

TALKBACK

803-644-2384

e-mail: editorial@aikenstandard.com

Overpopulation causes problems

To the person that said unless we are Native Americans we are newcomers: Well, you are absolutely correct if we are discussing that subject. If you want to go there, then just look at the white Europeans did to the land that the Native Americans respected. Now back to the subject at hand, which was the overpopulation of Aiken and the negative impacts this has created.

City needs rules on tall towers

Someone mentioned the new tall buildings downtown and wondered why people are upset with a cell phone tower out of the downtown area. Good question. Sometimes people overlook the obvious in favor of something that isn't all that important. I don't think there should be towers all over Aiken either, so maybe an ordinance needs to cover that, but if the city continues to sneak in taller and taller new buildings why not just do a few ten-story luxury apartment buildings and get it over with.

Ga. crime should be a wake-up call

The rise of crime and gang related activity in Richmond County, Ga., is a big wake-up call to us here in Aiken County where the problem can and will get worse if we don't adopt strong policies and punishment. The sentence for the thief that also tortured two dogs was a good example that shows we won't tolerate behavior like that.

Parking in yard isn't a big problem

I agree that it is completely irrational to complain about people parking in their own front yards. It may not be that attractive, but there are neighborhoods in Aiken getting vandalized, homes broken into, and much more. If a car being parked in someone's front yard is the biggest problem you have, then you have it pretty darn good.

Call our Talkback hotline at (803) 644-2384 and leave your message, or e-mail it to us at editorial@aikenstandard.com. Readers' names are not necessary to make a comment and will not be published in the newspaper. Comments should be brief and to the point, and the Aiken Standard reserves the right to edit for space and content.

Man hopes to inspire others

■ Jim Greene stays fit despite having a debilitating disease

By APRIL BAILEY
Staff writer

Willie Nelson has a song called "Accentuate the Positive," that goes, "You've got to accentuate the positive, eliminate the negative, and latch on the affirmative, don't mess with Mister In-Between."

To Jim Greene, those lyrics are a way of life. For 43 years, Jim has remained positive while suffering from a debilitating disease that causes him constant pain and the loss of several everyday functions.

Diagnosed at 21, the 64-year-old attorney suffers from Ankylosing Spondylitis, a type of arthritis that causes a fusion of the joints. "My joints are not strong," he said. "They are weak and deteriorating."

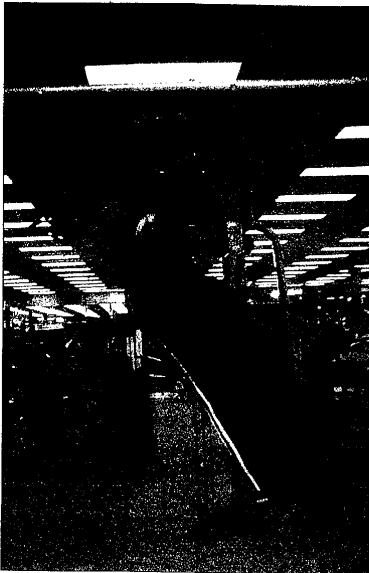
While Jim's joints are weak, his spirit and willpower grows stronger each day. "I strive to get better and better as long as I can," he said.

Heads turn at Club Fitness in Aiken as Jim slowly places the crutches he uses to support his 5-foot-6 inch, 135-pound frame on the floor.

He puts on his gloves and tells a trainer, "I'm ready."

The trainer nods and then lifts Jim up to the pole. Jim then proceeds to do six one-armed pull-ups and about 15 two-armed pull-ups.

"I could bet you \$100 right now that you couldn't find one person in this gym to do what I



Jim Greene does one-armed pull-ups at the gym. Staff photo by April Bailey

just did," he said. Jim is probably right. While there may be someone to who is able to do six one-armed pull-ups, chances are that they won't have a disability.

That's what sets him apart. Jim says exercise keeps him alive.

"This disease tries to crush you and crush your spirit," he said. "What type of spirit will you have if you are always in

pain? I feel so much better and I feel so much stronger when I exercise."

