



2017

A special publication of the
Salisbury Post

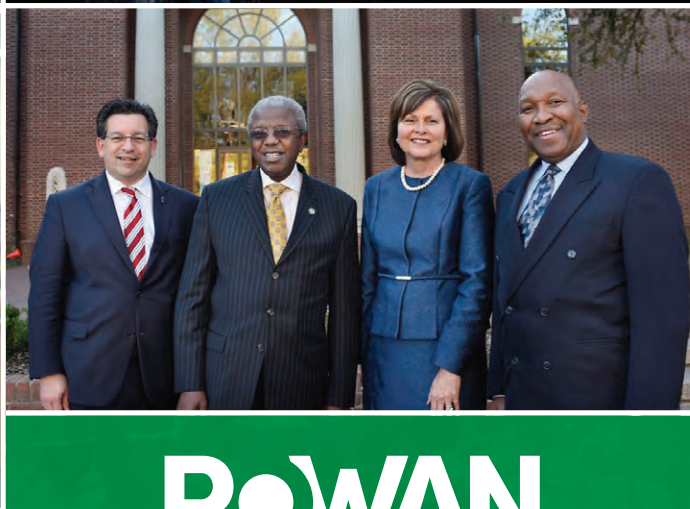
SPIRIT OF ROWAN

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millwork to farm work,
IT'S ALL HOMEGROWN

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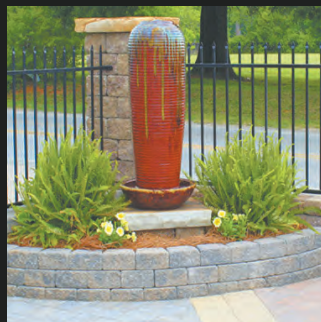


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Welcome to Spirit of Rowan

From Cheerwine to real wine, millwork to farm work, it's all homegrown.

That's one way to describe this section, the Salisbury Post's third annual "Spirit of Rowan."

Inspired by the "Be an Original" theme of the county's rebranding campaign, we decided to take a look at the goods and products that have roots in Rowan soil — literally and figuratively.

We didn't have to look far. Agriculture has always played a vital role in our rural community. This section includes stories on some of the newer twists.

The wine industry, for example, is a relative newcomer here, and it is thriving, as Deirdre Parker Smith writes in "Wines & vines."

On the livestock front, Lee and Domisty Menius have plugged into the rising interest in animals raised in real pastures — "Fresh and local," as the headline on that story says.

More than a third of the county's acreage is farmland, and raising crops on that land is a little like a lottery, reporter Josh Bergeron learned. Find out more in "Golden harvest."

Custom millwork from Salisbury can be found in some of the finest buildings in the state, thanks to the high standards of the folks at Goodman Millwork. Susan Shinn Turner shares their story in "Family affair."

Bubbly and sweet, Cheerwine is one of Salisbury's proudest claims to fame. With the fifth generation now involved, the company is celebrating "100 years of cheer." Susan Shinn Turner tells their story.

Another kind of beverage is spawning new businesses here — craft beer. "Big things brewing" includes breweries and a new malt house, thanks to the reporting of Deirdre Parker Smith.

This county also produces college graduates. Rebecca Rider takes a look at two people who grew up in Rowan, attended Catawba College and went to work for the school system in "Homegrown."

So goes the circle of life.

Consider this section a sampling of the countless good things that originate in Rowan County — and people who take pride in being homegrown.

— **Elizabeth Cook**
Editor



On the cover: Seth Drake, from Foster Family Harvesting, watches and directs the harvester operator as grapes are dropped into bins during the grape harvest at Cauble Creek Vineyard.

— Photo by Jon C. Lakey

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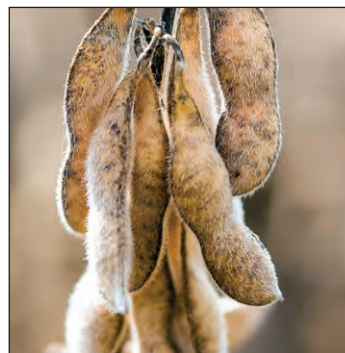
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Cauble Creek Vineyard harvests its muscadine grapes at the vineyard off N.C. 150 in Salisbury.

wines & vines

Grapes have brought a new kind of business to Rowan

Written by DEIRDRE PARKER SMITH | *Photography by* JON C. LAKEY

Wine has become a part of Rowan County's economy, as it has all over the state, with more than 100 wineries and even more vineyards.

Growing grapes, producing wine and opening a tasting room brings in locals as well as tourists, creating a destination that also attracts other businesses.

Raising muscadines or European grapes is a way for smaller family farms to diversify, says William "Biff" Yost of Cauble Creek Vineyard at 700 Cauble Farm Road, off N.C. 150.

In the case of Cauble Creek, which is surrounded by other crops, the muscadine vines have allowed the farm to produce a specialty crop that brings visitors from all over the state, country and even the world.

For Amie Baudoin, who, with her husband, Tommy, owns Morgan Ridge Vineyards and Brewhouse at 486 John Morgan Road in Gold Hill and Morgan Ridge Railwalk Brewery and Eatery at 421 N. Lee St. in Salisbury, grapes are a part of the entertainment business.

"We see it as an opportunity to bring people together," Amie Baudoin says of their vineyard and brewery. "We look at it as something we enjoy and want to let others do the same thing."

Amie and Tommy were told Amie's family's land in the Gold Hill area was not suitable for growing vinifera, or European grapes. The soil would work for muscadines, but not the harder-to-grow varieties they wanted to plant.

But both of them believed it would work. Their vineyard on a hill is touched by the sun for most of the day, and the hill improves drainage down the slope. They first planted grapes in 2004 and have produced wines for years.

Yost says the variation in soils, elevation and microclimates allows favorable growth of a number of varieties of grapes that are distinguished in taste and aroma and do well both in the fresh market and wine markets. He grows several different varieties of muscadines. He also grows soybeans, wheat, corn and hay and has a small fishing pond on his land.

"We were ambitious enough and like



Top: Ruth Howard enjoys helping out with the harvest at Morgan Ridge Vineyards. Above: Grapes on the vine at Morgan Ridge in Gold Hill. Right: Some of the wines sold at Cauble Creek Vineyard off N.C. 150 in Salisbury.





challenges and we knew it would reward us in the end,” Amie Baudoin says of their decision to plant a vineyard and open a winery.

“We were trying to keep up with the economy, the trends, what consumers will spend money on, what is the up-and-coming draw. We hope the wine industry stays steady along with the craft beer industry and make sure we are giving them some of the things to come.”

Both Yost and the Baudoins have benefited from increased visitors from all over.

Yost thinks that public awareness of vineyards and wineries has helped, as well as the state agricultural and tourism departments.

Agritourism, as it’s called, is becoming a larger part of the economy, and as the wine industry grows, so do visitors. Both the Baudoins and the Yosts agree that one winery is good in an area, but two or more are better.

“It gives people a place to visit,” Amie Baudoin says. People can plan a trip to visit Morgan Ridge, Cauble Creek and Old Stone Winery on U.S. 52 near Granite Quarry.

Yost says promoting your brand pays off



Above: Three Weimaraners work hard to rid the vineyard of voles at Morgan Ridge. Left: Davis Almond places a bucket of grapes in the utility vehicle driven by Tommy Baudoin at Morgan Ridge in Gold Hill.

when customers appreciate what is raised and produced locally. More customers mean better sales and profits.

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The tasting rooms and properties of the wineries also bring in diverse customers. As Yost puts it, “Every tasting room in the state is like an unopened bottle of wine, an unknown adventure or vacation where one may explore new products while being both excited and relaxed at the same time.”

While Morgan Ridge has already become a wedding venue with a pavilion for receptions or concerts, a gazebo by the pond and changing rooms for the bride and groom, Yost at Cauble Creek has plans to expand.

He is a cautious businessman and now sees greater opportunities developing in aspects of his business. “Our immediate plans will be to increase our retail business hours (currently just weekends) and incorporate a broader range of N.C. produced dry wines while provided more exciting venues for weddings, receptions,



Biff Yost of Cauble Creek Vineyard uses a refractometer to check the sugar levels of the muscadine grapes during the harvest at his vineyard off N.C. 150 in Salisbury.



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Above: Grapes are picked at Morgan Ridge Vineyards. Vines are harvested at Cauble Creek, right, and the grapes are made into grape juice, wine and jelly, left.



special reserved tasting events, birthday parties, family reunions and corporate meetings.”

“We want to grow our business for people to fellowship together,” Amie Baudoin says. “We want people to think of our places for beer and wine, and for special events, entertainment, reunions.”

Once they established the vineyard, they saw that people needed a place to gather. “We’re in the middle of nowhere, but in the middle of everywhere, we just

had to get them here. ... Once you’re here, you can enjoy lunch, the pond, all that. We give people a reason to hang out for a few hours.”

Chef Jason Nain makes high quality, locally sourced food at the vineyard and collaborates on the food at the pub-like brewery.

Amie Baudoin grew up on a farm and was used to people coming to the door, interested in their products. From that point, she wanted to share her love for the land and the lifestyle. “I didn’t want to keep it to myself. I wanted to share it and bring people together.”

