hominy Grill.

Chef Deihl almost won, but since he didn’t, what does it mean for the state’s standings with the James Beard Awards?

It means nothing, and we can still congratulate our own.

You see, Chef Acheson spent part of his childhood living in Clemson. He’s one of us…by way of Canada and Georgia.

So, congratulations from CRESCENT, Chef Acheson. Not only did you tie for Best Chef: Southeast, your book *A NEW TURN IN THE SOUTH: Southern Flavors Reinvented for Your Kitchen* took home top prize in the “American Cooking” category *(EDITOR’S NOTE: It’s a visually amazing book.)*

Five and Ten may be just down the road from the South Carolina/Georgia state line, but we still claim you.

We also want to congratulate South Carolina’s other nominees including finalist Craig Deihl and semifinalists The Macintosh in Charleston for Best New Restaurant, Sean Brock of McCrady’s for Outstanding Chef, and for Best Chef: Southeast, Jeremiah Bacon of The Macintosh and Ken Vedrinski of Trattoria Lucca in Charleston. You and so many others are great reminders of why we have so much to brag about on South Carolina’s culinary scene.

[Tweet](https://twitter.com/share)

### Comments

# Shrimp Season Opens Today

Published Date : May 7, 2012  
Author : admin

[](http://www.crescentmag.com/wp-content/uploads/2012/05/BarefootFarms1.jpg)

The fleets are blessed, and South Carolina shrimpers are open for business…early.

As of 8:00 this morning, shrimping season opened in South Carolina’s General Trawl Zone (GTZ) waters.

Generally, shrimp season doesn’t open until mid-May, but warmer water temperatures sped up the process this year – only a year after cold water temperatures killed the shrimp and postponed the season’s opening until June.

According to Mel Bell, the S.C. Department of Natural Resources Director of Office of Fisheries Management, “This is the earliest we have chosen to open the entire GTZ to trawling since 1974, but these are also the warmest coastal water temperatures during this time of year we have experienced since 1974. We are hoping for good spring landings of white shrimp and an improved follow-on crop of white shrimp in the fall.”

With three shrimp seasons on the state’s calendar, this first season of the year focuses on white roe shrimp. DNR officials say this generates the most value for fishing effort with early season prices being relatively high.

The brown shrimp season generally takes place during the summer, and the offspring of the spring shrimp make up the fall’s shrimp season.

*PHOTO CREDIT: Mary McClaskey*

[Tweet](https://twitter.com/share)

### Comments

# CRESCENT Products: SARGE Knives — One of the Shortest Mission Statements to Read

Published Date : May 7, 2012  
Author : admin

[](http://www.crescentmag.com/wp-content/uploads/2012/05/SK-703-logo.jpg)

*This feature started as a profile of a South Carolina-based knife company, but as is so often the case, things don’t always turn out the way we plan. This feature evolved on its own from SARGE Knives to the entrepreneurial spirit and philosophy of a son of Greenville County’s Dunean Mill Village.*

*That’s part of what CRESCENT is about – finding those people, places, and stories we may not know, but we become better for learning about them. Gene Morris is one of those South Carolina characters and story tellers we’re glad we get to know…and he could sell air conditioning in Antarctica.*

—————————

*GENE:* We do everything from charity events to whatever.  From the knife business we got into the wine tool business, and now we’re doing wine tools for Michael Mondavi.  We’re doing wine tools for golf courses who are using them for their tournament gifts rather than a hat that looks like a head wound and a shirt that don’t fit.  Same thing with our steak knives.  Matt [](http://www.crescentmag.com/wp-content/uploads/2012/05/SK-107.jpg)and I are in a steak house in New York and I see people going out and buying steak knives from the steak house, paying $150, $160.  We could provide that good or better steak knife at a better value.  Now, steak knives are a big part of our business.  In Charleston at the Southeast Wildlife Expo, we have our own laser equipment.  We took steak knife sets, oyster knives, and boxes and wine tools.  For what’s going down there, we lasered pineapples on the boxes because that the sign of Southern hospitality.  They look like they were custom made for that market, and the gift market is going to be a good market for us.  A friend of mine called, and they were doing a benefit for a college friend of theirs who had cancer.  Five girls. Very close knit. One of them has cancer, and it’s progressively gotten worse.  It just came to me because this girl is just a very special friend of mine, what I could do extra, so I created a knife.  I’ve got one in my desk.

***(Gene retrieves the knife from his office)***

*GENE:* The girl’s name is Vicky.  She and Sandra who works for me and girls had been friends for years.  I’ve never Vicky her but I know her through Sandra, and she always told me how sweet she was and everything and as she went through this illness. Her friends rallied around her.  It’s gotten to the place they really need the money.  They’re all worried about Vicky, and she said, “I’m going to hit you up for some stuff.  Can you give me some stuff for our silent auction?”  I said, “Sure.”  I thought about the steak knife sets and carving knife sets and the wine tools and a couple of things like that and maybe do a “man package” with a hunting/fishing kit and all that.  This girl will always be part of their life.  Hopefully, two years from now they’ll be talking about what dark days this was and how they got through it, so what I did, I created this knife. *(Gene holds up the knife he picked up from his office.)*  I took a knife with that laser.  See that heart and “Vicky.”  What I did was give them 25 of those and 25 envelopes with just that on it.  At their silent auction, people just came up and got an envelope and they put their donations in it.  We don’t know what it is. There’s not a price, but they’d get the knife with that anonymous donation. What’s a lot of money for one person is nothing for another, and I thought it would be a unique way to raise money.  You like that?

***Yeah****.*

*GENE:* And that’s what I call a tribute knife.  It’s as fun for us to find ways to help folks as it is to find ways to make money.  My most enjoyable part of this business is just watching people grow, teaching them how to do that.  This business, besides the knife business, this is a different business.  We can do anything we want to do.  Our mission statement is the shortest one you’ll ever read.  “We’ll do the right thing and we’ll make a profit.”  If you have a problem with either one of those, we ain’t gonna to do business.

***I like that.***

*GENE:* It’s a little different, is it not?

***It is.***

*GENE:* What else do you have to say besides, “I’m going to do the right thing.” At times, I have asked, “What will it take to make you happy? If I do that, you happy? Alright, take care. We’re probably not good partners, so I suggest you find another supplier.”  And we do some things just like our knives, lifetime warranty.  If we make ten knives good today, which we won’t, but if we did, nine of them would have broken points and it’s obvious what happened but we’re going to give you another knife *(Translation for anyone who “ain’t from around here,” this means that if ten knives happened to be returned that day for defects, SARGE would replace them in accordance with the company’s warranty. He’s not saying that the company will make a bad batch of knives that day.)*. Why would I spend money advertising, why would I go to trade shows, why would I do all that, spend all that money then upset [](http://www.crescentmag.com/wp-content/uploads/2012/05/SK-909.jpg)somebody over the price of a knife?  The best example of that was last week at the National Wild Turkey Federation.  This young guy walks up and says, “I bought a knife last year. A screw fell out of it.”  “Well, I hate that. Is this close to what it was?”  “Yeah.”  “Well, here, thank you.”  He was, “No, I just need a screw.”  I’m apologizing for the problem.  I’m not worried about getting the screw. I told him, “I just want you to get a working, solid knife back in your pocket, so take this one.”  He bought more knives and he told people at the desk about that.  And there was a guy last year at the Buck Master, he had a knife similar to this *(Gene holds up a hunting knife.),* and he’s coming up to me telling me, “Man, I love that knife but I don’t know if I was getting out of my tree stand or what, but it fell out of the sheath.  I’ve still got the sheath, I don’t need another sheath, but can I buy a knife?”  I gave him the knife and the sheath.  “I’m glad you’re a customer.  I hate you lost it.”  He stayed there 20 minutes doing infocommercials for me to people who were looking at our product.  That’s the cheapest way in the world to advertise your product.  Takes a little longer but it works.

*MATT:* Especially with the web-based consumers.  If you don’t take care of them, they’ll blast you.

***Absolutely.***

*GENE:* You know, most of the time, we never require you to send the product back.  People will have an issue, break a knife point, maybe a screw comes out and we get something back in and when we do, we send them 2 of whatever it was, if it’s still in the line.  If it’s not still in the line, the closest thing we have, we send them 2 back and apologize.  But that’s why…

***And you’re solidifying relationships for life.***

*GENE:* Hey, I don’t make no money doing anything one time.  If I can’t turn it into a process that we can do repetitively, the same way normally…

***It’s a relationship.***

*GENE:* It’s a relationship.  Where all that starts is not rules and regulations, it’s… The most important thing we have in all our businesses is the culture.  The culture of business is like your personal personality.  I can be gone a day and I can be gone a week, and for the most part, the culture of our business allows people to make decisions based on how they would do it if I was sitting here.   And you can’t grow unless you can grow that, but your culture is what your business is about.  You can be a great salesman. I’ve had great salesmen I’ve fired. I’ve had great accountants I’ve fired. I’ve had good customer service that I’ve fired because they didn’t fit into our culture.  One thing that we do not accept, you cannot be disruptive.  I don’t care how much you can sell, you will not be disruptive. If you’re disruptive or you’re selfish or you’re egotistical, it just ain’t gonna work.  I’ve got enough ego for everybody.  My ego is part of the culture of the company.