Though sometimes painful, Jim's exercise regimen has also helped him regain control of joints that would have otherwise fused together, making them useless to him.

"I believe in fitness for function," he said, demonstrating how exercising his upper body has helped him to get out of a chair without help.

"I have to think about every physical thing that I do," he said. "I torment my body before it begins to torment me."

Jim has also found that singing helps his condition. "Singing songs helps my breathing," he said.

Each Wednesday night, Jim puts on his blue jeans and cowboy boots and heads over to the Hotel Aiken, where he does karaoke. His favorite pieces to perform are songs by Willie Nelson - including "Accentuate the Positive," of course - and Neil Diamond. According to Jim, he is usually the oldest one there. "I am usually older than everyone and their fathers," he said.

On Nov. 19, Jim will celebrate his 65th birthday. He wants to be an inspiration to people not only with arthritis, but with any type of disability.

"I want to be an encouragement to anyone who has anything that they can do something about," he said.

"Whether it is heart disease or a weight problem, find out what you can do and do it consistently."

Bluegrass Mini-Fest coming up

By ERIN BROOKS
Staff writer

It is becoming a local tradition to kick off the fall season with a day full of feel-good music and wholesome family fun, courtesy of the Aiken Bluegrass Mini-Fest.

The tradition will carry on this Saturday with the third annual Mini-Fest at Whitney Polo Field. Gates open at 4 p.m. and music starts at 5 p.m.

"It is going to be really fun," said Steve Great, event coordinator. "It is an excellent outdoor event that is perfect for time with the family."

The event will feature several bluegrass bands, including Martha Scanlan, formerly of Real Time Travelers, Candleweyck, The Fabulous Stringbusters and Savannah River Grass.

"We have heard reports that the Stringbusters are absolutely fantastic," Great said.

Admission is by donation and all proceeds benefit STAR Riding and Driving, a nonprofit organization dedicated to enriching the lives of children and adults with disabilities through safe, therapeutic interaction with horses.

"We raised \$20,000 at the Aiken Bluegrass Festival in the spring, and we expect to give them another \$5,000 after the Mini-Fest," Great said.

Coolers are welcome, but glass containers and grills are prohibited. "There will be a full moon, so there should be lots of light and lots of fun," Great said.

Whitney Polo Field is on Grace Avenue, off of Whiskey Road.

Advertising department helps local businesses grow

By APRIL BAILEY
Staff writer

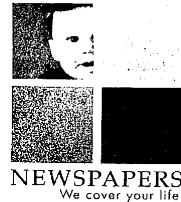
"I'm like the conductor of an orchestra," said Art Zappa, Advertising Director at the Aiken Standard. As in an orchestra, each member of the Aiken Standard Advertising Department plays a vital role in the overall makeup of the department.

The advertising department consists of an advertising director, account executives, sales manager, sales supervisors and graphic artists. "We work as consultants, helping advertisers develop a plan that will help generate foot traffic in their stores," Zappa said.

The department works with both local businesses and national retailers such as Dillard's and Kroger.

"Our department is responsible for working with businesses in the Aiken area," Zappa said. "Typically, we will work with 500 to 550 different businesses each month." Zappa said about 2,500 to 3,500 ads appear in the Aiken Standard each month from advertisers.

According to Zappa, the advertising department is broken into three teams. Each team is responsible for its designated territory. The Aiken team consists of a supervisor, three account executives and two graphic artists. "I oversee the Aiken team sales force," said Kathy Boyette, Aiken sales



supervisor. "We go out to businesses and show them how it will benefit them to advertise in the Aiken Standard," said Boyette. Boyette says her team also helps the businesses create marketing and sales strategies. "We help them with everything from the look of their ad to even making decisions to what type of merchandise they need to promote."

Dee Taylor is the sales supervisor for the North Augusta/Augusta team. Taylor works with three account executives and two graphic artists.

"My team has an established account list in their sales territory," Taylor said. She said her team's sales territory is like their own small business. They are responsible for making sales in their territory. "The harder they work, the more they sell," she said.