“Seeing people enjoy themselves is my reward” for the hard work of maintaining the vineyard, the winery, Railwalk brewery and eatery and a second tasting room in the village of Gold Hill.

“We consider our customers a part of our family and in turn, we hope that they consider us their family,” Yost says.



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Lee Menius throws hay into the sheep pen. Menius and his wife, Domisty, are owners of Wild Turkey Farms in China Grove. The couple have been farmers in the pasture-raised meat market for several years. They are preparing to open a butcher shop in the town of Davidson. The sheep are kept penned in the spring lambing time to make sure that the pregnant ewes birth in a more protected area.

Fresh and local

Wild Turkey Farms takes local food to new market

Written by ELIZABETH COOK | *Photography by* JON C. LAKEY

Lee Menius tosses hay into the sheep pen at Wild Turkey Farms. The flock gravitates in that direction, except for the sheep beside the fence. They'd rather stick their heads through the wire fencing to nibble hay piled up on the other side.

The hay is always tastier on the other side of the fence.

And, for Wild Turkey Farms of China Grove, business has become more inviting on the other side of the county line — in the greater Charlotte region.

About 15 years ago, Lee and Domisty Menius started working his family's 50-acre farm on Old Cress Road with an eye toward tapping the local food movement. At first serving farmers markets and clients who came to the farm, they sold beef, poultry, honey and vegetables grown on the farm where Lee grew up.

Through the years, they experimented with different crops and livestock — goats, rabbits, turkey, geese, ducks, assorted vegetables and mushrooms. What

didn't work well was phased out.

Now they have narrowed their offerings to pasture-raised pork and lamb and eggs from pasture-raised chickens. For the time being.

Wild Turkey Farms turned its focus away from farmers markets about two years ago. Now Lee trucks goods directly to retailers and restaurants whose chefs insist on fresh, local food. Other than Sweet Meadow in downtown Salisbury, most clients are in the Charlotte area.

Wild Turkey's biggest change is taking shape off Interstate 77 in the town of Davidson, where Lee and Domisty are preparing to open a butcher shop, Carolina Craft Butchery. It will feature natural and pasture-raised meats from Wild Turkey and other small farms.

The shop will be beside an organic juice bar and across from the Harris Teeter supermarket in Davidson Commons.

The Meniuses believe the demand is there.



Domisty and Lee Menius.



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Meet Polly, the Eastern Screech Owl.

Did You Know?
The eastern screech owl's sense of hearing is so acute that it can even locate mammals under heavy vegetation or snow. Source: Wikipedia



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Lee says people in the food business are encountering more and more customers who are educated about food sources, cook for themselves or a restaurant and want the highest quality.



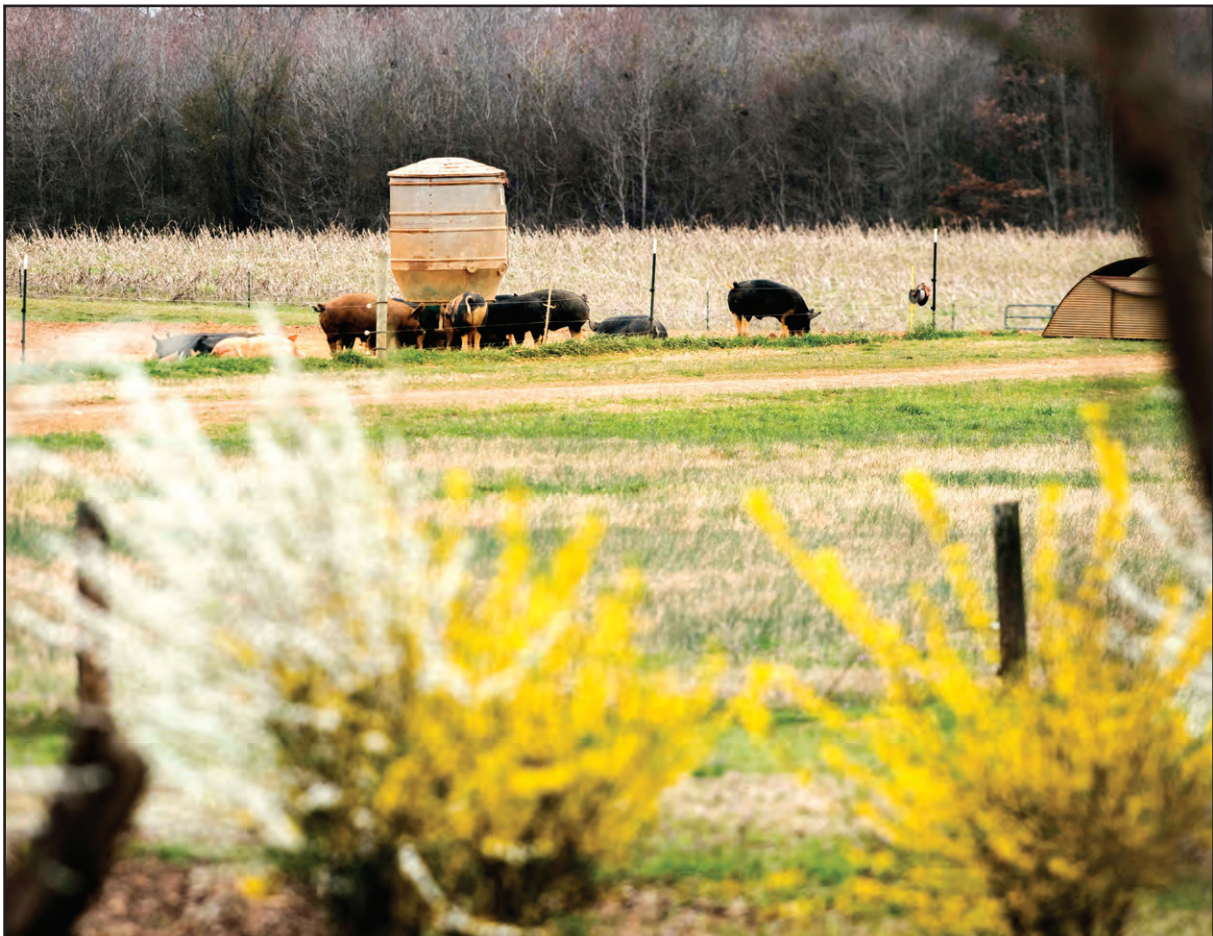
The sheep bleat their hellos and complaints. Baa-baa. Baaaaaa.

At the moment, the pen holds about 30 sheep ranging from 10-day-old lambs to ewes ready to give birth. Much of the year they graze out in the field, but Lee doesn't want to risk losing newborn lambs.

These Katahdin and Dorper sheep grow hair. Lee says the farm started with wool sheep, but he hated shearing.

Domisty pets Pickles and points to Goody, sheep she bottle-fed as lambs when their mothers rejected them. The Meniuses don't name all their sheep, just the ones they bond with.

Lee and Domisty met when they were both studying animal science at N.C. State University. She had grown up in the Wilmington area; he had graduated from South Rowan



Young pigs crowd around the feeder and mill about in the pasture.



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High School.

Lee says he knew he would go into farming of some kind. When he graduated in 1996, though, returning to the farm that has been in his family since the 1800s was not the plan.

“At that time, small-scale, direct marketing was not on the radar,” he says.

High-volume, industrial farming dominated the food chain. Animals crowded into crates and pens were fattened up with growth hormones and synthetic feed. They died without ever roaming a pasture, eating grass or scratching the ground.

“Everything was quicker, better, faster, cheaper,” Lee says.

Eastern North Carolina’s struggle with hog farm waste lagoons helped open eyes to the environmental and animal-welfare aspects of these gigantic operations — aspects that aren’t pretty to people on the outside looking in, Lee says.

After college, he taught agricul-

Above: Lee Menius gives a young pig a scratch behind the ear. Right: The chicken pen.

ture at Allegheny High School and began hearing about alternative agriculture. Working on a pasture-raised poultry project helped make him a believer.

Eventually, he went to work for the Center for Environmental Farming and started working the farm part time. His parents, Alan and Bunni Menius, and grandmother Hazel Menius still live on the farm. He and Domisty and their two boys live down the road.

Now Lee farms full time, and Domisty works for the Department of Transportation.

The locavore movement has grown exponentially in the last eight to 10 years, he says. Large producers such as Smithfield and Perdue have started touting the same claims as many small farmers, he says, such as antibiotic-free and sustainably



raised.

“They’re recognizing people are paying attention to that now,” Lee says.

■ ■ ■

Lee pats one of the 400-pound Berkshire sows in his hog pen. She was just bred for the first time and will litter in May, he says.

The “daddy pig,” as Lee calls him, nuzzles another sow who is lying nearby. She shows no interest.

Other hogs can be seen in a field in the distance. Market-size pigs weigh around 300 pounds, Lee says.

The farm has 150 pigs and is expecting more. When sows are ready to give birth this spring, they’ll be brought into a huge pig barn Lee designed. It provides protection and shade while remaining largely open.

Across the barnyard, laying hens and a rooster are strutting and scratching around in a fenced-in enclosure with a coop at the end. The white rooster crows, and the hens around him twitch their heads in unison.