***And the man who signs the checks is entitled to have all the ego he wants to have.***

*GENE:* It works.  Every one of our people has weaknesses.  There’s no question about it.  But they have strengths, and as a team, we understand everybody’s weaknesses, so we work with everybody’s strength. Do you play golf?

***I attempt.  I play poorly***

*GENE: If you ever play a tournament like a member/member or member/guest, they usually have what they call a “tee gift package” – a participant’s gift for being in it.  At one club, [](http://www.crescentmag.com/wp-content/uploads/2012/05/SK-35B_open.jpg)to play in the member/guest is $600.  They’re going to spend about $100 per person for tee gifts as part of that package that everybody gets.  It’s “OK, let’s give them a hat, a shirt, give them some golf balls.”  Somebody’s paying $600, they probably don’t need hats.  They’ve got all the hats in the world, and the shirt you’re going to give him is probably not one he would buy for himself.  He’s got a certain golf ball he enjoys playing and he plays that.  So it’s a difficult deal.  I play in a lot of tournaments. About 2/3 of the stuff never gets in my house.  It either stays in the car and I give it to somebody, or I trash it.  I said, “That’s a lot of money to waste.”  So we developed a box and based on the tournament’s budget, it’s menu driven, how we can put a custom knife set, a wine tool, all kinds of things that when you get home you say, “Look, baby.  That’s great.  I love that wine tool.” Instead of hearing, “You’ve been gone 2 days…”  I mean, it’s inclusive. We’re getting into cigar cutters. My point is that it is limitless.  It’s products.  It’s stuff, and as long as you can maintain the integrity of the stuff, you can keep growing the business. Everything’s a niche to us.*

For Part 1, click [HERE](http://www.crescentmag.com/2012/03/26/sarge-knives-part-1/" \o "SARGE Knives -- Part 1). For Part 2, click [HERE](http://www.crescentmag.com/2012/04/23/sarge-knives-part-2/" \o "SARGE Knives -- Part 2). For Part 3, click [HERE](http://www.crescentmag.com/2012/04/30/sarge-knives-part-3" \o "SARGE Knives -- Part 3).

[Tweet](https://twitter.com/share)

### Comments

# CRESCENT PEOPLE: Our Fingers are Crossed for Chef Craig Deihl

Published Date : May 7, 2012  
Author : admin

[](http://www.crescentmag.com/wp-content/uploads/2012/05/CraigDeihlButchering01.jpg)

*Just hours after CRESCENT publishes this segment of our feature on Chef Deihl, he and the rest of the culinary world’s best will trade in their chefs’ whites for black tie and converge on New York City’s Lincoln Center to celebrate the best of the best in the industry at the James Beard Foundation Awards.*

*Chef Craig Deihl is among the five nominees for “Best Chef: Southeast,” and we wish him well.*

***UPDATE:*** *Chef Deihl came close to winning, but in a year where the competition was tighter than most, he was edged out in a tie by Chef Hugh Acheson who owns Five and Ten in Athens, GA and Chef Linton Hopkins of Restaurant Eugene in Atlanta. Acheson, who also took home top prize in the “American Cooking” category for his book* A NEW TURN IN THE SOUTH: Southern Flavors Reinvented for Your Kitchen, *spent part of his childhood in Clemson. Congratulations from CRESCENT, Chef Acheson. We also want to congratulate South Carolina’s other nominees including finalist Craig Deihl and semifinalists The Macintosh in Charleston for* Best New Restaurant*, Sean Brock of McCrady’s for* Outstanding Chef*, and for* Best Chef: Southeast*, Jeremiah Bacon of The Macintosh and Ken Vedrinski of Trattoria Lucca in Charleston.*

—————————

***The whole farm-to-table movement seems to really be picking up steam.  Do you think that something like farm-to-table really benefits cooking in South Carolina?***

It is kind of comical that, if you didn’t know it, and a lot of people don’t really know it, how many different farmers are in the outlying areas.  You don’t have to search hard to find them.

***Right.***

And a lot of people…I don’t think they really understand that.  Like we have such tremendous producers within our state that we don’t have to go far to find it.  Now you do have to trudge through some of the people that are raising product to raise product and get to the farmers that are really raising product…crazy, old world lines or buying beef to raise on pasture that is a staggered program, and while taking in the best interest of the animal, to make it produce better beef – type scenarios.  We’re pretty fortunate to have some really unbelievable farmers in our back yard and we’re probably first and foremost here in Charleston, knowing that in Kingstree, Seth Harvin’s got one of the best processing plants that I’ve seen just about anywhere. It’s a pretty impressive thing that we have, and I can tell you for these old heritage lines of meat, the preservation of the product in which it stems from having a good processor.  Williamsburg Packing, that’s the name of their plant, is a huge, huge avenue for us to get what we’re getting, as well.  So not just having a great farmer but having a great processor and then farmers being able to get those great products back to the chefs.  It’s not easy and it definitely isn’t a cheaper sense than buying from a high end, well-raised commodity line coming off of a truck.

***Don’t you think that people are appreciating that, though?  I mean, they’re appreciating that quality. They’re appreciating that care because they know they’re getting a better product.***

They are expecting more and I think that, in a lot of cases there are some people who are using who are using the idea of buying local as marketing tools.  I’m not in it for marketing.  I come from an area of Pennsylvania that…What’s local?  You grew it in your back yard and you grew enough of it, you had your whole family get together, which, if your family was as big as ours was…my mom’s family, she came from a family of seven… My grandfather had 95 acres. We’d all get together a corn roast, then we’d blanche it and chill it and cut it off the cob and pack it in Tupperware containers.  Everybody would have it in their freezer.  Same way with peas and butterbeans and limas and pole beans and green beans and tomatoes.  All this stuff was either canned or frozen.  Every member of the family had 2 chest freezers, one for vegetables and one for meat and fish.  That’s how we lived, and that doesn’t really go on any more.  I always looked at it like, when we started buying out the back door at Magnolias and I was seeing some of the prices, I was like, “ARE YOU KIDDING ME!  I’M PAYING THIS MUCH FOR THIS?”  I grew up in Pennsylvania and you know what the cost of seeds were and the work that went into planting it and nurturing it and going out and having to pick the weeds and run the rototiller and all that.  I mean, I’ve done that.

***That’s honest-to-goodness work.***

And I can tell you that I’m not a farmer, and I don’t want to be a farmer, but I want those products from those farmers that do value that as good, honest work.  And I think that’s where my goals lie, — coming from an end that already knows the difference between…I’m trying to think of the best way to put it … I can see through all the nonsense and know that what we’re buying is because we want quality.  The better quality I can provide you, the less I have to do to it and the better tasting the food is when you taste it, but I’m sure there are chefs out there that can buy from the same sources that I can and not make it taste as good.

***I would almost guarantee that.***

I’m sure there are a lot of chefs out there who want to buy from the same producers I buy from because it would be buying from the best…the best in our region.  Yet when they go and they work with it, they don’t work with it in the same way I do, or they don’t fully get their added values out of it. That came, for me, from making a lot of mistakes.  Like making collard greens then trying to figure out, “Why are these sweet at this time of the year than they are at this time of the year, and how can I make them taste the same as they do at this time of the year when they’re not as sweet?”  And that’s when we started to use molasses, some old school techniques and doing some more research on it.

***Experimentation and having fun.***

Yeah, but I run a kitchen that’s based off of learning by making mistakes.  Making mistakes in a general idea of, “Hey, as long as you’re going to make a mistake and it’s not going to cost us money and I can catch it in time where we can correct it.”  That’s how you learn. You learn by making mistakes, and at a rate at which you make mistakes faster than everybody else is how you’re going to get further and far beyond.  It’s saying, “Hey, I made a mistake but I realize I made a mistake. I want to get better.”  That’s the way I feel like I run the kitchen.  Because we want to do something new?  We’re all going to learn together, or I’m going to make a mistake in the morning, and by the time they come in in the afternoon, I already knew what went wrong and I show them the right way of doing it.

