

**Bits & Briefs**

**Mooreville/South Iredell Chamber annual meeting**

The Mooreville-South Iredell Chamber of Commerce annual meeting will be held at the Charles Mack Center in downtown Mooreville on Friday, Jan. 21 starting at 11:30 a.m. Special honors include the 2010 Businessperson, Citizen of the Year and the Duke Energy Service awards. Register online [www.moorevilenc.org](http://www.moorevilenc.org) or call the MSI Chamber 704-664-3898. Cost: \$45.




**Small Business Toolbox**

**Toolbox Extra**

Learn why hiring the right assistant manager is so important. [Full Story Here](#)

**Savvy Business Owner: January**

Sherre teaches you that to truly have commitments that you can keep, goals you can reach, and resolutions that will truly help you shift in a new or better direction, you need to also be willing to embrace and accept insight, feedback, and perspective from someone other than yourself. [Full Story Here](#)



DeMAO

**Seller's Market: January**

Cheryl Kane shows us that generating sales is not a stand-alone, autonomous operation of an organization, but one part of a larger team of people working toward a singular goal. [Full Story Here](#)



KANE

**Member's Area**

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## KS AudioVideo

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**Locally based banks increase their share of deposits**  
*Golden Crescent banks benefit from dissatisfaction with large banks*

Market share is shifting within local banking markets, frequently in favor of community banks based in the Golden Crescent.

In Mooreville's 28117 Zip Code, blueharbor bank has leapfrogged Wells Fargo/Wachovia to second place in the deposits sweepstakes, according to data released by the FDIC.

Blueharbor's market share in the Race City rose from 11.39 percent in 2009 to 14.84 percent, according to FDIC records.



MARSHALL

"It is really just a lot of good synergy around a locally owned and operating community bank. The combination of local shareholders, directors and a great group of bankers that go above and beyond doing the little things that make a difference," said blueharbor CEO Jim

Marshall.

BB&T retained its first-place ranking in Mooreville, despite a setback that appears attributable to blueharbor's gain in market share. According to the FDIC, BB&T's Mooreville market share fell from 18.1 percent in the 28117 Zip Code in 2009 to 15.57 percent in 2010.

In the 28117 Zip Code, Wells Fargo/Wachovia dropped from 16.23 percent in 2009 to 12.43 percent in 2010.



PLATH

Tony Plath, associate professor of finance at UNC-Charlotte, said there was considerable fall-out from the Wells Fargo-Wachovia merger, with some customers taking their business to local institutions.

A bigger part of the overall shift toward local banks is rampant dissatisfaction with big money center banks, Plath said.

Beyond large banks raising their fees, consumers are angry about how banks were propped up with taxpayers money during the financial meltdown starting in 2008.

"The big banks are perceived as being exploitative of the government and taxpayers, while the little banks aren't," Plath said. "Dissatisfaction scores for the big banks are down there with used car dealers, and that disparages the used car dealers."

In Concord's downtown 28025 Zip Code area, Fifth Third gained market share, rising from 41.74 percent in 2009 to 44.71 percent in 2010. In the downtown-adjacent Zip Code of 28026, where Cabarrus Bank & Trust is located, CB&T's market share rose to 21.25 percent in 2010, from 15.6 percent in 2009. It represents an increase in deposits to \$96 million in 2010, from \$70 million, according to FDIC data.

In Cornelius, Aquesta remains the market leader, with 19.93 percent of the deposits in Zip Code 28031 where the bank is based. Wells Fargo/Wachovia came in at 15.44 in 2010. In 2009, the FDIC pegged Aquesta's and Wachovia's market shares at 22.59 percent and 16.23 percent, respectively. Bank of America's share fell from 13.9 percent in 2009 to 12.85 percent in 2010. Troubled Bank of Granite's Cornelius market share rose from 4.97 percent in 2009 to 7.34 percent in 2010.

Bank of Granite is paying 2.25 percent on four-year CDs according to its web site.

| Golden Crescent Banks<br>2010 Market Share |                  |           |                   |
|--|------------------|-----------|-------------------|
| <b>Cornelius/28031</b>                     | June 2010        | June 2009 |                   |
|  | Aquesta          | 19.93%    | 22.59%            |
|  | Wells Fargo      | 15.44%    | 16.23% (Wachovia) |
|  | Bank of America  | 12.85%    | 13.9%             |
|  | Fifth Third Bank | 10.08%    | 11.46%            |
|  | Bank of Granite  | 7.34%     | 4.97%             |
| <b>Mooreville/28117</b>                    | June 2010        | June 2009 |                   |
|  | BB&T             | 15.57%    | 18.1%             |
|  | BlueHarbor       | 14.84%    | 11.39%            |
|  | Wells Fargo      | 12.43%    | 16.23% (Wachovia) |
|  | Peoples Bank     | 6.7%      | 3.5%              |
|  | Bank of America  | 6.46%     | 6.07%             |
| <b>Concord/28025</b>                       | June 2010        | June 2009 |                   |
|  | BB&T             | 21.25%    | 15.6%             |
|  | Wells Fargo      | 78.75%    | 82.59%            |
|  | Fifth Third Bank | 44.71%    | 41.74%            |
|  | SunTrust         | 14.6%     | 18.86%            |
|  | Wells Fargo      | 13.12%    | 18.1% (Wachovia)  |
| <b>Concord/28026</b>                       | June 2010        | June 2009 |                   |
|  | CB&T             | 21.25%    | 15.6%             |
|  | Wells Fargo      | 78.75%    | 82.59%            |



THE BUSINESS CENTER @ SOUTH MAIN SQUARE



704-896-0094

**Guest Opinion**

**Filling the pipeline for 20 years**

January is aptly named. The Roman god Janus could see both the past and the future, and as the Charlotte Regional Partnership marks 20 years of leveraging regional resources to bring jobs and investment to what is now our 16-county footprint, we will be looking back at what we've accomplished, while implementing the strategy that will take us where we want to go.



BRYANT

In 1991, it was revolutionary for business and government leaders to be willing to work together – and finance – what was at the time a novel economic development model: a regional, public-private organization. The Partnership's founding fathers, who comprised the foremost CEOs of that time, had the foresight to know that for Charlotte to grow and thrive, the entire region must be successful. They also knew that successful economic development relies on the public and private sectors working hand-in-hand. Not only do both sectors bring valuable resources to the table, but by both having a financial stake in the results, they are highly motivated to reach a successful and equitable outcome.

This business model has paid compound dividends. Over the past 20 years, Charlotte USA has grown to encompass 16 counties that invest 30-cent per person, based on certified population figures, to be part of the Charlotte Regional Partnership's marketing activities. The business community also understands that when the regional economy is vibrant, their enterprises will prosper. Today, as we enter the New Year, more than 150 private companies have made significant investments in the Partnership for 2011.

We leverage those local resources and N.C. state funding to market the region throughout the world, reaching audiences that individual investors could not reach effectively on their own. With a broad inventory of regional sites and locales from which to choose, companies are more likely to look at and choose our region in which to expand or locate their critical operations.

Economic developers refer to the pool of viable projects, from identification through location, as a pipeline. Some projects literally can take years to move through the pipeline, while a few flow through in several months.

[Full Story Here](#)