Lee says the rooster serves as an alarm; he’s more observant when it comes to threats

such as hawks, owls, raccoons and foxes.

Once a coyote killed 48 of 115 chickens the farm had just bought.

The farm’s large dogs are good protectors, too — Annie, Roo and Juliet. They’re the graveyard shift.

These are Red Sex Link chickens, so named because you can tell the young chickens’ gender by their color — males are white, females are red.

They get non-genetically modified feed and all the bugs they can catch. The 200 hens lay about 165 eggs a day, Lee says.

There are no turkeys at Wild Turkey Farms. The name was inspired by Lee’s old truck, which a friend said sounded like a turkey. The farm raised turkeys for a while. The turkeys are gone and so is the truck, but the Wild Turkey Farms name and its initials stuck — WTF.

So does the desire to promote their style of farming.

“We try to keep everything local as we can and support small farmers doing what we’re doing,” Lee says. “We’re trying to extend the opportunity.”



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Phillip Sloop uses a combine with a 30-foot wide cutter to harvest one of the many soybean fields scattered about in western Rowan County.

Golden HARVEST

Row crop farming remains a vital industry for Rowan County

Written by JOSH BERGERON | *Photography by* JON C. LAKEY

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Granite Quarry-Faith Joint Police Authority	(704) 279-2952

Kannapolis PD	(704) 920-4000
Landis PD	(704) 857-2411
Rockwell PD	(704) 279-3420
Salisbury PD	(704) 638-5333
Sheriff's Office	(704) 216-8700
Spencer PD	(704) 216-8500

State

Alcohol Law Enforcement	(919) 662-4500
Attorney General	(919) 716-6400
Corrections/Prison	(919) 733-2126
Highway Patrol	(919) 733-7952
Medicaid Fraud Invest.	(919) 881-2320
Private Protective Services/Alarm Licensing	(919) 788-5320
Sheriff's Standards	(919) 779-8213
State Bureau of Investigation	(919) 662-4500

Federal

Alcohol, Tobacco & Firearms	(704) 716-1800
Drug Enforcement Agency	(202) 307-1000
Federal Bureau of Invest.	(704) 672-6100
US Marshalls	(202) 307-9100

COURT SYSTEM

Clerk of Court	(704) 797-3001
District Attorney	(704) 797-3010
Magistrate	(704) 797-3130
NC Attorney General	(919) 716-6400
Probation/Parole	(704) 639-7518

STATE & FEDERAL GOVERNMENT

Adams, Alma (US House, Dist. 12)	(704) 344-9950
Brock, Andrew (NC Senate Dist. 34)	(336) 936-0180
Burr, Richard (US Senate-NC)	(800) 685-8916
Cooper, Roy (NC Governor)	(919) 814-2000
Farm Service Agency	(704) 637-1602
Foxx, Virginia (US House, NC Dist. 5)	(866) 677-8968
Hudson, Richard (US House, NC District 8)	(704) 786-1612
DMV Driver's License	(704) 633-5873
Employment Security Commission (Joblink)	(704) 639-7529
Ford, Carl (NC House District 76)	(704) 305-3541
IRS (Winston-Salem)	(336) 659-2740
McInnis, Tom (NC Senate District 25)	(910) 652-2381
Medicaid	(919) 855-4100
Medicare	(800) 633-4227
Social Security Administration	(877) 405-3157
Tillis, Thom (US Senate-NC)	(704) 509-9087
US Postal Service	(704) 636-7821
Veterans Affairs	(800) 273-8255
Warren, Harry (NC House District 77)	(704) 603-8898

PUBLIC SAFETY

Fire Departments

#1-Salisbury (E Innes)	(704) 638-5351
#2-Salisbury (S Main)	(704) 638-5352
#3-Salisbury (W Innes)	(704) 638-5353
#4-Salisbury (Statesville Blvd.)	(704) 638-5354
#9-Army National Guard	(704) 359-5823
#34-Miller Ferry (Bayridge)	(704) 637-1286
#35-Cleveland Comm. (Third Creek)	(704) 278-4356
#36-Pooletown (Reeves Island)	(704) 633-7080
#39-Richfield-Misenheimer	(704) 463-7613
#40-Atwell, China Grove	(704) 855-3240
#50-Atwell, Kannapolis	(704) 934-2375
#41-Bostian Heights	(704) 857-0208
#43-China Grove	(704) 857-4300
#44-Landis (W. Rice)	(704) 855-1269
#45-Cleveland Comm. (Statesville Blvd.)	(704) 278-4300
#46-East Gold Hill	(704) 279-8662
#47-East Spencer	(704) 637-0599
#48-Ellis Cross Country	(704) 638-0866
#49-Enochville Fire/Rescue	(704) 938-2890
#51-Rockwell Rural (Lowerstone)	(704) 279-5100
#54-Faith (Tamerac)	(704) 279-4154
#55-Franklin (Hwy 601)	(704) 636-8634
#56-Franklin (Statesville Blvd.)	(704) 636-8634
#57-Granite Quarry	(704) 279-5597
#58-Landis (N. Central)	(704) 855-1269
#59-Liberty (St. Matthews)	(704) 637-8883
#60-Liberty (Tamerac)	(704) 637-8883
#61-Locke (Candlewick)	(704) 633-7285
#62-Locke (Briggs)	(704) 633-7285
#63-Locke (Grace Church)	(704) 855-4882
#64-Miller Ferry (Dukeville)	(704) 637-1286
#65-West Rowan (Centenary)	(704) 664-2238
#66-West Rowan (Bear Poplar)	(704) 278-0120
#67-West Rowan (Mount Ulla)	(704) 278-0120
#68-West Rowan (Back Creek)	(704) 278-0120
#69-Pooletown (High Rock)	(704) 633-7080
#70-Rockwell City	(704) 279-2921
#71-Rockwell Rural (Link)	(704) 279-2171
#72-Rowan-Iredell	(704) 278-0036
#73-Scotch-Irish	(704) 278-1273
#74-South Salisbury	(704) 637-3873
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#77-Woodleaf	(704) 278-0077
#79-Mount Mitchell	(704) 938-3912
#91-Rowan Rescue (Salisbury)	(704) 633-5405
#92-Rowan Rescue (Rockwell)	(704) 633-5405
#94-Rowan Rescue (China Grove)	(704) 633-5405
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PSNC Energy	(877) 776-2427
Piedmont Natural Gas	(800) 752-7504
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Time Warner	(704) 633-5484
Union Power	(704) 289-3145

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Communities in Schools	(704) 797-0210
Convention & Visitors Bureau	(704) 638-3100
Cooperative Christian Ministry (Kannapolis)	(704) 786-4709
Family Crisis Council	(704) 636-4718
Habitat for Humanity	(704) 642-6292
Hefner VA Medical Center	(704) 638-9000
Humane Society of Rowan County	(704) 636-5700
Landfill	(704) 278-2211
Main Street Mission (China Grove)	(704) 855-2909
Meals on Wheels of Rowan County	(704) 633-0352
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Rowan Helping Ministries	(704) 637-6838
Rowan Literacy Council	(704) 216-8266
Rowan United Way	(704) 633-1802
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Ruffy Holmes Senior Center	(704) 216-8330
Smart Start Rowan	(704) 630-9085
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YMCA of Rowan County	(704) 216-9622

County Government

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Board of Elections	(704) 216-8140
Building Inspections	(704) 216-8619
Buildings, Grounds & Parks	(704) 216-7800
Cooperative Extension	(704) 216-8970
County Manager	(704) 216-8180
Detention Center	(704) 216-8770
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Environmental Health	(704) 216-8525
Environmental Management	(704) 216-8589
Finance	(704) 216-8170
Health	(704) 216-8777
Human Resources	(704) 216-8100
Information Systems	(704) 216-8114
Planning and Development	(704) 216-8588
Register of Deeds	(704) 216-8626
Rowan Public Library	(704) 216-8228
Rowan Transit	(704) 216-8888
Sheriff's Office	(704) 216-8700
Social Services	(704) 216-8330
Soil & Water Conservation	(704) 216-8999
Tax Administration	(704) 216-8558
Telecommunications	(704) 216-8500
Veterans Services	(704) 216-8138



As Phillip Sloop moved through soybean fields in his combine, a wealth of information lay at his fingertips. He could tell the moisture level of the soybeans, and the current and average yield of the field he was harvesting.

It's not your grandpa's combine.

But, as farmers have done for generations, Sloop was harvesting soybeans in western Rowan County. After finishing with one field, the combine lumbered across U.S. 70 — near the Iredell County line — to another field. With its 30-foot-wide cutter, the combine sliced soybean plants in

a methodical pattern. Sloop monitored computer screens inside the combine as a hopper at the rear of the machine slowly filled with freshly harvested soybeans.

When it reached capacity, a green tube extended from the combine and poured a flood of soybeans into a nearby grain cart.

The 2016 soybean season for Darryl Corriher, Sloop and farmer Tom Hall, who are partners in company called C&H Grain LLC, wasn't the best it's been. It also wasn't the worst. Just one year earlier, drought drastically reduced yields for a number of crops.