***Switching gears, you created your Artisan Meat Share program that allows people to enjoy some of the salamis and cured meats that you’re making and serving.  What gave you the idea to implement that for the public and what kind of response have you gotten?  How can people get involved or do you have any plans on expanding it to a full line that might be available in the specialty retailers?***

Oh, you just…You ask all kinds of good questions, don’t you? *(Laughing)*

***I don’t know if they’re good. I’m just curious.***

Well, you’re asking a great stem of curious questions. We started to buy pigs, and then we were like, “Oh, we always have this bit left over from the hams.  Let’s try to make a salami.”  And then we started to realize, “Hey, when we bring in a whole beef, we have the same amount of product on a grander scale.”  And we started to use the pork fat to make beef salamis with pork fat that were turning out unbelievable.  So we were whole utilization of the entire product, and then we acquired an entire walk-in freezer full of stuff.  I don’t mean “freezer” as in frozen. We converted the freezer to our curing chamber.  So I had a few thousand pounds of product back there, and I’m like, “There’s no way this restaurant is going to sell it the way in which I’m producing it, and it’s just by-product.”  But I got really good at taking that by-product and turning it into a really good finished product.  So I was like, “Hey, these guys out in San Francisco…”  I kind of bootlegged their idea. Boccalone.  They started a Salumi society.  I thought, “Well, if they can do it, we’ve got CSA (Community Supported Agriculture) programs all over here in South Carolina, and a lot of them local here in Charleston. We’re buying from local craftsmen who are raising great beef and great pork and great turkeys, and instead of giving you the exact same product every single time that you get in a CSA, let’s always have something different in there and open it up to say, 100 members at 3 ½ pounds at a time four times a year, and let’s not lose sight that we have to be able to provide that a year from now and however long we want to.  We did that for two years.  We didn’t reopen it last year. The restaurant got busier and we needed to produce enough for the restaurant, so we stopped doing the CSA, but we still do holidays. We did Christmas, and as we get into Father’s Day, we’re going to do Father’s Day. As we get into Memorial Day weekend, a great grilling weekend, we do one — a barbecue pack for doing outdoor grilling.  We want to do one for Father’s Day that’s kind of based on that same principle — maybe more steak-conscious and develop a price point that we can still buy from our great local source, whether pork, beef, or what have you.  We can provide a great source to people that don’t have access to getting these products, other than through somebody like us, because there’s not a local grocery store that sells local meat that’s heritage-raised or pasture-raised.  And that’s kind of my goal…my goal is to develop a demand for it and then expand the Artisan Meat Share around it.

***And how can people find out when you are opening those offerings?  Will that be on Cypress’ web site or the Facebook page or your web site?***

Yeah, it’s pretty much through the Facebook page and members.  They can email [cypress@hmgi.net](mailto:cypress@hmgi.net) and ask to be added to the mailing list so, when we do open up offerings, that they be included. But, at this time, we’re no longer doing the yearly shares.

***You know, at some point, you really can get fine dining fatigue, and going for some simpler fare just is what you want.***

Exactly, but there is still no reason why you can’t still provide a fine dining spin on it, and that fine dining spin is, “Hey, if I can have a restaurant that is fine dining — Cypress — and within the confines of Cypress, you’re going to find local…”  Right now we have local pork chops on the menu.  We don’t always have local pork chops but if we were bringing in enough pigs within a retail market where I could produce “American Junk Food,” I’d have to have a place to sell pork chops and I’d have to have…the hams going into hams and salamis and now I’m producing American junk food once again.  Ham sandwiches, Amish Swiss cheese, really good house-fermented mustard, maybe some sauerkraut.  Same way with beef – doing brisket and whatnot.  Reubens.  And the restaurant is selling the middle meats everybody wants every day of the week.  I’m providing the outlet where things need to go, the way in which they need to go or you open it up to “Hey, we’re going to put a great big wood-burning grill on the back patio and we’ll cook your steak however you want.”  Buy it, bring it out back, cook it up, sit down on a picnic table and have dinner.

***That sounds amazing, by the way.***

How much better does an idea like that get?  I’m full of ideas of trying to stimulate great food within a local-driven community that we don’t have access to. I don’t want to sell frozen meat.  I want to sell fresh meat.  I want to be able to look back in there where’s somebody’s cutting and see a side of beef hanging on a hook and know that meat came from a local producer and the meat is tagged like, “This is Keegan-Filion Farms. This is Carolina Heritage Farms. This is Righteous Ranch.”

* Follow Chef Deihl on Twitter at [@cdeihl](http://twitter.com/cdeihl" \o "Craig Deihl on Twitter" \t "_blank).
* Visit his personal website at [therealdeihlchef.com](http://therealdeihlchef.com" \o "TheRealDeihlChef.com" \t "_blank).
* Visit Cypress online *[HERE](http://magnolias-blossom-cypress.com/cypresshome.asp?catID=20427" \o "Cypress Restaurant" \t "_blank)*.

Stay Tuned for Part 3. For Part 1, Click [HERE](http://www.crescentmag.com/2012/04/30/craig-deihl-part-1/" \o "Chef Craig Deihl -- Part 1).

[Tweet](https://twitter.com/share)

### Comments

# Pepsi Bottler to Expand in Chesterfield County

Published Date : May 2, 2012  
Author : admin

[](http://www.crescentmag.com/wp-content/uploads/2012/05/PepsiLogo2012.png)

Officials with independent Pepsi bottler Carolina Canners Inc. today announced plans to expand their Chesterfield County facility. The $20.8 million investment is expected to generate at least 10 new jobs.

“We are excited to move forward with this investment that will enable us to maintain our competitive position as an Independent Pepsi Bottler. For 44 years the city of Cheraw, S.C. and Chesterfield County have provided a great business climate, and we are looking forward to this positive relationship for many years to come,” said Jeff Stevens, CEO of Carolina Canners Inc.

Carolina Canners will add machinery and equipment to the company’s canning and bottling facility located at 300 U.S. Hwy 1. Work on the expansion is expected to begin in June.

“Today’s announcement is another win for one of our rural counties. Carolina Canners has a long history in South Carolina, and it’s exciting to see Carolina Canners invest more than $20 million and create new jobs in Cheraw,” said Gov. Nikki Haley.

The company has operated in Cheraw since 1968 — expanding operations several times over the last 40 years. It now has two can production lines, two bottle production lines, and a fountain syrup production line for a wide range of soft drinks.

“Making sure our existing businesses have the opportunity to prosper and grow is just as important as attracting new companies to our state. We appreciate Carolina Canners’ decision to grow here. Every one of these new jobs will have impact in Chesterfield County,” said Secretary of Commerce Bobby Hitt.

“This is a great day for the town of Cheraw and Chesterfield County. The expansion announcement by Carolina Canners validates that Carolina Canners has faith in our strong local business climate,” said Chesterfield County Council Chairman Matt Rivers.

Cheraw Mayor Andy Ingram added, “This is very exciting news for the Town of Cheraw. We are pleased to be in a position to offer added incentives to Carolina Canners to bring this expansion to Cheraw. This proves that we want to do what’s necessary in order to keep our existing industry here.”

Commissioner of Agriculture Hugh Weathers said, “Agribusiness, the bright spot in our state’s economy, continues to generate positive returns on investment, creating jobs and spurring development. Companies like Carolina Canners want to expand where they can enhance their competitiveness and profitability. South Carolina is that place.”

[Tweet](https://twitter.com/share)

### Comments

# CRESCENT Products: SARGE Knives — Working to Find Those Initial Niches

Published Date : April 30, 2012  
Author : admin

[](http://www.crescentmag.com/wp-content/uploads/2012/04/SK-145.jpg)

*Last week, we met Gene Morris when he burst in the room laughing. This week, we get a sense of why the Morris patriarch ticks the way he does and why SARGE keeps growing.  As Gene said, “One advantage I have is that I don’t have an education to overcome.”*

*He runs his business on common sense.*

—————————

***How’d you get roped into working with dad?  You’ve been at this for a while, and you’re still talking to each other.***

*GENE:* Well, I’ve got 3 of them and all 3 work for me.

*MATT:* I think he tricked me.  He was like…when I got out of school, I had a part time job and he said “Well, I need some help in the afternoons.  If you can just come in for a couple of hours and help me out.”  So I started doing that that and it was “Well, I sure could use you for a little bit more time.”  He goes “What are you making over at that other job?”  He was like “I’ll match what they’re paying you.”

*GENE:* It was a tough job market right then.

*MATT:* So I started coming over all day and that was 20 years ago.

***What were you doing before you came to work with the family?***

*MATT:* Yeah, I was wanting to get into sports marketing, interviewing with all the race tracks, Hendrick Motorsports and those guys.  Charlotte Hornets.

*GENE:* It was just a real tough market and he just kind of got in here and got us settled.  Later, his older brother came in and, after that, his younger brother came in.

***So, it’s a full-family shop.***

*GENE:* Yeah, he (Matt) runs the knife business, which is a totally different business, different P&L.  His older brother runs our manufacturer’s rep business and his younger brother does all our engraving and radio repairs and things like that.

***And you’re not stepping on each other’s toes?***

*MATT:* I’ve heard of all the nightmare stories about family business but we’ve never had an issue…

*GENE:* Not to say that we’ve not had issues, just not family business issues.

*MATT:* We’ve been working together for twenty years now.

*GENE:* Actually, what we had was co-op money.  The manufacturers provide you money to grow sales any time you need men or anything you need to do to get extra sales.  So we were trying to grow our epoxy business, and epoxy comes in tubes, and there are six tubes in a carton.  We were trying to grow that by having a sale.  So guy comes in and says “Can I have 2 tubes of epoxy? Just need 2.”  Next guy comes in. “I need 3 tubes of epoxy.  I don’t need 6. I just need 3.”  So we bought some pocket knives and created a little flyer.  A fella comes in and asks for a tube, same question.  “Can you use 6?”  “No.”  “Wish you could because you get a free pocket knife if you do.”  “Oh, man, we use that all the time, just give me 6.”  Same thing when the next guy needs 3. Then the guy shows back up in a few days and says, “My son took that knife.  If I buy 6 more tubes of epoxy, can I get another knife?”

