

Business Briefs

N.C. Mutual Insurance Comes Back To Winston-Salem

By LORI MCELRATH
Advertising Executive

Back by popular demand, North Carolina Mutual Insurance Company returned to Winston-Salem this month.

"I'm glad to be back home. You've missed us and we have missed you," said W.A. Barber, manager for the Winston-Salem branch. After being closed for two years, N.C. Mutual reopened its Winston-Salem branch on Friday, Feb., 5, at 2 p.m. The branch is located at 509 E.3rd St.

N.C. Mutual first set up shop in Winston-Salem over 80 years ago, and became an integral part of the African-American community, when the local branch was forced to close its doors in late 1990 because of a merger with the branch in

Greensboro, a tremendous void was left in the community. "It's amazing what can happen when people come together," said Ferris Coleman, district manager for Greensboro. It only took six months to reopen the branch that had been

country. With branches in 22 states, it is also the largest black insurance company in the world.

"If you give people good service, they're going to come to you," said Robert Norris, executive area manager. "We educate people on

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—Robert Norris

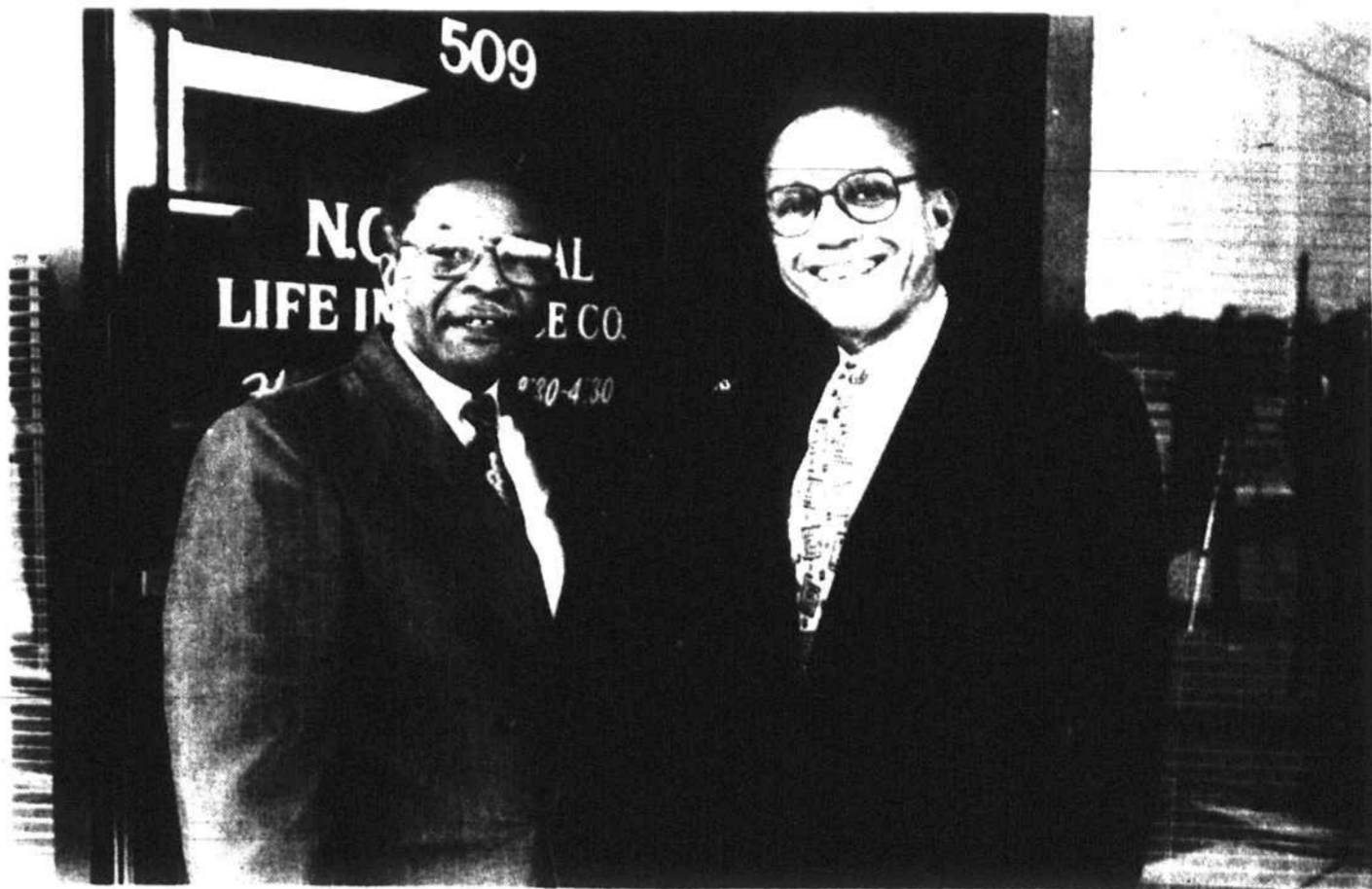
closed for two years.