"It's a little bit like playing the lottery," Corriher joked as he



Left: Inside a combine, Phillip Sloop monitors progress on a computer. Right: Biff Yost has fields of soybeans along N.C. 150 outside of Salisbury.

stood in a freshly cut field of soybeans.

That lottery is a sizable one.

In Rowan County, soybeans are one part of a row crop trio that dominates local agriculture. Others include corn and wheat. N.C. Department of Agriculture statistics show soybeans comprised 18,800 acres of farmland in 2015. Corn sits at 7,600 acres. Wheat comprised 7,300 acres in 2015. Altogether, there are 121,145 acres of farmland in the county. That's more than a third of the total acreage of all land in the county.

"There are really a lot more agricultural acres than you might ever think about," said Ben Knox, a local farmer who sits on the state's soil and water commission.

Local farming operations generate millions of dollars annually in revenue and hundreds of millions of dollars in tax revenue. Once row crops get combined with other agriculture businesses, the result is a sizable industry.

"It makes up a substantial part of our economy in this area," said Rowan County Extension Director Amy-Lynn Albertson. "I've seen estimates as high as 19 percent, and that's pretty all encompassing, including feed stores and things that you might not immediately think of with agriculture."

The 2012 census of agriculture found that local farming operations employed 1,076 workers. When compared to the list of employers that elected officials traditionally tout, agriculture would be the fifth-largest employer in the coun-

ty, according to the latest statistics from Rowan-Works Economic Development.

Compared to other businesses, farming offers a notable benefit, Knox said.

"You don't have to run water and sewer lines and provide other services," he said. "All you need is a certain amount of open space."

Once that open space serves its purpose and crops are harvested, the products of local agriculture don't often make their way overseas. Corriher says C&H Grain LLC sells corn to mostly local mills. There's a crush mill in Kershaw, S.C., that the company sells soybeans to. Still, products of local agriculture mostly stay in the country.

The rapid pace of technological change is one major change in local agriculture in recent years. Extension agents in Rowan County, for example, recently applied for a grant to obtain drones. Other changes have led to large increases in crop yields. In the 1920s, local farmers expressed excitement when the first combine could produce 35 bushels per acre of wheat, Albertson said. Corriher says the local, modern average for wheat is about 60 bushels per acre.

No-till technology is another important advancement for agriculture, Corriher said. The practice involves growing crops without tilling the soil. Simply put, no-till farming makes better use of rain and slows the degradation of equipment, he said.

"No-till has really saved Piedmont agricul-

ture in terms of making us more efficient and giving us the opportunity to compete in the world market," Corriher said.

Knox noted other benefits to no-till farming — it results in less erosion. Because erosion is reduced, streams stay cleaner, too, Knox said.

Even as a rural county that's inching toward becoming more metropolitan, Rowan County still ranks near the top of the state for row crop production. The 2012 census of agriculture placed the county in among the top 30 for soybean, corn and wheat production. In other categories, Rowan ranks even higher. It's in the top 10 for fruits, tree nuts and berries, and milk from cows.

The state of agriculture in Rowan County ranks highly in another area, too. It contains one of the state's 18 agricultural research stations. The Rowan County location is known as the Piedmont Research Station. Established originally as the Piedmont Test Farm, the local station conducts crop and livestock research. It also reports weather data to the State Climatology Office.

"It's a great opportunity for us as extension agents to do research, applied research, because that's what we're about, taking stuff straight to a grower to use," Albertson said. "What happens at our research station is even better because we can say 'This is Rowan County and this is the Piedmont and we know the result of this research will work here.'"

ROWAN COUNTY

263rd Year of the

Office of Sheriff

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1754-1758	David Jones	1837-1841	John H. Hardie
1758-1759	Edward Hughes	1841-1849	Richard W. Long
1759-1763	Benjamin Miller	1849-1858	Caleb Kluttz
1763-1764	William Massey	1858-1865	W.A. Walton
1764-1767	Francis Locke	1865-1866	Solomon Kluttz
1767-1768	Griffith Rutherford	1867-1872	W.A. Walton
1768-1769	Andrew Allison	1872-1880	C. F Waggoner
1769-1769	Adam Allison	1880-1890	Charles C. Krider
1769-1771	William Temple Coles	1890-1900	J.M. Monroe
1771-1772	James McKay	1900-1906	D. R. Julian
1772-1774	Daniel Little, Esq.	1906-1908	Hodge Krider
1774-1777	James Kerr	1908-1914	J.H. McKenzie
1777-1779	Galbraith Falls	1914-1928	J.H. Krider
1779-1779	George Henry Berger	1928-1930	R.P. Lyerly
1779-1779	Samuel Hughey	1930-1931	W. Locke McKenzie
1779-1779	Josiah Rounsevall, Esq.	1931-1932	Cal Miller
1780-1780	Moses Winslow, Esq.	1932-1950	J.H. Krider
1780-1781	William Brandon, Esq.	1950-1966	Arthur J. Shuping
1781-1781	Peter Faust	1966-1986	John Stirewalt
1781-1782	James Craige	1986-1986	Junius L. "June" Bost
1782-1785	John Brevard Jr.	1986-1998	Robert "Bob" G. Martin
1785-1786	John Brevard Sr.	1998-2009	George Wilhelm
1786-1787	Hugh Terrence (Torrence)	2009-Present	Kevin L. Auten
1787-1790	Lewis Beard		
1790-1792	Isaac Jones		
1792-1794	John Braly (Brawley) Jr.		
1794-1808	John Troy		
1808-1813	Edward Chambers		
1813-1814	John Smith, Esq.		
1814-1818	Alexander Frohock		
1818-1820	John Beard, Esq.		
1820-1824	Samuel Jones		
1824-1826	Charles Fisher		
1826-1828	Isaac D. Jones		
1828-1837	Fielding Slater		

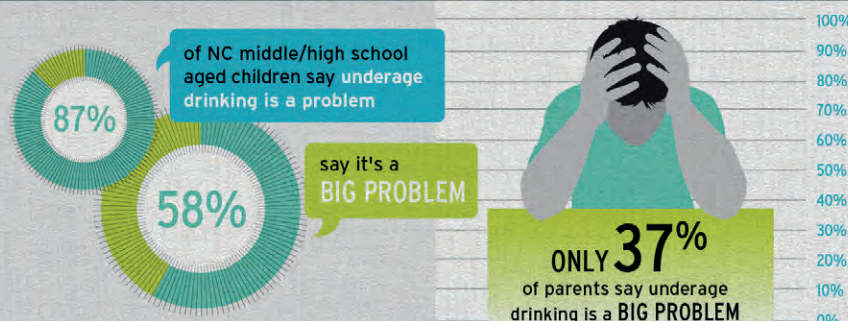


Sheriff Kevin L. Auten

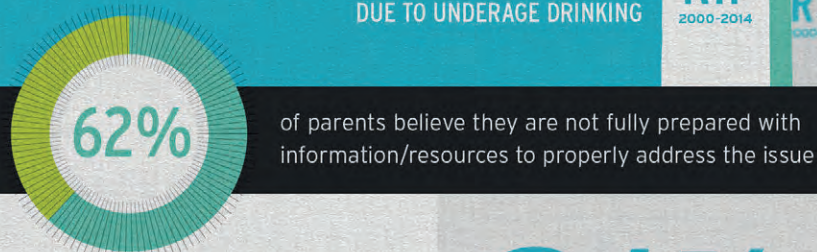
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Benjamin Goodman, Franco Goodman and Nicholas Goodman operate Goodman Millwork.

FAMILY AFFAIR

Goodman Millwork knows one way to do things

Written by SUSAN SHINN TURNER | *Photography by* WAYNE HINSHAW

Benjamin and Nicholas Goodman remember growing up at Goodman Millwork, tearing across the shop floor on Big Wheels, tossing the football around outside — and throwing rocks at each other. Nicholas Goodman bears a scar over his left eye as proof.

That was a while back, of course. Now, the brothers are preparing to lead their family business into its fourth generation — a rarity these days.

After the housing market collapse in 2008, the company — which still builds homes from time to time — changed direction, finding its niche in custom millwork for high-end homes. Franco Goodman, their father, says that being flexible is nothing new to the 107-year-old company.

“We were the big box store before there were big box stores,” he explains.

The focus is now solely on architectural millwork — any type of wooden finishes for interiors or exteriors. They had also



Benjamin Goodman works in the plant at Goodman Millwork using modern equipment.

Story continues on page 36.

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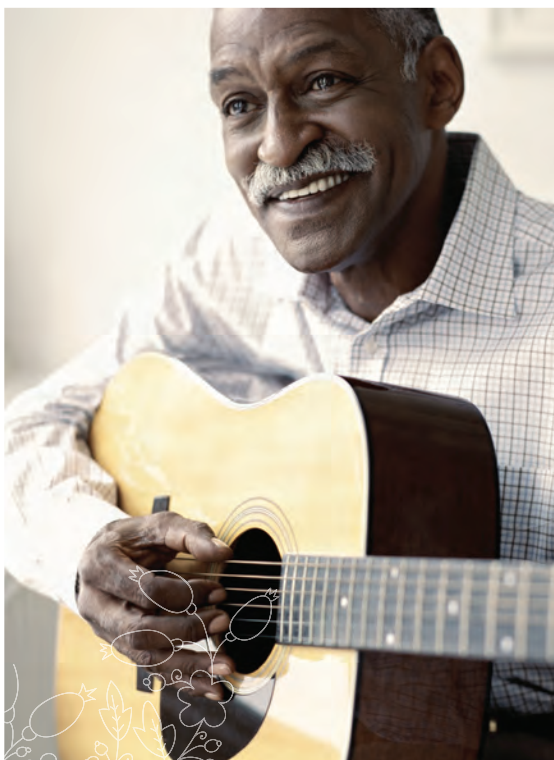
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Serving children and families since 1906

Founded in 1906, Nazareth Child & Family Connection is committed to providing a safe and nurturing environment for every child, individual and family. In our work with children and families, along with the decisions we have made as an organization, Nazareth has a long proud history of helping create futures and empowering individuals to discover their purpose.