The third team, or the "majors" team, is led by Zappa.



The Advertising Department at the Aiken Standard. Staff photo by April Bailey

The majors team consists of four account executives and two graphic artists. "Our account executives will work with accounts and do needs analysis to analyze clients' needs advertising-wise, and to see how we can supply those needs," Zappa said.

Zappa said the job of an advertising director is to "lead the charge." Zappa said he works with each team leader

as well as individual account executives as needed. "I develop a strategy to attain budgeted revenue for the newspaper," he said.

The Advertising Department is responsible for creating ads for additional newspaper products such as the Household Helper, a direct mail shopper that goes to non-subscribing households, The North Augusta Star, a weekly newspaper

based in North Augusta. Exclusively Hers, a monthly women's magazine, monthly real estate magazines and several specialty magazines that are published during the year. "We have about 36 special editions that we put out every year," Zappa said.

In 2004, the department was awarded the Metro Award for Best Overall Advertising in the under-30,000 category by the S.C. Press Association.

ABOUT YOUR NEWSPAPER

Phone 648-2311
Fax 648-6052

(ISSN 0893-2557), established in 1867, is published each morning by Aiken Communications Inc., P.O. Box 456, 328 Rutland Drive, Aiken, S.C., 29802. Postmaster: Send address changes to the Aiken Standard, P.O. Box 456, Aiken, S.C. 29802

OFFICE HOURS:
8:30 a.m.-5:30 p.m.
Monday-Friday

NEWSROOM:
Local news - 644-2401
Features - 644-2401
Sports - 644-2395
e-mail: editorial@aikenstandard.com

PUBLISHER:
The publisher has responsibility for all Aiken Standard departments.
Scott B. Hunter can be reached at 644-2345
e-mail: shunter@aikenstandard.com

Days	SUBSCRIPTION RATES:			
	EZ Pay	3 mos	6 mos	12 mos
Mon-Sun	\$11.00	\$35.25	\$69.00	\$134.00
Mon-Sat	\$7.40	\$23.25	\$45.00	\$89.00
Fri-Sun	\$8.00	\$25.05	\$48.60	\$96.20
Sat-Sun	\$6.00	\$24.75	\$48.00	\$95.00
Sunday Plus*	\$7.25	\$22.00	\$44.10	\$87.20
Internet	\$4.99			

For information regarding our mail, discounted office pay or EZ Pay rates, please call 803-648-2311.

* Sunday Plus subscribers will receive delivery of the Aiken Standard on the following dates: Jan. 16, Feb. 14, Mar. 1, April 3-8, April 14, May 10, May 29, June 14, July 3&4, Aug. 8&13, Sept 3&5, Nov. 23-25, Dec. 16, 23, 25, 2006

Expect your paper by 6 a.m. on weekdays and 7 a.m. on weekends. County home delivery subscribers can expect their paper by 7 a.m. weekdays and 7 a.m. on weekends. For re-delivery information, please call 648-2311. Re-delivery hours are 6:30 a.m. to 10:30 a.m. weekdays and 7 a.m. to 11 a.m. weekends. Payment should be made to the Aiken Standard to ensure proper credit to your account. The Aiken Standard is not responsible for payments made directly to newspaper carriers, who are independent contractors and not under the control of this company. Paid-in-advance accounts automatically convert to carrier's collect billing when subscription term expires. Customers must call the Aiken Standard to cancel subscriptions.

Coming soon

Aiken's character trait for the month of October is Loyalty.

Sunday's winning numbers:
Pick 3 Evening: 7-3-1
Pick 4 Evening: 2-0-6-5

Cash 3 Evening: 1-8-4
Cash 4 Evening: 6-9-9-5
Fantasy 5: 1-28-24-11-29

Late numbers from Saturday:
Cash 4: 1-7-7-4
Fantasy 5: 16-24-25-31-39



▶ Taking a cue from MTV's "Pimp my Ride," a local woman "pimps out" her VW Beetle. Later this week