"For N.C. Mutual the reopening of the Winston-Salem branch is a tremendous source of pride," said Jim Parrish, executive vice president for the company.

Black-owned and operated, N.C. Mutual is one of the top ten life insurance companies in the

insurance policies so they know exactly what they have, a quality policy."

N.C. Mutual Insurance has been in business for 95 years and is continuing to grow. The company is making changes in the way it operates, updating product lines, and hiring qualified people. Before being



Pictured (from l. to r.) are W.A. Barber, manager for Winston-Salem branch, and Jim Parrish, executive vice president for N.C. Mutual Insurance.

closed, the local branch was one of N.C. Mutual's most successful branches, and is predicted to be

again. "Our goal is to have at least one N.C. Mutual policy in every

African-American household in Winston-Salem," said Parrish. "At N.C. Mutual, the feeling is mutual."

Faces And Places

Rufus B. Easter, Jr., senior vice president of TWM Services Inc., an institutional industrial food service management corporation in Greensboro, announces the following staff additions: Ida L. Bracken, director of sales and marketing; Kevin J. Hawkins, staff accountant, and Zebede "Zeb" Ansley, manager of Wayne's Restaurant and Lounge (operating by TWM in the Best Western Regency Inn, Winston-Salem.)

Bracken graduated with honors from Shaw University and was formerly employed by the Charlotte Area Business League as marketing director. She has been

actively involved in the Greensboro business community for a number of years.

Hawkins is a 1991 graduate of Wake Forest University, where he received his bachelor of science degree in accounting. Hawkins has advanced training and experience in the field of computers. Ansley is a graduate of Tennessee State University, where he majored in foods and nutrition. Ansley has served as a manager at other TWM operated facilities, director of food services for the United States Postal Authority, Chicago, Ill, and acted as an independent entrepreneur in the food service/catering industry.



Kevin Hawkins



Zeb Ansley



Ida Bracken

Economic Census Is The Law

Feb. 15 is the deadline for businesses to return their 1992 Economic Census questionnaires, sent by the U.S. Census Bureau to more than 3.5 million American businesses in December. This is the most comprehensive economic census ever undertaken. For the first time, activity in finance, insurance, real estate, communications, and utilities will be measured, in addition to sectors traditionally covered: retail and wholesale trade, service industries, transportation, manufacturers, mining, and construction industries. Censuses now measure nearly 98 percent of all economic activity in the nation.

Taken every five years, the economic census identifies trends in business activity that are vital to

measuring and encouraging growth in the American economy.

Why participate in the Economic Census? First, firms which receive the census forms are required by law to respond. But more importantly, the Economic Census can be of great benefit.

The information provided in the census is absolutely confidential. By law, only sworn Census Bureau employees may see individual responses, which are also exempt from the Freedom of Information Act.

Statistics from the 1992 Economic Census will be published in more than 500 printed reports and in formats for computers, including compact discs (CD-ROMs).

YOU'RE THE CUSTOMER. WHY SHOULDN'T YOU FEEL LIKE A KID IN A CANDY STORE?



It's probably been a long time since any business—much less a bank—made you feel that good. But that's the kind of

thinking that's gone into the merger of First Federal Savings Bank and Southern National Bank. It's a merger designed to make Southern National the way you want a bank to be.

With more area locations. With the strength of a big bank, the personal attention of a hometown bank. And, most important, with a singular focus on our most important asset: customers.

Walk into any of our 17 branch offices in and around Winston-Salem, and you'll see that spirit at work. We're here to help you with everything from credit cards to car loans, from statement savings accounts to commercial leasing programs. It is, in short, a spirit dedicated to helping you get more out of a bank.

And if it gives you a familiar good feeling, well, just remember: that's the whole idea behind what we're doing.



MORE SERVICES. MORE AREA LOCATIONS. MORE BANK.

FOR MORE INFORMATION, JUST CALL US AT 800-497-5634 OR 919-723-3604. MEMBER FDIC



Affordable Home Loans



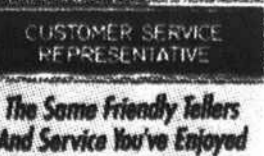
Tax Advantage Loans



Phone Teller 24



Commercial Loans



CUSTOMER SERVICE REPRESENTATIVE
The Same Friendly Tellers And Service You've Enjoyed



Money 24[®] Automated Teller Machines



Consumer Loans



VISA[®] and MasterCard[®]



Investment Services



Statement Savings, Money Market Accounts, CDs



Individual Retirement Accounts



Select Banking



Safe Deposit Boxes