Nazareth has an array of services which are provided in our continuum of care.

Nazareth will continue to move forward in promoting a positive future and will continue to adapt and change to the needs of our clients with the ultimate goal of success and well-being for everyone we serve.

The Sanctuary Model

The Sanctuary Model is a blueprint for clinical and organizational change which, at its core, promotes safety and recovery from adversity through the active creation of a trauma-informed community. A recognition that trauma is pervasive in the experience of human beings forms the basis for the Sanctuary Model's focus, not only on the people who seek treatment, but equally on the people and systems who provide that treatment. Nazareth is committed to using the Sanctuary Model in all aspects of our operation and programs. This commitment ensures residents receive a safe and consistent approach in all programs.

Foster Care & Adoptions Family Foster Care

Family Foster Care is a program that provides temporary homes for children who, for one reason or another, cannot live with their families. Children enter foster care for a variety of reasons. Most children are unable to remain with their families because of abuse, neglect, substance abuse, or a family crisis. Children in foster care have gone through the trauma of being separated from their families. Many are feeling angry, sad and frightened. These children need extra reassurance and care. Our foster parents care for children while their parents work towards having their children return home. Children may stay in foster care for a short period of time or for several years. If a child cannot return home to his or her family, then the Department of Social Services will look at another plan such as placement with a relative, custody with a court approved caretaker, or adoption.

Foster parents have to meet specific criteria in order to be considered for licensure. They must go through 30 hours of pre-service training in order to become licensed foster parents. This training focuses on trauma awareness, the skills of fostering, understanding grief and loss, and shared parenting. In addition, families are subject to background checks, fingerprinting, home inspection, review of financial stability, and an assessment of the 12 skills of fostering.

Fostering to Adopt

When children are unable to return home to live with their parents or other family members, adoption is often the next step. Once it has been determined that a child will not return home an alternative permanency plan is sought by finding the child an adoptive home. Often foster parents are afforded the opportunity to adopt a foster child that has been placed in their home and has become legally free. This process is called "fostering to adopt." There are many benefits to this process. The child and family have an established relationship to build upon. Also, likely the family has an established relationship with the birth family of the child which increases the likelihood of maintaining their birth family connections.

Transitional Living Program

The Transitional Living Program provides individual and group life skills training for youth and young adults, with emphasis on money management/consumer awareness, job seeking/job maintenance, interpersonal skill, emergency & safety skills, housing, educational planning, food management, health, legal skills and community resources and supports. The program prepares youth and young adults to be self-sufficient, regardless of future vocational and academic. Through life skills training, community awareness, and promotion of individual self-esteem, youth are able to gain a sense of personal responsibility. Our aim is to equip each individual with the skills necessary to survive and make a successful transition from foster care to self-sufficiency in an environment which may offer little adult support. The SELF Framework (safety, emotion management, loss and future) guides our work with the youth.

Apartment Living

The Transitional Living apartments are an extension of the Transitional Living services, which provide apartment living for youth who have progressed through the program group home setting. The on-campus apartments provide an opportunity for youth to live interdependently, while continuing to develop and practice the skills they have learned. This setting provides a safety net that includes an apartment manager and other residential staff to assist with their needs. Assessment tools are used to measure the youths' skill level and is used to determine the readiness of the individual in regards to supervision and campus apartment living. This opportunity is provided for Transitional Living residents between the ages of 16-21.

Residential: Focus Program

The purpose of the FOCUS Program is to provide Level I residential services for children who are in the custody of the

Department of Social Services or are in care through a Voluntary Place Agreement. Most of these children have experienced some form of trauma and therefore, the Sanctuary Model is used as our treatment method to help children and youth recover from the effects of trauma and chronic stress. Increasing awareness, emphasizing safety, and teaching skills to manage feelings are crucial steps that are taken to create an environment that can handle the vital work of processing feelings, past trauma, grief and loss. We understand that change in a person's perception of self and how they view situations helps to change behaviors. While focusing on each child's unique situation, the FOCUS program provides a family style home environment that promotes growth and change.

Residential Level II: ACE Therapeutic Residential Care

Purpose: North Carolina has undergone major changes in its child welfare system. It has created a need for specialization in childcare facilities. Nazareth Child & Family Connection has targeted a specific population of North Carolina's children and developed a program that specifically addresses deficit areas children may exhibit in their home environment, educational setting, and in the community. Residential Level II provides mental health services for those individuals who have documented struggles in the above environments and have a mental health diagnosis that helps to define the reasons for the socially unacceptable behaviors displayed. The program provides short-term therapeutic group home care for those individuals referred by the Care Coordination Team at Cardinal Innovations, current clinical homes, and DSS. The goal of the team, which consists of the youth, the Nazareth case manager, the family and the DSS social worker (if applicable), is to equip the youth with the skills they need to be able to better cope with the challenges in their lives, in order to successfully reunite with their families.

Referrals: Referrals for the Residential Level II program are received from the parents, current clinical homes, and Cardinal Innovations. The majority of clients will remain in the custody of their legal guardians. The Department of Social Services will be involved with some clients, but they will work with mental health agencies in order to have a client referred to the program. The potential client must be a Medicaid recipient. The Residential Level II Program is licensed to serve males ages 12-18. The length of stay is determined by how well the client meets his outlined goals defined on his Person Centered Plan. The Person Centered Plan is formed by the client, his guardian(s), and the current clinical home provider.

Team Concept: Nazareth Child & Family

Connection believes in the team concept of childcare. The individual teams in the program consist of full-time and part-time Direct Care Staff. Full-time staff work 24 hour shifts while part-time staff members provide overnight awake monitoring of all activity. Our team also consists of a Case Manager and Program Manager. We all work together to provide all clients with the skills and knowledge they need to be successful and productive citizens. We believe in the therapeutic progress and the more cohesive the team, the greater the chances are for positive outcomes. Each child is unique and faced with challenges, but the Residential Level II Program welcomes each and every one with open minds and hearts. Nazareth Child & Family Connection believes in positive change and best practice, and we thrive daily to help promote and produce positive contributors to society.

Crescent Academy Day Treatment Program

Crescent Academy works with students who have not fit into a traditional classroom setting. We use the Sanctuary Model, a trauma informed approach as a foundation for our work with students. We work on academics as well as behavioral and social skill development. The program is designed to be a short term (6-9 months) program to help teach students coping skills so that they can better manage their emotions and behaviors when they return to a regular school setting. The program uses hands on learning to build positive experiences for students. We then use a positive based motivation system to help students strive to reach their potential. All students receive individual and family therapy while in the program to help the entire family learn to work with their student. We have locations at Henderson Independent, Hanford-Dole Elementary, and on the Nazareth campus.



Target Population: The program is currently for elementary and middle school students, who have struggled in a traditional school setting and have not responded to lower levels of interventions such as IEP or 504 plans. All students have a mental health diagnosis as determined by a Comprehensive Clinical Assessment (CCA).

Addmissions: The day treatment program works in partnership with Rowan-Salisbury Schools to ensure that all students receive full academic credit while in the program. As a result we work with the school system to ensure that all referrals have tried other interventions in their home school, or with other mental health services prior to a day treatment referral. A CCA and Person Centered Plan (PCP) are completed prior to program admission.

Counseling & Consultation

Founded in 1906, Nazareth Children's Home developed a reputation for providing a safe and nurturing environment for every child, individual, and family served by the organization. In 2012, the Governing Board of Nazareth identified a need to expand the agency's service array to continue this tradition. They accomplished this by merging with Carolina Counseling and Consultation in October of 2012.

In early 2016, we officially changed our name to Nazareth Child & Family Connection to better represent our expanded services and mission. We continue to provide safe and trauma informed homes for all the children we serve residentially while maintaining a healing environment for individuals and families in need of counseling and therapeutic assistance.

Services Provided

Outpatient Therapy: Clinicians employed by Nazareth Child & Family Connection in-

clude psychiatrists, counselors, clinical social workers, and addiction specialists who work with all age groups and populations. Our goal is to match each patient's needs with a therapist skilled in meeting those needs. We treat most psychiatric conditions and utilize a trauma sensitive approach to treatment. The majority of our clinicians are rostered in Trauma Focused Cognitive Behavioral Therapy (TF-CBT), ensuring we are certified in the most up to date methods for treating children who have suffered abuse and witnessed traumatic events.