The hardest thing to do in sales is change behavior.  He might buy 3 times a week, but he always bought 2 tubes.  It also worked when he said, “I’m using a competitor’s brand.  I’m using X and you’re selling Y.  I don’t want to change.”  “But ours is better, it doesn’t smell as bad and it holds better and it cost $0.50 less a tube.”  “No, I want X.”  Then you offer him an incentive.  “What’s in it for me? I’ll try it. Sounds like it’s a good product.”  Well, they don’t go back to their boss and say, “You know I bought this stuff because I got a free pocket knife.”  He goes back and says “You know, this stuff doesn’t smell like that other does.”  So he starts repeating your sales pitch on down the line.  So that’s the way it really started.  We had no name, no box, no manufacturer, no nothing.  And we were just buying other people’s products.  And our first order…we came up with a name.  I wanted something that had a military ring that wasn’t para-military.  The Gulf War was over, and we didn’t want our name not to work.  So I came up with Sergeant and checked it with SARGE because everybody had a SARGE.  Everybody respected the SARGE.  He was a very utilitarian, get-it-done type person and would be well-respected.  Then we checked in the logo standpoint and all that was available as long as you didn’t use it in any type of official capacity.  If anything has been in the public domain for one year or more, it becomes “prior art.” You can use it. So we took the basic Master Sergeant logo and colorized it and that became our logo and then Matt developed a box.  We just kept trying different things.  He’s always been artistic and he came up with the design of the name.  So we had the logo and the name.  And it really did what we wanted it to do because people would say, “You know my father has a SARGE knife or my grandfather had a SARGE knife.”  Well, we must have only been about 4 years old but they’d heard the name and they’d seen a form of a logo and it was iconic and they back it in that they have seen SARGE all their life.  They haven’t seen that logo.  It wasn’t on a knife, but it worked and when…

***They had a built-in familiarity.***

*GENE:* Yes, yes.  When the brain sees that, it says, “I know that, I trust that.”  And it doesn’t have anything in the way of a negative connotation.  Most people do respect the rank of Sergeant.  They know that as a performer, not a fancy deal.  Our knives, we always promote them with “Value, not ego.”  That you don’t pay for a fancy name, or something like that.  Certainly not to downgrade Case, but you pay for something when you get Case.  You’re not sure what it is because our products are every bit as good or better as far as the way they’re made.  The quality of the steel.  But the Case name, because of the corporate entity and everything, you pay for that.  And we just say “Value, not ego.”  And by having a blank sheet of paper, it allowed us to do a lot of things.  Most knife companies come in and start a knife company and “I want to be the #1 knife in the knife shop.  I want to have the best steel.  I want to have the most unique handles.  I want to do this, I want to do that.”  That’s not bad, but that pigeonholes you to a certain place.  Or another guy says “I’m all about the wildlife.  I want to have every knife you can possibly have for wildlife.”  That’s not bad either, you’ve got your niche.  So when we come in, we just embraced it all.  We might be doing 10,000 knifes today Carhartt.  We might be doing knives with their name on it.  When you buy a jacket, you get a Carhartt knife.  Ford Power Stoke Diesel, Milwaukee Electric Tool.  That’s a big part of our business.  We might be working on knives for National Wild Turkey Federation, Ducks Unlimited or any of those people.  We like the wildlife.  At the same time, some of our best customers, especially early on, were in the hardware store business with displays so we developed our own displays.  Now, one of our latest things, we’re into the gift business.  We have a lot of friends who want knives for their sons to give away as grooms’ gifts.

From that it went to the steak knives for wedding gifts and the premium gifts.  So we are more about the niche.  I always say, “Riches are in the niches.”  You don’t make no money where everybody’s at.  There ain’t no money there.  It’s worked out well for us. Yesterday, I flew out of Atlanta and had a car pick me up, take me to Lakeland and waited on me and I called on an automotive two-stepper that’s big into the tool trucks and everything.  We’re in the automotive, what fits in there.  We really just don’t have any limits and one thing that’s allowed us to grow more than somebody that’s just starting is because we have the base business.  We have our manufacturing rep business, we have our two-way radio business and we have here (SARGE).  So it allows me to have resources that somebody who’s just starting out working out a knife business, they couldn’t afford to do some of the things we do.  It would be impossible because of the income stream unless they’ve invested a ton of money and are willing to go backwards for a long time.

***So this was just a natural dovetail on what you already did.***

*GENE:* And we always looked at it like that.  When we started Morris Marketing Group, it really was such a joke because it was me and an old van and I was the “Group.”  I used to get a lot of kidding “Where’s your group?”  “They’ll be here.”  We grew that into a very successful business and is still a very successful business and continues to grow.  It allowed us, when we had the opportunity to go into the radio business, that we could put every dime we made in radios and more back into that business to make it grow exceptionally fast, where somebody who was just in the radio business and had to live out of it and feed everybody out of it, they couldn’t do it.  So Morris seeded that business.  So when we started the knife business, it allows us to do things in the knife business that other people just couldn’t do, wouldn’t know how to do, and couldn’t fund because we don’t have to take any money out of it.

***So where does SARGE go from here?***

*GENE:* It’s going to double in 18 months and then it’ll double again.

***And you don’t hesitate when you say that.***

*GENE:* Oh, no.  There’s no shortage of opportunities.  Out biggest holdback is quality people and my personal theory on growth.  You don’t grow on borrowed money.  You grow on money you make on reinvested properties because if you grow on borrowed money, you can grow fast but then you grow inherent risk that if you hit a bad time like we did a couple of years ago.  Not only can I but my family and 28 more families lose everything they’ve got.  So we will grow as fast as we can grow with people and fund our business from the profits.  We have exceptional growth in every business, over 20% last year.  At the same time, we were able to reduce debt even as our receivables and our inventories increased 40%.  And that’s just a personal thing.  That’s not something some advisers told us.  That’s finally my high school education paying off.  One thing I tell people is one advantage I have is that I don’t have an education to overcome.  We really run our business on common sense.  Two and two really is four.  It really doesn’t matter what Wall Street wants it to look like, it’s still four.

***Kids come out of school saying, “Well, it didn’t say to do THIS in the text book.”  Well, a text book isn’t real life.***

*GENE:* You go to school and theoretically, everything works.  But the implementation and the practicality of applying that is very, very difficult.  And many of us have played Monopoly before but very few of us played the game with real money.  Almost none played it with their money.  So protecting capital is a big part of being a successful business.  Most everything we do, we do ourselves. Just like this catalog, every piece of this is shot ourselves.  That’s $20 worth of fabric from the Army-Navy store.  That’s shot with our own camera.  Every piece is laid here, every piece of verbiage, everything you see in here is done in here.  We just send it out on a disk to be published.  Most catalogs you see like that are not done internally. You know, that’s how focused we are about doing things ourselves and owning it.  Any machine you see in this building, any equipment is paid for.  We haven’t always been able to do that but we are very conscious about it.

***But it allows you to control the quality of the product you put out.***

*GENE:* It allows us to control the quality and it allows us to manage risk.  When business went south in ’08, we didn’t have to lay anybody off.  Now, we bled for a while, but we made a very conscious decision then since we did have financial help that we could absolutely put the pedal to the metal on all our businesses and take market share where everybody else was cutting out, cutting back. It’s funny, when I started, people would say “Well, you don’t know nothing about a knife business.”   That’s funny you say that, because that’s true.  All the people I’ve been dealing with buying knives from don’t know anything about it either and I can do as good or better job than they can, I can produce a better product.  And we don’t see any place that it stops.  I don’t think my neck knife is out here now.  We’re constantly looking for new products, new ways to do it, new markets.

Stay tuned for the final segment. For Part 1, click [HERE](http://www.crescentmag.com/2012/03/26/sarge-knives-part-1/" \o "SARGE Knives -- Part 1). For Part 2, click [HERE](http://www.crescentmag.com/2012/04/23/sarge-knives-part-2/" \o "SARGE Knives -- Part 2).