Intensive Outpatient Substance Abuse Program:

This two to three month program is designed to treat patients with a history of substance use that has been resistant or unsuccessful with other treatment modalities. We utilize the Matrix Model of Treatment to ensure the patient receives stabilization, drug education, and intense treatment (3 times per week for 3 hours a day) over 2-3 month period in order to decrease the likelihood of relapse while engaging treatment. This model is a multi-element package of therapeutic strategies that complement each other and combine to produce an integrated outpatient treatment experience. It is a set of evidence-based practices delivered in a clinically coordinated manner as a "program." Patients who successfully complete this program are able to step down into our outpatient clinic.

Suboxone Clinic:

The Suboxone Clinic is available for individuals seeking a safe and proven treatment for opiate/opioid addiction. An alternative to methadone, Suboxone has a proven record as a tool for aiding addicted individuals in the initial stages of their recovery. The clinic uses a multimodal approach that brings outpatient therapies together with medication management, ensuring that both the physical and behavioral health of the individual is treated. This is set up as a two year program designed to have patients completely free of all addictive illicit and prescription substances by the end of treatment. Patients in this program are expected to attend therapy sessions weekly and physician appointments at least monthly. We utilize random drug tests and pill counts to ensure program compliance. Patients not able to meet program requirements are transitioned to higher levels of care.

School-Based Therapy: There is an agreement with the Rowan- Salisbury School System for staff to provide therapy at the schools after an initial visit in our office. Youth and adolescent populations may receive these services at the schools to ensure the students get the necessary therapeutic care while minimizing time away from school. Strict confidentiality is maintained by our clinical staff, who will not talk to

school personnel regarding children without their parent's written permission. Parents are required to be an active part of their child's treatment from the time of referral. Parent(s) or care giver(s) must meet with the therapist at one of three outpatient centers prior to services being delivered. Once a comprehensive clinical assessment is complete and treatment plan is established, the youth or adolescent may be seen in the school if the setting is appropriate. Parent(s) or care giver(s) are required to discuss or meet with the therapist monthly.

Many of these patients are isolated geographically and find it difficult to get to the outpatient center to open the case for their child. In these situations the agency will meet with the family in a safe environment convenient to them — the school or other similar agency — to open the case.

Swing-Durham Center Residential Level III Program

Purpose: Nazareth Child & Family Connection prides itself in providing the whole continuum of care and the level III residential mental health program is the newest service offered at our campus. Nazareth has targeted a specific population of North Carolina's children and developed a program that specifically addresses deficit areas children may exhibit in their home environment, educational setting, community, and or a lower level of care. The residential level III program provides mental health services for those individuals who have documented struggles in the above environments and have a mental health diagnosis, which entails some level of trauma. The services of the program will help define the reasons for the socially unacceptable behaviors displayed. The program provides short-term therapeutic group home care for those individuals referred by the Care Coordination Team at Cardinal Innovations, current clinical homes, and DSS. The goal is to successfully step these individuals down to a lower level of care during the process so they can ultimately be reunited with their families. We also hope to equip them with the tools they need to better cope with challenges in their lives.

Referrals: Referrals for the Residential Level III are received from the parents, current clinical homes, and Cardinal Innovations. The majority of the clients will remain in the custody of their legal guardians. The Department of Social Services will be involved with some of the clients, but they will work with the mental health agencies in order to have a client referred to the program. The potential client must be a Medicaid recipient. The Residential Level III Program is licensed to serve males and females ages 12-18. The length of stay is determined by how well the client meets his/her outlined goals defined on his/her Person Centered

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Plan. The Person Centered plan is formed by the client, his/ her guardian(s), and provider.

General Characteristics

Residential Level III services is responsive to the need for intensive and active therapeutic intervention. This requires 24-hour staffing to successfully provide that need. The level III program has 1st, 2nd, and 3rd shifts that consist of two staff. This logistically provides 24-hour supervision of the residents. This highly supervised setting has a higher level of consultative and direct service from psychologists, psychiatrists, and medical professionals.

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Honor and Memorial Gifts

Honor and Memorial gifts help support Nazareth Child & Family Connection and our ministry to disadvantaged children and their families. A memorial gift is a way of honoring the memory of a departed loved one — a perfect way to express one's sympathy and appreciation in times of sorrow. Investing in a young life through a memorial gift is an appropriate way to remember someone and provide a lasting tribute to that memory.

Honor gifts thank the living. This expression of thoughtfulness honors friends, family and others on special occasions in their lives such as birthdays, holidays, anniversaries, promotions and retirement. You may make an honor or memorial gift to Nazareth using your credit card by simply clicking the donate button on our website.

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Should you wish to make a gift to Nazareth Child & Family Connection by using appreciated securities (stocks, bonds, mutual funds), please contact Development office by phone at ext. 113. They will be glad to provide you with account information, or answer any questions you may have.

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Nicholas Goodman looks over cabinets that are for a home in Columbia, S.C., that was flooded earlier in the year. All of the first-floor interior of the home had to be replaced because of water damage.

been heavily involved in the furniture industry, building a large number of showrooms. Other projects now fill that gap.

The brothers don't think about the history of their company on a daily basis. Nicholas Goodman admits, "I don't know anything else."

"The microscope is always gonna be on you," says Benjamin Goodman, who joined the company in 2001 and for the past decade has served as plant manager. "Being the boss' son comes with its own set of challenges. Everybody already has an opinion on who you are and why you are here. Expectations are higher for family, and the employee-employer relationship is different."

Benjamin Goodman acknowledges that family members do treat one another differently throughout the 15-member operation. "It doesn't help that we Goodmans are notoriously stubborn, so you do have to have a thick skin. But the satisfaction is mostly worth the sacrifice."

The two wear a lot of hats, he continues. "Some days, I push paper with computer work. But other days, I'm out there with my hands on the wood, doing what needs to be done, just like everybody else."

Nicholas Goodman oversees the company's construction division. He heads the myriad small projects for homeowners. One recent day had him finishing a portico for a Salisbury

family and scheduling an estimate for a master-bedroom closet.

Out in the shop, the expansive room was filled with a single job — cabinetry, a large island, and other kitchen and household storage pieces for a 4,000-square-foot home in Columbia, S.C., recently damaged by flooding. Yet there was also a single floating shelf for another client, made from beautiful reclaimed wood.

"I see the stuff we've made, and there is a 'wow factor' to it," Goodman says.

Most of the company's business is by word of mouth. Leads also come through the company's impressive website, goodmanmillwork.com. Its specialty is residen-

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tial work, and commercial leads tend to stem from that.

Local commercial jobs have included St. John's Lutheran, First Methodist and First Presbyterian churches, the John Steele House, Henderson Law Office, Rowan Public Library's old well and First Citizens Banks throughout North Carolina and Virginia. The company has worked with the Carolina Inn in Chapel Hill for some 25 years, through its long-term, multiphase expansion.

They've done quite a bit of work at mountain resorts, in the second or third homes of existing customers. In town, the company has made doors and windows for Catawba College's renovation of its residence halls and Goodman Gym. Yet more than 90 percent of its work takes place out of town, and indeed, all over the country.

Even with a company founded more than a century ago, you can't just hang your hat on that, Benjamin Goodman says. "You still have to prove yourself every time," his father adds.

As their dad has experienced with wife Brenda, the younger Goodmans, too, have the full support of their wives. Nicholas and Jessica have two daughters; Benjamin and Kelly have a son and daughter.

"We're both in it together," Nicholas says. "She supports me and I support her. We both work. My job is not more important than hers."

Benjamin Goodman adds, "Kelly's father ran a business, too, so she knew a little bit about what was involved. We try to balance work with school plays, sports, and so forth, but this is true for all families whose parents work."

At the core of the company's operations are its employees, "good people who have made us what we are," Goodman says. "We're not lowering our standards to meet volume. We don't know but one way to do things, and that's the best way."

The men say that customers bring in ideas, then affordability and design dictate the outcome. And it's a one-stop shop — Goodman Millwork offers everything from designing to manufacturing to installation and finishing.

"You figure out what works and how it can work," Nicholas Goodman says.

Brothers Enoch and Linus Goodman founded Goodman Millwork. Franco Goodman came on board in 1982 after careers in banking and textiles. His father encouraged him to get experi-



Goodman Millwork employees Epi Sanchez and Rodger Williams apply stain to the doors of kitchen cabinets that will go to a showroom in Charlotte.



Above: This steam engine once ran all the equipment and machinery in Goodman Millwork. It was last used in the early 1970s. It is one of only a few engines of its kind left in the country.

Right: Nicholas Goodman demonstrates how this 'resaw' works. It was installed in the early 1900s and is still used a few times a week to cut lumber.



ence elsewhere.

"The beautiful part of what we do is to create something unique and custom," Goodman continues. "We always say that our products can last a lifetime if they're taken care of properly. We've been very blessed to be here as long as we have and do the quality of work that we do. I take pride in that. It's a big deal."

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From left, the family members who run Cheerwine are Cliff Ritchie, son Carl Ritchie, daughter Joy Harper and cousin Mac McQueen. They are standing in their conference room in front of a cabinet of their drink products, with portraits of their founders on the back wall.

100 years of cheer

Cheerwine: Born in Salisbury, raised in a glass

Written by SUSAN SHINN TURNER | *Photography by* WAYNE HINSHAW

In 2017, Cheerwine soft drink is celebrating its 100th anniversary. It's a safe bet, however, that you won't find Cliff Ritchie kicked back at his desk drinking a bottle of Cheerwine.

"We'll see if we can do it again," says Ritchie, president and CEO of Carolina Beverage Corp. and Cheerwine Bottling Co., who is guiding his family's fifth generation in the business.

Ritchie and his wife, Amy, have three children. Their daughter, Joy Ritchie Harper, has been with the company for seven years and is now its director of marketing. Son Carl is a district manager, and their youngest son, Ben, is a student at University of North Carolina at Charlotte.

If you look around Salisbury — and indeed, the country — you'll see few companies that have made it to the 100-year mark, still fewer that are still family owned.

Story continues on page 44.



Trucks deliver the Cheerwine product to various locations as well as the concentrate that is shipped to bottling plants.

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"I think we're off the charts as far as the fifth generation," Ritchie says. "I've heard that less than 2 percent of companies make it past the third generation."

Ritchie's great-grandfather, L.D. Peeler, started the company in 1917. His grandfather, Clifford Ritchie, led the company through the Depression and World War II. Ritchie's father, Raymond Ritchie, spent his entire career there after serving in the Army.

"My great-grandfather would be pleased to see it's lasted this long," Ritchie says. "I don't have any idea what his expectations were, but we do have a great sense of accomplishment and pride. We've been able to carry it on and pass it on to the next generation."

"It's exciting to be part of a family business," Harper notes. Her father is entering his 40th year of service, but many of the company's 450 employees have 10, 20, and yes, even 40 years of service.

"People have made their careers here," she says.

"We've always had lots of long-term,

lifetime employees," Ritchie says, "and we owe a lot of our success to them."

Those employees are spread over eight distribution centers — one of which is in Salisbury — in North Carolina and South Carolina. Beyond that, the company franchises its bottling operations, Ritchie says.

Cheerwine's expansion started in the 1970s, when Ritchie and his brother, Mark, began working for the company. Mark Ritchie has since retired.

"My grandfather was happy to be a Piedmont Cheerwine distributor," Cliff Ritchie explains, "but we had a desire to go beyond where we were comfortable. My grandfather ran the company through the Depression and World War II, and he became very conservative to survive through all that. We wanted

Cliff Ritchie stands in front of the giant tanks where the Cheerwine recipe is mixed into the concentrate for all the products. The tanks are 1,000 and 2,500 gallons of concentrate.



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to see where we could go, with his blessing. We always felt like the brand had a lot of potential to grow. We were young and we brought new energy.”

And grow it did. Cheerwine is now available in nearly all 50 states, and through specialty stores like World Market and Cracker Barrel. Each day, new customers discover Cheerwine.

“All ages, of course, drink Cheerwine,” Harper says, “but the millennial demographic is our core market. That’s who we talk to on social media, and they want to have a conversation with us. Our fans enjoy talking to us. There’s a sense of pride in the brand.”

Harper hopes these customers discover Cheerwine and become lifelong customers.

Harper doesn’t remember when she drank her first Cheerwine. It’s always been a part of her life, but she didn’t think about working

for her family business until she went to college at the University of North Carolina at Chapel Hill.

“Something began to click, and I thought I might actually be interested in working for Cheerwine,” she says. “I became interested in the business world and in marketing, and I was glad to be able to join the company. I’m very proud to be working for Cheerwine. I never felt pressured that I had to.

“When I first came to work here, I wanted to show that I’m just like anyone else. I’m here to do the work. I started from the bottom. I didn’t feel any sense of entitlement.”

Neither did her father.

Ritchie worked at the company during the summers. “I did a lot of jobs nobody else would do. I did all types of things, and I didn’t think I’d want a career here. But like Joy said, you grow up, go to



Cans of Cheerwine packed in the warehouse wait to be trucked to market.

college and get a business degree, and you think about it differently and come back to it. It’s a great opportunity, there’s no question.”

In fact, Ritchie went to work for another soft drink company following graduation from Lenoir-Rhyne College and gained experience that way.

“Then my grandfather offered me a job,” he says. “It was a point where they needed me and asked me to come into the business and be manager of the Greensboro distribution center.”

Now, two of his three children have joined the family business.

“The reason it’s so rare is that you have to have the next generation that’s interested, and on top of that, they have to be capable,” Ritchie says. “That’s been our blessing.”

Cheerwine will host a 100th anniversary celebration on Saturday, May 20, in downtown Salisbury, complete with live music, a barbecue competition, children’s activities, and, of course, free Cheerwine.

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Aaron Goss, left, and Steve Bauk's new malting facility is an exciting addition to the Rowan County landscape and is nearly operational. There are several uses for malt, but craft breweries will be a large part of the customer base.

Big things brewing

Craft breweries and malt house help boost local scene

Written by DEIRDRE PARKER SMITH | *Photography by* JON C. LAKEY

Rowan County's craft beer industry seems as if it sprouted overnight. But it has a full head of foam now, with two craft breweries in downtown Salisbury and Carolina Malt House, a start-up that will provide malted grain locally and to craft beer makers throughout the state.

New Sarum Brewing renovated what was an old tractor dealership on Lee Street, behind the Gateway Building.

Going from a dirt floor and bare brick walls, members of the Moscardini family and brewmaster Andy Maben envisioned a state-of-the-art, large capacity brewing system and a tap room, complete with plans to self-distribute their products.

Maben had been making beer in an office space next to Salty Caper, and the small system meant he was constantly brewing. Demand and a business plan grew.

The Moscardinis own Salty Caper here and in Concord and La Cava restaurant. Maben's skills fit their idea of making a product that would appeal to more than diners in their restaurants and the audience at Lee Street theatre, where it was also served.

Edward Moscardini, the chief operating officer, joined his brother Gian and father Gianni to plan the best way to make their idea successful and profitable. Edward had been watching the craft brew industry taking a bite out of the macro-breweries, the name brand beers that dominate the supermarket shelves.

When the Moscardinis and Maben saw that growing market, they decided to move forward.

At about the same time, Tommy Baudoin, who had added craft brews to his local wine at Morgan Ridge Brewhouse and Vineyard, was looking to expand, with an eye on craft brews and a restaurant.

Leasing a building on Railwalk in downtown Salisbury from the Ketners, he, too, started with a dirt floor and bare bricks. Again, he determined to get the best equipment and expand on what was a tiny brewing operation at the vineyard.

When Morgan Ridge in Gold Hill de-



veloped a wedding venue at the vineyard, Baudoin found that most male guests would rather have beer than wine. He added craft brews to the menu and demand increased. He, too, was constantly brewing to meet demand.

He and wife Amie consider themselves part of the hospitality industry and wanted a way to bring more people together for a good time.

With 16 taps and brewmaster Nikki Koontz, Morgan Ridge Railwalk Brewery & Eatery opened to a steady stream of customers, as well as a place for special events.

On trend with the growing interest in beer, Aaron Goss and Steve Bauk conceived Carolina Malt House, a facility on the western edge of Rowan County where barley can be malted — processed for use in making beer — and customized to the brewer's desires.

Both Baudoin and Maben make seasonal beers. Maben likes to experiment with flavors like mango and grits and his

Above: Brewmaster Andy Maben takes a sample of the special brew made with 15 Apple Ugly pastries on April 16, 2016. Right: Morgan Ridge Railwalk Brewery and Eatery opened in September of last year.





Above: The refurbished wooden A.T. Ferrell seed cleaner will be one of two seed cleaners in the facility at Carolina Malt House.
Below: Storage tanks at Carolina Malt House.

wildly popular Hurley Park blood orange wheat beer.

Bauk and Goss had other interests, but Goss liked to make beer; Bauk had been working in soft drinks. They first planned to make beer, but with all the breweries popping up, they rethought the plan.

“Aaron had malted his own barley to brew,” Bauk said. Rowan and its five surrounding counties are part of the state’s grain belt, with barley, wheat and rye growing.

“What we’re doing now,” Bauk says, “is one step in the supply chain. We can support every brewery in the state this way.”

He believes that as breweries become more competitive, they’ll need more and different malts to make their beer distinctive.

Bauk said much of the beer brewed in the state now uses malt imported from the Midwest, Canada and Europe. “It’s a very bulky





Carolina Malt House merchandise sits on a roll feed hopper.

item to ship,” he says. And you can’t make beer without it. “It provides the fermentable sugar” that makes the alcohol. Malting, Bauk explains, exposes the energy in the grain.

Having a malt house that can customize and can save on transport costs should appeal to beer makers in North Carolina and to people who want to buy local. A beer brewed in North Carolina with grains from Canada is not local, Bauk says.

And the farther that malt has to travel, the more expensive it becomes. “Breweries would love to have all North Carolina grain in their beer,” Bauk says, but the supply is limited.

That’s the niche Carolina Malt House wants to fill. Bauk ticks off the advantages of its location: “We’re dead center in the middle of the state, the big cities are all within a short distance” and another malt house in Asheville uses a 100-year-old system for processing. It’s artisanal, but not fast and not consistent, Bauk says.

Carolina Malt House will be larger, able to produce a 22-ton batch.