[Tweet](https://twitter.com/share)

### Comments

# CRESCENT PEOPLE: Chef Craig is the Real Deihl

Published Date : April 30, 2012  
Author : admin

[](http://www.crescentmag.com/wp-content/uploads/2012/04/CraigDeihlCuring.jpg)

*First, do your mouth a favor. If you’re not already, become familiar with the term* charcuterie*.*

*Now, as South Carolinians, it’s indisputable that as a state, we love food. We really love it, and we have a lot of food to brag about. The outside world is figuring it out, and on May 7, the James Beard Foundation will announce its 2012 restaurant and chef awards.*

*Among the five nominees for “Best Chef: Southeast” is Chef Craig Deihl of Cypress in Charleston, and he sat down with CRESCENT before heading to New York for the culinary world’s biggest awards. “I’m enjoying being able to sit down and carry on a conversation that’s not on my cell phone and in a nice comfortable chair, which I can assure you a luxury,” Deihl said we we started talking.*

*He loves what he does, what he’s able to offer his diners, and he’s a big reason people are tasting South Carolina right now.*

—————————

***Coming down here originally from Danville, PA, getting that scholarship from Johnson and Wales, how did J&W first find you?***

Well, I think a lot of people… first, just to kind of just put a quick clarification, I only had a small partial scholarship. I actually received several partial scholarships, one for a recipe contest that they do every year for high school seniors, one for my junior year when I came in first place in the state of Pennsylvania for FHA Hero competition and was given a renewable $1500 scholarship. The next year I went back and applied for one of their $1500 renewable scholarships and received that but did not place within the state so…I think by the time it was all said and I done, I might have only had about $4500 a year in renewable scholarships, but the way in which I received that was… when I was younger, probably around 12 or 13, I grew up in the kitchen cooking with my Mom, all the time. We always sat down, me, my brother, my mom, my dad always sat down every night as a family to the dinner table. And the conversation was always completely different. “How was your day?” “What did you do today?” My mom…my 8th grade year of school, my mom went back to school for her Registered Nurse degree so the conversations at the dinner table got more and more widely open, which was very comical. And then I started being more and more in the kitchen helping her put dinner together and then usually when my mom worked evenings, I would do dinner. So that was kind of how I kind of got my way into the kitchen.Neither of my parents are professional chefs, they’re not professional cooks, but my mom did all the indoor cooking and the big Christmas get-together, the big Thanksgiving get-together, having family over and my dad did all the outdoor cooking. He had a homemade 50 gallon drum that he converted into a smoker, and for Boy Scouts, he would develop these outdoor plywood picnic tables and plywood cabinets and whatnot, for the pantry and we would go to different locations. It seemed to be we always had the best food. People were like, “Oh, man, you guys have smoked turkey.” You could smoke 2 turkeys in this thing and have enough for 30 boys with baked potatoes and garlic bread and that’s how we ate.

***You became very popular, very quickly.***

Yeah, so it was… thankful that my dad knew how to be adventurous and cook delicious, tasty food outdoors while my mom knew how to cook delicious, tasty food inside. And then my grandfather owed a 95 acre farm, a truck patch, where me and my brother were the oldest and we would have to pick corn. I’d drive the tractor while he ran the sprayer and planter and all that. Kind of got ingrained what a good food system was. We knew where our food came from. Our other uncle had a butcher shop and it was not uncommon to go down there and actually see some of the animals get put down and then you’re eating them.

***You already had a solid background then.***

Yeah, I never really worked in a professional kitchen until I went to high school. I went to a technical vocational high school so 3 1/2 hours a day, every day, going to school where I would learn culinary arts, which, I guess when you’re in the 10th grade, that puts you well ahead of everybody that’s going to college.

***They’re all still trying to figure out what they want to be when they grow up.***

Exactly, so by the time I started college 10 days after graduating high school, I didn’t have a summer break after high school to go out and party and let loose and go crazy. I started college 10 days after graduation at Johnson and Wales for their Advanced Standing program and, by doing that, I graduated with an Associates Degree from Johnson and Wales in 10 months. I was 18 years old. I graduated at 20 with a bachelor’s degree, and I opened Cypress when I was 23.

***What made you decide that you were going to stay in Charleston after you finished at Johnson and Wales? Charleston is a long way from Danville, PA.***

Yeah, it really is.

***Did you leave with the intention of not going back?***

My original intention was, and I always told them, “I want to work hard, I want to graduate, and I probably want to work on a cruise ship and travel all over and figure out what global cuisine is. I figured a cruise ship, you don’t ever have to spend money, you’re going to make money and the idea was to work hard, save money and open a restaurant. Well, you start working in a professional kitchen like Magnolias and you slowly start to tell yourself, “You know, I don’t know if I want to own a restaurant because how would you ever get enough money to do something like this?” So, I slowly started to tell myself I never wanted to own a restaurant, I just wanted to operate one and live what I call the American dream. Enjoy what I do, get paid well enough to enjoy what I do, work hard at it, and hopefully, be really good at it.

***Well, you proved that because you did 5 years in the kitchen at Magnolias before you opened Cypress.***

Yeah, exactly. Opening Cypress in 2001 til now. We’ve been open 11 years.

***And you became the Executive Chef after the first six months.***

Yeah, I was the *Chef du Cuisine*, I really was the kind of the driving force behind the restaurant when we opened. As the working chef. I was like, “Hello, I’m scheduling…I’m still doing the same thing I was doing at Magnolias, but once again, here I am. I still don’t have a title that people can relate to.” I’m a guy that works off hard work, determination, and I have a sense of ownership. I have created a partnership within this business that makes me an integral part. That’s what I needed at that time. I needed to hear the Executive Chef title, and that made me want to perform more at an Executive Chef level. And then once you do that, it’s, “I want to elaborate on the food that we do.” We started having more local purveyors come to the door, more local producers of livestock, beef, pork, lamb, chicken, poultry, eggs, what have you and started using those avenues and the cuisine after 5 or 6 years of opening had slowly started to completely transform into what it is today than what it was 11 years ago.

***When you got the promotion, what was your vision for Cypress’ kitchen and have you gotten it there yet?***

You know, I don’t know if, in the real world, if I’ll ever get the Cypress kitchen where it needs to be because, if you’ve ever been in the kitchen at Cypress, it’s bigger than most hotel kitchens that are running banquets and…I mean, it’s a monstrous kitchen and it’s on two floors. And a lot of what we’re doing now is basically to utilize all of the space which we have and always have something in there whether it’s a couple hours a day or at least once a week going on. At least, we’re using all of the space that, way back eleven years ago, we were not.

***Your* charcuterie *program. That’s something that seems to be really prevalent through the menu. What does that mean to you personally, and how do you think it has added to your own inventiveness as a chef?***

Well…

***Because if you’re not throwing anything away, you’ve got to figure out ways to use what’s there.***

Yeah, you’re absolutely right and our quest to be able to get better quality product on the dinner table. And that’s when we bought our band saw and, when we ought the band saw, we knew that by us working hard at the product, we would buy a better quality product coming in the door. So instead of just buying standard choice beef, we were able to buy…originally it was higher grade certified Angus beef that meant more of a higher end prime without paying for prime beef, which we have kind of stuck with now over the years. We also were buying local beef and were able to procure local pigs from various assorted farmers all in heritage breeds whether it is Camworths, Berkshires, Ginnings, Red Waddles, Mulefoots. I cannot begin to describe how many different breeds of pigs I have upstairs curing right now, but they are old, fatty lines of pig.

***Which is really what people want to see right now.***

Yeah and for good reasons and, also at the same time, I’m not doing…I’m really not doing this for sake of doing it. My quest is always, I want a better quality of product to go out. And I think my commitment to the product that comes in the door is a testament to what we’re able to achieve by putting in our curing room or putting on our *charcuterie* plate or the bits and pieces that go into making a better sausage or being a better butcher, for that matter. Hard work and determination has accredited that entire *charcuterie* program to be what it is.

* Follow Chef Deihl on Twitter at [@cdeihl](http://twitter.com/cdeihl" \o "Craig Deihl on Twitter" \t "_blank).
* Visit his personal website at [therealdeihlchef.com](http://therealdeihlchef.com" \o "TheRealDeihlChef.com" \t "_blank).
* Visit Cypress online *[HERE](http://magnolias-blossom-cypress.com/cypresshome.asp?catID=20427" \o "Cypress Restaurant" \t "_blank)*.

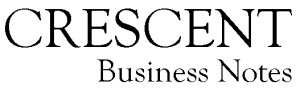
*Stay tuned for Part 2.*

[Tweet](https://twitter.com/share)

### Comments

# WHAT’S GOING ON: Business Notes

Published Date : April 27, 2012  
Author : admin

[](http://www.crescentmag.com/wp-content/uploads/2012/02/CrescentBusinessNotes.png)

# Goldsmith wins Excellence in Leadership Award

Leading Age South Carolina has named Walter Goldsmith, chairman of the board of directors at The Woodlands at Furman, its Excellence in Leadership Award winner for 2012.

[](http://www.crescentmag.com/wp-content/uploads/2012/04/goldsmith2.jpg)This annual award recognizes individuals and governing boards that demonstrate excellence in leadership or governance accountability when it comes to senior living in South Carolina.

Goldsmith is a senior vice president with Davenport & Company. As an experienced leader in the municipal finance industry, he advised on the bonds that helped finance construction of The Woodlands at Furman community in 2007. In 2009, he was honored to be named to the board and was elected board chair in 2011. He was elected for a second term for 2012.

Troy Cannaday, the community’s executive director, said Goldsmith is a driving force for everything that The Woodlands stands for.

“His leadership is beyond the norm even by his already impressive standards,” Cannaday said. “Very few people can do what he does.”