The system is not complete, Bauk says, because they are taking their time and using the best equipment they can find.



North Carolina State Senator Tom McInnis, back left, talks with Carolina Malt House’s Aaron Goss, back right, as Steve Bauk, from Carolina Malt House, front left, talks with Tommy Baudoin of Morgan Ridge Railwalk Brewery during lunch at Morgan Ridge Railwalk Brewery on Oct. 18, 2016.



Above: Storage tanks at Carolina Malt House. Right: Bartender Cat Maben works the taps during the grand opening at New Sarum Salisbury Brewing on April 16, 2016.





Mandy Mills, director of career and technical education for Rowan-Salisbury Schools, talks with Salisbury architect Bill Burgin, left. Mills recently toured Salisbury High School with school officials and architects to discuss changes to be made to existing buildings to house new technical programs.

‘HOMEGROWN’

Local educators work with their former schools

Written by REBECCA RIDER | *Photography by* JON C. LAKEY

Mandy Mills and Carlton Jackson are two educators who didn’t fall far from the tree. Born in Rowan County, both grew up calling the walls of still-standing schools home. They graduated from the same high school — even ran on the same track team — and when they set their sights on a college degree, both chose to attend Catawba College.

And both found themselves working with the same schools they attended.

“I always said I was leaving but I never did,” Mills said.

Mills, 38, graduated from Salisbury High School in 1996. Before that, she attended Knox Middle School and Isenberg Elementary.

Now, she serves as the school system’s director of career and technical education, but she wasn’t always interested in school. Mills said that in high school she was always getting into trouble, and the assistant principal had her mother on speed dial.

After graduating from high school, Mills worked as a restaurant manager for Waffle House and IHOP in town. But soon, she began to desire a change, and signed up for night classes at Catawba.

Mills’ story is echoed by Jackson, who attended the same middle and high schools and also didn’t seek a career in education — it found him.

Jackson went to Catawba to study sociology after graduating from Salisbury High in 1994.

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But he married young and had a baby, so after earning his degree he got a job as a credit manager at a local Rent-A-Center.

It didn't take long for the daily grind of the job to wear him down.

"I said, 'You know, I'm kind of stuck, I'm in a rut,'" he said.

After seeking advice from a local professor, Jackson applied for a job in the school system. He'd worked with handicapped adults while at Catawba, so he put in for a job teaching math and a Salisbury High EC class as a lateral entry teacher.

"And I loved it from day one," he said.

Jackson took to teaching like a fish to water and said it was the first time he'd tried something that felt so natural.

But teaching at his old school was a strange experience. Jackson's former high school principal, Windsor Eagle, was now his boss; and several of his former teachers were now his co-workers. But in a way, it was like coming home.

"Whether you know it or not, we're family," he said Eagle told him when he started.

And walking through campus, Jackson found he sometimes still thought of himself as a student.

"There were times where I was walking down the hall and the bell would ring and I would think, 'Oh, I'm late for class,'" he recalls, laughing.

But he thought that perspective made him a better teacher.

"If I were sitting there, how would I want this to be taught to me, how would I want this to be presented to me," he said he would think.

Jackson said he always tried to teach students good morals, to teach them about life and to help them socially and emotionally when he could. He wanted, he said, to instill hope in every child



Carlton Jackson, an exceptional-children program specialist for Rowan-Salisbury Schools, sits at his office in the Wallace Educational Forum. Jackson is one of several EC-program specialists who work for the school system. China Grove Middle, Erwin Middle, Corriher-Lipe Middle, East Rowan High and Rowan County Early College have programs that Jackson monitors.

he came across.

"On any given day, any kid is going to give up," he said, "and I didn't want to be that factor."

During his last year at Salisbury High, Jackson was named the school's Teacher of the Year.

Mills' life took a slightly different turn. After graduating from Catawba, she took a job working as a computer support specialist at North Rowan High School. There, she realized her calling.

"Once I got in the school environment, I realized I needed to teach," she said.

Mills worked to get her teaching license and taught technology for five years at North Rowan High. But she wanted to have a bigger impact — and eventually moved into the district's career and technical education department.

The job requires a lot of partnership with local business leaders, a role that suits Mills well, as she's familiar with the city's history and local dynamics.

"I feel like it's all advantages," she said of being local.

Now, she works with all the county high schools, managing programs that will lead students to direct employment or career certifications — hopefully with local businesses and companies.

"We want our students to stay here," she said.

And it allows her to visit her old high school, walking the halls and dreaming of the classes and opportunities she could help bring to students who are, like she once was, trying to find their way in the world.

Jackson also chose to move up, hoping he could inspire adults, as

well as children. Now he works as a compliance specialist in the district's EC department, providing supports to teachers, principals, parents and students with disabilities.

He said he still runs into people he knows — old teachers, classmates and students.

"Why do you never leave? How are you still here?" he said they ask him.

Jackson smiles and said it's taken him 40 years, but he's finally learning how "rich" Salisbury is, now that he's older. He loves the art, the opportunities, the colleges and the way the city has grown over the years.

"You'd be surprised by how beautiful your community is," he tells them.

And now, he and Mills have woven themselves into that tapestry, inspiring the next generation of teachers, artists and dreamers.

"We're homegrown," he said, laughing.

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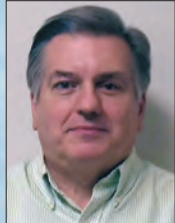
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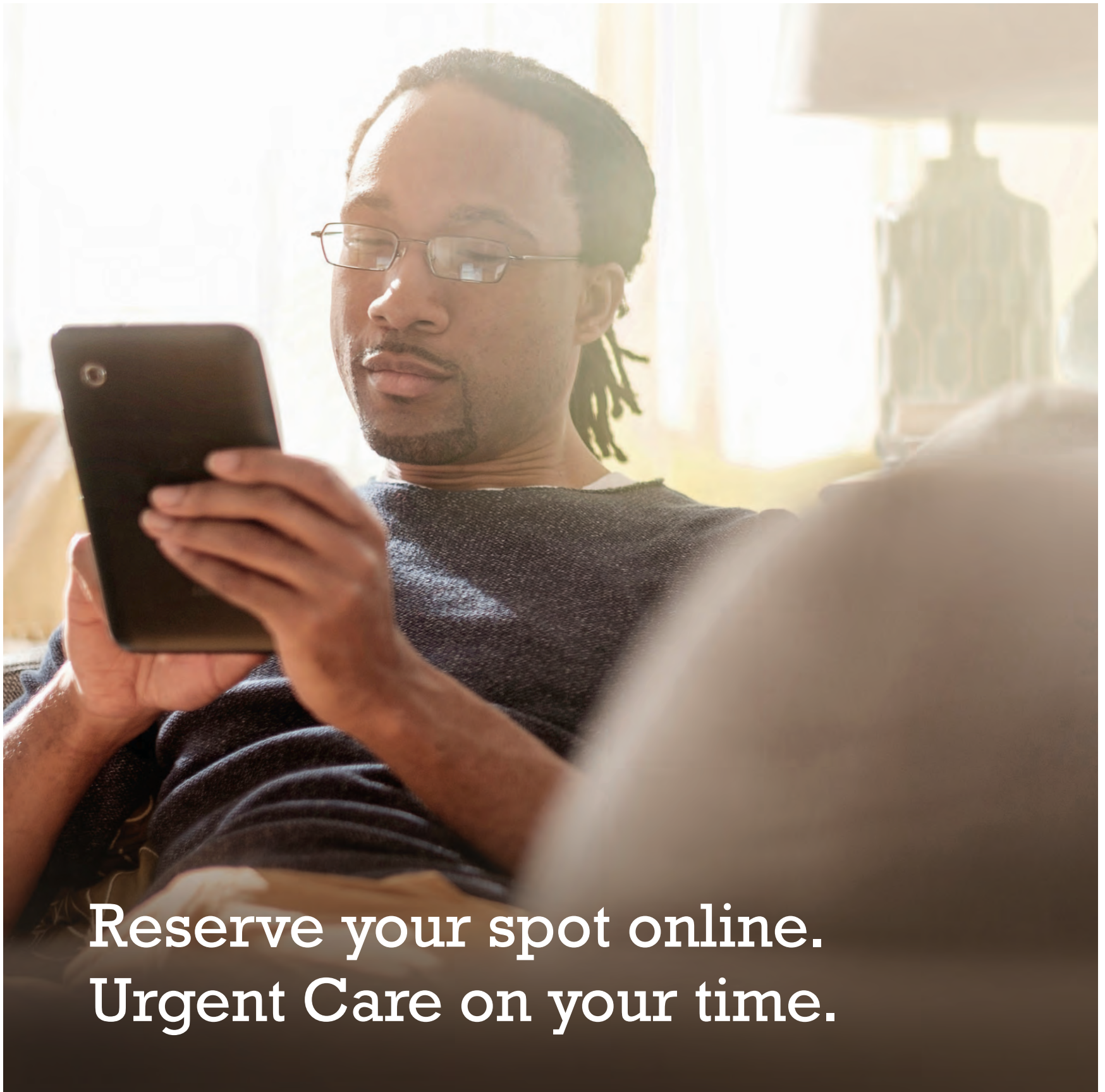


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