# Kendall retiring as head of M. B. Kahn Construction Company’s Argo Division

Larry Kendall, the long-time executive vice president and division manager of M. B. Kahn Construction Company’s Argo Division in Greenville, will retire effective May 5.

Jim Heard, a former Greenville resident and executive vice president and division manager since joining M. B. Kahn in 1994, will replace Kendall.

“Larry has done so much for M.B. Kahn in the Upstate and his legacy consists not only of the buildings constructed in his tenure but even more so through the people whose careers he shaped with his leadership and example. He built a strong team,” Heard said. “And we look forward to continued success in this market.”

A Columbia native and a graduate of Clemson University, Kendall started in the construction business in Greenville in 1973.  He has led the Argo Division since joining M. B. Kahn in 1993. His portfolio includes the Greenville Main Library, the Byrnes High School Fine Arts Center, Riverside High School, Eastside High School, the Caterpillar facility at Southchase and the parking structure at the CU-ICAR campus.

Kendall, who will remain as a consultant for Argo, said the library project was his most enjoyable because of the collaboration it took with so many partners.

“It was a great job. A great approach. And a great delivery,” he said.

[Tweet](https://twitter.com/share)

### Comments

# CRESCENT Philanthropy

Published Date : April 26, 2012  
Author : admin

[](http://www.crescentmag.com/wp-content/uploads/2012/03/CrescentPhilantropy.png)

# GE Energy Gives $15,000 to Carolina Ballet Theatre  for Children’s Wellness Program

Officials with Carolina Ballet Theatre announced that GE Energy is providing a $15,000 sponsorship for the theatre’s SHAPEX program. SHAPEX, a health and wellness program designed to teach nutrition, fitness, and self-confidence through dance and movement, aims to combat childhood obesity through lifestyle changes and education.

SHAPEX was created through a partnership with Greenville Hospital System University Medical Center and initially funded by GE Energy. It is one of the many ways CBT upholds its mission of sharing the dynamic art of dance through education and community outreach. The program’s unique attributes – including mentorships with GE volunteers, integration with CBT’s professional dance company, individualized instruction, and an interactive curriculum – set SHAPEX apart from traditional nutrition programs. Madeline Jazz, CBT Education and Outreach Coordinator, feels that SHAPEX promotes lifestyle changes and gives participants the tools to succeed long after the program’s completion. After a successful pilot year last year, CBT began to look for ways to expand SHAPEX.  GE Energy’s sponsorship will allow the program to continue for another year.

“We are thrilled to have GE Energy return for a second year to sponsor SHAPEX,” said Beth Nichols, Development Chair for Carolina Ballet Theatre’s Board of Directors. “GE’s funding will allow SHAPEX to continue to change at-risk children’s lives in innovative ways, through the fun of movement. CBT is honored to have GE’s continued sponsorship and the company’s engagement, through volunteering, to help SHAPEX not only thrive but grow to meet the goals we have set for the upcoming year.”

One of SHAPEX’s pilot year participants named “Sam” found success and life change through the program’s innovative approach. Sam, 14, was unable to complete the 30-minute cardio warm-up routine during the first SHAPEX session. Over the course of the program, his stamina, lung capacity, and fitness improved substantially. Sam’s self-esteem and confidence blossomed as well: he developed into a leader of the class, volunteering to demonstrate difficult movement concepts. The skills Sam and the other participants acquired through the SHAPEX program are invaluable in managing childhood obesity and Juvenile Type II Diabetes.

“This is an innovative approach to a growing problem,” says Mark Reilly, Manager of Communications and Public Affairs for GE Energy. “We were thrilled to see the pilot program be so successful. The GE Volunteers who worked with this program found the transformation that takes place in the children participating is truly remarkable.”

# Greenville Family Partnership Receives Grant From TD Charitable Foundation

Greenville Family Partnership (GFP) received a $5,000 grant from the TD Charitable Foundation, the charitable giving arm of TD Bank, to support GFP’s Hispanic Outreach Program.

GFP has been serving the Greenville County for almost 28 years in areas related to substance abuse prevention.  The Hispanic Outreach Program will provide culturally appropriate life skills, economic and educational training for the under-served Hispanic families who are at-risk, according to GFP officials.

“This support will expand our current outreach to Hispanic families,” says Carol Reeves, Director and CEO of Greenville Family Partnership.  “We have tried hard to help this population, but more is begging to be done.  We are extremely glad to be able to continue in this very needed outreach.”

[Tweet](https://twitter.com/share)

### Comments

# SC House Takes Steps in Approving Comprehensive Tax Reform

Published Date : April 25, 2012  
Author : admin

[](http://www.crescentmag.com/wp-content/uploads/2012/03/WadeHamptonStatehouseSmall.jpg)

The House approved two of three pieces of comprehensive tax reform package Tuesday. Both bills were passed by wide, bi-partisan margins (104-3).

“As I’ve said before, this is tax reform in support of a key part of our Republican platform’s call to ‘support a tax policy designed to help the economy grow, not stunt the taxpayer,’” said Rep. Tommy Stringer, R-Greer, the chairman of the Republican Caucus’ tax study committee. “I am here to work on behalf of the taxpayer. The two bills approved today lower and flatten our income tax and help tens of thousands of small business owners and self-employed South Carolinians.”

The package that came to the floor this week consisted of three major reforms. The first two were approved Tuesday. A third is currently on the House calendar for debate this week.

* **Reduce small business “active income”**. This legislation cuts the business income entrepreneurs report on their personal tax forms from 5 percent to 3 percent in a move that expects to see lower taxes paid on these returns by about $1,000. This targets South Carolinians who either own small businesses or are self-employed. This reform will be implemented over 4 years.
* **Flatten the income tax**. Collapse the state’s five tax brackets (3, 4, 5, 6, and 7 percent) to two (3.75 percent and 7 percent) in a move that many House members expect to make the tax code more coherent. Those in the current 3 percent bracket will be held harmless so their taxes do not increase.
* **Eliminate nearly two dozen sales tax exemptions while preserving those that directly impact most South Carolinians** (gasoline, food, electricity, water, medicine). This is achieved with a corresponding sales tax rate decrease to offset the increased revenue collections.

“This is the first step in a long process, and we took a major step today in simplifying our tax code for individuals and helping small business owners across our state,” according to Rep. Rick Quinn, R-Lexington. “This is not random tax tinkering. This is direct relief to our communities and our neighbors.”

[Tweet](https://twitter.com/share)

### Comments

# JTEKT Automotive Expands in Greenville County with $102 Million Investment

Published Date : April 24, 2012  
Author : admin

[](http://www.crescentmag.com/wp-content/uploads/2012/04/JTEKT_logo.jpg)

This morning, automotive components manufacturer JTEKT Automotive South Carolina announced plans to expand its Greenville County operation. The $102 million investment is expected to generate at least 80 new jobs over the next two years.

“We are excited about expanding our manufacturing operation in Greenville County. The South Carolina facility will give us the opportunity to expand our product line and reach new customers as well as grow our overall production capacity and operations. This is an important step in the life of our company,” said Katsuhiko “Ike” Ishikawa, president of JTEKT Automotive South CarolinaInc**.**

JTEKT Automotive will build a new building near the company’s existing facility in Piedmont to increase JTEKT’s driveline component capacity and flexibility.

“It’s another great day in South Carolina when one of our existing businesses chooses to increase its footprint here. We celebrate JTEKT Automotive’s decision to invest $102 million and create 80 new jobs in Piedmont with this expansion,” said Gov. Nikki Haley.

“With announcements like this, we see South Carolina’s manufacturing renaissance continuing to gain steam. We also see our reputation in the automotive club grow. We appreciate JTEKT Automotive’s confidence in South Carolina as the right place to make new products,” Secretary of Commerce Bobby Hitt said.

“JTEKT is a world leader in the automotive industry and had no shortage of options of where to place this investment and new positions, so we’re delighted that they have selected Greenville County,” remarked Greenville Area Development Corporation (GADC) chairman Chris Riley. “As a global manufacturer with a diverse array of technology-driven quality products and a history of success, the company is a valued member of our business community and another indication of the strong momentum we are experiencing in South Carolina.”

“JTEKT’s decision to substantially increase its presence in Greenville County underscores the advantages that are available here — including our highly trained workforce and strong pro-business environment,” added GADC director and Greenville County Council chairman Butch Kirven. “We are proud to be home for JTEKT and our growing family of strong international companies.”

[Tweet](https://twitter.com/share)

### Comments

# CRESCENT Products: SARGE Knives -- Setting No Limits for its Marketplace

Published Date : April 23, 2012  
Author : admin

[](http://www.crescentmag.com/wp-content/uploads/2012/03/SargeMachete.jpg)

*There are all kinds of knives – from a pocket knife every boy’s grandfather gave him to a blade that law enforcement would grab for their war on drugs. There’s a knife for every occasion and a lot of thought that has to go in to each design. Manufacturers have to ask what materials they’ll use, what the elements of the knife might be from the handle to the blade, and whether the blade will be fixed or folding.*

*Greer-based SARGE Knives also has one more tool in its arsenal. His name is Tom Kreger. Matt Morris continues talking with CRESCENT about the advances SARGE Knives is making, but next week, we’ll be joined by his father Gene. We won’t give anything away other than that he’s a character unto himself. Make sure you meet Gene next week.*

—————————

Like you said, you saw the machete. This is something we just added to the line.  I was talking to some of our biggest…

***This thing is insane.***

Yeah.  One of our big hardware customers showed me his list of his top 30 selling items in the knife category.  Three of the top 10 were machetes, which really surprised me.  That opened my eyes to, “We need to get a machete in our line.”   We looked at a lot of designs that were available out there and this was the one that we thought offered the best features of anything that we saw.  You had to have one that had a lot of features that wasn’t very expensive.  These things take a lot of abuse.

***And it’s not something…I don’t think I’ve ever seen the closed handle as opposed to just the grip.  And then then that saw tooth…***

This is nothing I can take credit for as far as design…

***You should.***

Yeah.

***Nobody else is around, go ahead and take credit.***

But there are some nice features.  There are a lot of things that you don’t see.  You may see a machete with a saw tooth on it, but you don’t see that combined with a D guard grip.  I was at a trade show a couple of weeks ago and one of the hardware dealers, he bought 30 of these for DEA agents that were going into these marijuana fields and using the machetes to clear out.  It’s always fun to hear stories about how somebody is actually using the knives.

***It’s a shame the guy couldn’t send you pictures of the blade in use.***

Oh, I know.  I always encourage people to send us photos of them using our knives so we can post them on the web site.  Last year, I had some military guys from Afghanistan send me some pictures.  We engraved their division’s name on the knife and we sent it to them.  They sent me some photos back and that was cool to see them using the knives.

***What kind of materials are you using for these?***

Well, first, you have to see what materials are available to you from the factory.  Then we look at the menu of stainless steel that is available and then one that is going to be able to allow you to hit that quality that you want at the price that they’re willing to pay so we currently offer 440 stainless steel as our standard grade stainless, which is considered an excellent general purpose stainless steel.  Then we have 440C, which is a premium stainless steel that we offer on some of our higher-end knives in our line.  So, when you see a knife with 440C, you’re going to know it is a premium stainless and you’re going to pay a little bit more for it.  But you’re getting a knife that’s going to retain a sharp edge much longer and it’s a harder material so it’s going to take that sharp edge and keep it.  It’s going to last longer.

***For somebody like me who doesn’t know, what does that?***

It’s a higher carbon content in the stainless.  They use a Rockwell Hardness Scale on stainless steels in the knife industry.  A 440 stainless is going to fall in the 54-56 range on the Rockwell hardness scale where a 440C is going to be in the 56-60 range.  With the harder material, it’s able to retain a sharper edge much longer.

***Back in October, the South Carolina Association of Knife Makers awarded Tom Kreger its “Knife of the Year” award.  What does that kind of recognition mean for SARGE?***

[](http://www.crescentmag.com/wp-content/uploads/2012/04/SK-922.jpg)Well, we came in contact with Tom Kreger approximately five years ago when we reached a point where we felt like we wanted to have somebody that was a knife maker, that was a hunter, and that knew a lot about knives to review our line and just come in and review what we’re currently offering and make recommendations like, “Alright, you’ve got a good product here.  I’m not too sure about this one, though.  I would recommend you change this.”

***So he was looking at the entire line?***

Yeah, we had him look at our entire line and just give me what he recommended as far as any changes that we needed to make.  Any kind of quality issues he thought we may have had, anything that we’re missing from the line.  That was one thing that we had him do.  And the other thing was that we wanted to have him develop some designs for us so we could market these as Tom Kreger designed knives from SARGE.  So that’s what we did.  He made a couple of designs just like he would as a custom knife maker.  We had him make it just like he normally would a custom knife.  We took his design, sent it to our factory, and had them replicate it.  What we are able to offer is the quality and feel of a custom knife at a production knife price, which has been really well-received.  So when Tom received that award for “Knife of the Year” and he’s designing knives for us, that kind of gives us credibility and some kind of crossover credibility like “He’s designing knives for SARGE and here he is winning ‘Knife of the Year’ for South Carolina.”  I think it just validates some of our designs that he has done for us.

***And probably, internally, you’re saying to yourselves, “We’re on the right track.”***

Yeah, because there are a lot of knife makers in South Carolina.  As the more time I’ve been in the business…the big industry show is the blade show that they have in Atlanta and all the different manufacturers have booths there but all the prominent knife makes will have booths set up at the show, and I was really surprised to see how many knife makers from South Carolina are known in the industry.  The fact that Tom was recognized as the top knife maker, won the Knife of the Year, we thought was great.

***And, like you said, you’re able to provide quality knives at where people can afford it.***

[SargeOysterKnife](http://www.crescentmag.com/wp-content/uploads/2012/03/SargeOysterKnife.jpg)Our oyster knife is a good example.  We had a meeting with Tom and said, “Design us the ultimate oyster knife” so he created one in his shop, sent us the design, we sent in to the factory and it’s what we have in our line now.  The knife like the one he made would sell for $300 to $400 where ours is retailing for $39.95.  That’s a perfect example of what we’re trying to achieve with this line.

***Without wearing it on its sleeve, SARGE is heavily involved in supporting its community. Why is that involvement so important?***

It’s extremely important.  We want people to know that SARGE is here and that they support the community and be proud when they travel around saying “Yeah, SARGE Knives is from my town.”  We recognize the importance of giving back to the community, and that’s what we try to do, but we also look at where can we have the most impact.  Who is the most efficient with the money they raise?  How much of that money is going directly to the cause that they’re involved with?  We try to get involved with things that we feel strongly about. Anytime there’s a way to tie our products in with fundraiser event, it’s kind of a no-brainer.

***What, in the grand scheme of things makes SARGE different from everybody else in the marketplace?***

I think a lot of knife companies will specialize in a certain style of knives.  They’ll kind of be more of a tactical style knife line, or they’ll be more of a traditional, collectible type of knife line.  When we built the line, we wanted to have a broad selection, wide variety of knives that all had this same value statement that gave our retail dealers the ability to eliminate having like five different knife vendors they had to deal with to cover all the different types of knives out there.  So they could say, “I deal with SARGE. They cover all the different types of knives I need.  I don’t need to have five different knife vendors that I carry.”  I think that is unique to us.  We do cover so many segments of the knife category.  We have the traditional, your grandfather’s old traditional style pocket knife.  We have the tactical style pocket knife.  We have the hunting and fishing segment type of knives.  We have the specialty gift type of products.

***And giant marijuana field clearing knifes wielded by the DEA.***

Yeah, and whatever you want to do with the machetes.  All with the same common, good quality, value priced statement in mind.  I think that’s what distinguishes us from other knife companies.   Another thing we really concentrate on, on the retail side, is our countertop merchandising display.  Everybody’s completing from countertop space so we design our displays to minimize the amount of room that it requires.  We’ve got a 1 foot square area that we need and we can put your 100 different type knives on display in a small little area.  And on a good-looking display that actually makes the perceived value of the knives much higher.  I think a company may have good knives but their display looks bad and it makes the quality of their knives look bad.  We take into consideration everything, from the look of the catalog, to the displays, to the packaging that we use.  It’s all part of the value statement, even the web site.

***NOTE:*** *Suddenly, a new personality bursts through the door of the conference room. With his booming voice almost laughing as he apologizes through a giant friendly grin, “It didn’t get on my calendar.  I remember talking about it, but it wasn’t on the calendar.”*

Matt looks back over smiling. “This is Gene. This is my dad, he owns the place.”

*Stay tuned for Part 3. For Part 1, Click [HERE](http://www.crescentmag.com/2012/03/26/sarge-knives-part-1/" \o "Sarge Knives -- Part 1).*

[Tweet](https://twitter.com/share)

### Comments

# YOUR TURN: “EXPANDing American Energy Independence” By: Congressman Jeff Duncan

Published Date : April 19, 2012  
Author : admin

[](http://www.crescentmag.com/wp-content/uploads/2012/04/Jeff-DuncanHeadshot1.jpg)

As the national average price for a gallon of gas creeps towards $4.00, millions of Americans are struggling to make ends meet.

Every day I hear from people who share stories about how high gas prices are impacting their lives, families, and businesses. I’ve heard from grandparents who once refused to miss a Little League game or a dance recital, now having to stay at home because of the price of gasoline. Several small business owners have told me that they’re struggling over whether they can afford to hire new workers because of the impact of fuel costs on their bottom line.

The impact on families is alarming as well, with the average American family spending over $200 more per month for gasoline in 2012 versus 2009.  This indicator shows that while average family incomes have remained flat in recent years, gas prices have increased over 110% since President Obama took office. These skyrocketing costs are pushing many families towards the financial breaking point.

In 2008, our current US Energy Secretary Steven Chu said “Somehow we have to figure out how to boost the price of gasoline to the levels in Europe.” Last month, when Secretary Chu was asked about his job performance in regards to controlling the price of fuel, he replied that he would give himself better than an “A-.”

With all due respect to the Secretary of Energy, the American people don’t grade on a curve, and they would say he deserves an “F.”

To be fair, there is some debate over how much a President or his Administration can do to control the price of oil. However, I would argue that there is a lot this President could do, but simply chooses not to do.

President Obama likes to boast about the amount of oil production happening under his watch.  Although the President correctly states that on land production is at an all time high, he fails to mention two important truths. While the President revels in production levels created under the Bush Administration, the majority of production is occurring on state and private lands that are not subject to Federal regulation. Meanwhile, production levels on Federal lands and on the outer Continental Shelf (OCS) is at an all time low.  The President has not said he wanted to lessen our dependence on Foreign or Middle Eastern oil, he has stated (as he did recently in the Keystone XL Pipeline statement) that he wants to end our dependence on “oil,” period.  This mindset has cost American taxpayers millions of dollars that have gone to politically connected companies like Solyndra, who have since gone belly up.

When I took office 15 months ago, I knew that working towards American energy security must be a top priority for our nation.  I have worked with my colleagues on the House Natural Resources Committee to pass several pieces of legislation to ease gas prices by increasing domestic production in a variety of ways. Although several of those bills work towards achieving American energy independence, I wanted to introduce a bill that took a more comprehensive approach.

America needs legislation that expands economic growth, expands private sector jobs, and expands our access to American sources of energy. That is why I introduced H.R. 4301, the Energy eXploration and Production to Achieve National Demand (EXPAND) Act. This bill allows more offshore drilling for oil and natural gas in the OCS, opens up 3% of the Arctic National Wildlife Refuge (ANWR) for production, approves the Keystone XL pipeline, opens Yucca Mountain for receiving nuclear waste, sunsets energy production tax credits, and eliminates ethanol mandates.  This bill also expedites the permitting process for wind, solar, geothermal and other renewable sources to lease and produce on public lands.

The EXPAND Act creates a free-market, all-of-the above energy policy for our country.  I want to see all energy forms thrive, but we cannot continue to shell out corporate welfare to the well-connected political donors of the President instead of allowing the most productive companies to be successful on their own. The government shouldn’t be in the business of picking winners and losers on Wall Street, so why should the government pick winners or losers when it comes to energy?

When the free market is allowed to flourish, the successes will be genuine, and the result will be a prosperous, safe, and energy independent nation.  We are one of the only countries in the world that refuses to develop its own natural resources, and that policy has to stop now. There can be no national security without having energy security. Our reliance on hostile foreign powers for oil must end. Our quest for American energy independence begins now.

*Jeff Duncan represents South Carolina’s third district in the U.S. Congress. You can contact him through his congressional web site at: [www.jeffduncan.house.gov](http://jeffduncan.house.gov" \o "Congressman Jeff Duncan" \t "_blank).*

*DISCLAIMER: The opinions, beliefs, and viewpoints expressed by the author are those of the author and do not necessarily reflect those of* CRESCENT: The Magazine*.*

*To submit an op-ed for CRESCENT’s “Your Turn” section, please email it to [input@crescentmag.com](mailto:input@crescentmag.com).*

[Tweet](https://twitter.com/share)

### Comments

# Myrtle Beach Speedway is about to (re)Start its Engines

Published Date : April 19, 2012  
Author : admin

[](http://www.crescentmag.com/wp-content/uploads/2012/04/20120418_AndreBauerJamesHylton.jpg)

The Myrtle Beach Speedway grand reopening may not be until May 5, but at a sneek peek yesterday complete with free lunch for the roughly 400 attendees, indications are that the Grand Strand is ready for green flag racing.

Andre Bauer, one of the candidates for the newly drawn 7th Congressional District and a former lieutenant governor, hosted the event and touted the speedway’s new life.

Bauer says he’s working to bring together businessmen who see the value in investing in the Strand.

“In these tough economic times, it’s all about getting creative and trying to create jobs in ways that haven’t been done in the past,” Bauer said.

[](http://www.crescentmag.com/wp-content/uploads/2012/04/20120418_MyrtleBeachSpeedway.jpg)

Over Myrtle Beach Speedway as Local Residents Get a Sneak Peek

The opening of the speedway and the NASCAR Racing Experience is expected to create over 100 jobs for area residents by the opening and is projected to have a multi-million dollar impact on the local economy in the first year, alone.

Hospitality experts see it serving as a family entertainment destination for both locals and tourist markets.

Bauer views the speedway as a signal that the economy may soon start to pull out of the current recession that has plagued the nation for the last five years.

“We’re all in this together,” Bauer said. “During these uncertain economic times, it’s more important than ever that we each do whatever we can to help. For my part, I’m rolling up my sleeves and doubling my efforts to help all families, taxpayers, and senior citizens meet the challenges caused by this recession. I will continue working to put South Carolinians back to work whether as an elected official or a private citizen.”

[Tweet](https://twitter.com/share)

### Comments

# SC Department of Commerce Launches Aerospace Task Force

Published Date : April 18, 2012  
Author : admin

[](http://www.crescentmag.com/wp-content/uploads/2012/04/FarrellLoRes.jpg)

The South Carolina Department of Commerce today announced that Charlie Farrell will direct the new S.C. Aerospace Task Force, an advisory council to the Secretary of Commerce on the development of a strategic initiative to enhance and grow the state’s aerospace industry.

“Boeing is our grand slam. Our challenge is to leverage that success with other great assets for South Carolina, including government, industry and education,” Farrell said.

“With a rich history in aviation, South Carolina now has a vibrant and growing aerospace industry that includes everything from aircraft manufacturing to space technology and defense,” said Secretary of Commerce Bobby Hitt. “The task force will provide an even better framework to support this industry through statewide communication and collaboration.”

As director of the S.C. Aerospace Task Force, Farrell will oversee a committee to align efforts and priorities across the state in the aerospace industry. By coordinating among key players and developing a statewide strategic initiative, the task force will promote continued growth in this sector of South Carolina’s economy.

South Carolina has more than 180 aerospace manufacturing companies and suppliers, employing more than 20,000 people. These companies are widely distributed throughout the state and include industry leaders such as Boeing, Champion Aerospace, Eaton, GE, Honeywell, Lockheed Martin, Michelin Aircraft Tire and SKF.

Farrell is a banking and finance graduate of the University of South Carolina with extensive military and professional experience. He flew more than 3,000 hours as a fighter pilot for the Marine Corps and Air National Guard before owning two commercial printing companies then moving into professional development training. Specializing in programs to develop skills in leadership, teamwork and personal productivity, Farrell has conducted over 3,000 programs for repeat clients such as General Electric, 3M, Mayo Clinic, Federal Reserve Bank, Ocean Spray Cranberry and Michelin.

Among his accomplishments, Farrell has published articles and two books, including *Courage to Lead*, which is used by organizations and universities in their leadership training. He has been an adjunct faculty member of the University of South Carolina Moore School of Business since 1992 and served as director of Executive Education for three years. He travels extensively, having visited all 50 states and 30 foreign countries.

[Tweet](https://twitter.com/share)

### Comments

# Duke Sandwich Establishing New Plant in Anderson County

Published Date : April 17, 2012  
Author : admin

[](http://www.crescentmag.com/wp-content/uploads/2012/04/DukesLogo.jpg)

Duke Sandwich Productions, a maker of a variety of sandwich spreads, dips, dressings and dessert items today announced plans to locate its new production facility in Anderson County. The $5 million investment is expected to generate 45 new jobs over the next five years.

“We are pleased to move forward with plans to locate our new operations in Powdersville, S.C. Our company has a long history in the Palmetto State and we look forward to continuing to grow and do business here,” said Andrew Smart, CEO of Duke Sandwich Productions.

Duke Sandwich Productions will acquire the former Rock Tenn building, located at 211 Pine Road in Powdersville S.C., to house its new operations. The company will produce a range of sandwich and other spreads there. The facility is expected to be in operation by the end of the third quarter.

“It’s a great day in South Carolina when one of our long-established businesses decides to grow and further invest in our state. We celebrate the 45 new jobs Duke Sandwich Productions will create in Powdersville, and look forward to the company’s continued success in the Palmetto State,” said Gov. Nikki Haley.

In 2011, South Carolina recruited more than $4.7 billion in investment and more than 13,000 new jobs in the manufacturing sector.

“Duke Sandwich Production can trace its history in this state back nearly 100 years, and we appreciate the company’s continued commitment to South Carolina. This announcement grows both our agribusiness and manufacturing sectors,” said Secretary of Commerce Bobby Hitt.

“Agribusiness, agriculture and forestry have been bright spots in South Carolina’s economy, and Duke Sandwich Productions’ announcement is a great example of new investment and job creation in the industry,” said South Carolina Agriculture Commissioner Hugh Weathers.

“I am very pleased that Duke Sandwich Productions has selected Anderson County as its new home. We are happy to have this long established company as a new neighbor,” said Anderson County Councilman Ken Waters.

[Tweet](https://twitter.com/share)

### Comments