

# BUSINESS FOCUS

## Briefs

### Visit Winston-Salem wins recognition

Visit Winston-Salem (formerly known as the Winston-Salem Convention & Visitors Bureau) has been presented with ConventionSouth magazine's annual Readers' Choice Award. ConventionSouth has been the recognized leader in covering the South's meetings industry for the last 24 years.

After more than a decade of recognizing some of the most talented meeting professionals in the nation through its annual "Meeting Professionals To Watch" designation, ConventionSouth editors asked meeting professionals to name the convention and visitors bureaus (CVBs), convention centers, conference centers, hotels, resorts and other meeting sites that they believe display professionalism and exemplary service to groups.

More than 18,500 readers were asked to cast their votes for the Readers' Choice Awards. Only 81 of approximately 2,000 meeting sites and CVBs nominated received this recognition. Readers' comments ranged from the very simple to the very detailed, with some readers even bestowing accolades to particularly outstanding staff members.

"The value in receiving this recognition is that it comes from the United States' top meeting planners who book events in the South. These planners demand the highest level of customer service and quality facilities, and they have determined that the recipients of ConventionSouth's Readers' Choice Awards do indeed display the commitment to professionalism, creativity, excellence and outstanding customer service they require," said ConventionSouth President and Publisher J. Talty O'Connor. "It is an honor to announce that Visit Winston-Salem was selected by these planners as one of the best in the South."

### Janke appointed SBTDC Director of Equity Capital Formation

The NC Small Business and Technology Development Center (SBTDC) has announced that Timothy R. Janke has been appointed as the statewide Director of Equity Capital Formation and Access Initiatives.

In this role, he will have lead responsibility for Power of Angel Investing and Becoming and Investor-Ready Entrepreneur offerings and for the creation of multiple Inception Micro Angel Funds (IMAFs) across the state.

An IMAF is a member-managed seed stage angel capital fund designed to capitalize on the growth in entrepreneurial activity and venture financing primarily in North Carolina. Janke established the first IMAF in the Triad two-and-one-half years ago and the very recent establishment of an IMAF in western North Carolina. These efforts have sparked considerable interest both here in North Carolina and in other states.

Janke's previous SBTDC positions include statewide technology director, director of the Northeastern Piedmont Regional Service Center based at NC A&T State University, and technology development specialist based at Winston-Salem State University. Throughout his tenure with the SBTDC, Janke has worked extensively with regional technology-based companies and partner organizations.



Janke

### New DOT administrator named

RALEIGH — State Transportation Secretary Lyndo Tippet last week announced that a 37-year employee of the N.C. Department of Transportation has been named the new state highway administrator.

Bill Rosser, who previously served as director of field operations, assumed his new duties Jan. 1, 2007. Rosser replaces Len Sanderson, who is retiring at the end of this year.

"Bill brings a wealth of knowledge, skill and experience to this important role within the department," Tippet said. "He knows highway construction and maintenance in and out, and he will be evaluating and implementing needed change in project delivery and oversight."

The state highway administrator oversees road and bridge construction, maintenance and repair; equipment and materials; roadside environmental efforts including litter control and highway beautification; right-of-way acquisition; environmental analyses for projects; and both the computerized Travel Information System and 511 toll-free information line for citizens to get current highway conditions. The Division of Highways has more than 10,000 employees.

Rosser joined NCDOT in August 1969 as an engineer in training. He has served in a number of positions through the years including district engineer, head of highway maintenance and division engineer for field divisions 6 and 8. Rosser was named director of field operations in December 2003.

A Lee County native, Rosser graduated from N.C. State University with a bachelor of science degree in civil engineering and a masters in transportation engineering.

### Joines to speak at NFB meeting

Networking for the Best (NFB), an after hours business organization, will hear from Mayor Allen Joines at its meeting on Wednesday, Jan. 10 at the Piedmont Club in downtown Winston-Salem. He will talk about marketing Winston-Salem and what is needed to keep small businesses in the area.

NFB invites the public to attend. This event will begin approximately 5:45 p.m., with informal networking at 5:30 p.m.

The organization's mission is to leverage the presence of small businesses in Winston-Salem to promote economic development and meet the contacts they need to meet. NFB will be conducting a membership drive in the Winston-Salem area.

To learn more about NFB, visit [www.nfbreferral.org](http://www.nfbreferral.org).

## Local realtor earns lofty designation

SPECIAL TO THE CHRONICLE

CHARLOTTE — Allen Tate Realtors announced last week that Mark Maxwell has been awarded the Graduate REALTOR Institute (GRI) designation.

He joins other top producers in the residential real estate industry who hold the designation across the nation. Maxwell is located in the Stratford office and can be reached at (336) 714-9705.

Maxwell earned the "Graduate REALTOR Institute" (GRI) designation after completing a specific and intensive series of 90 hours of classroom instruction, covering a variety of subjects including contract law, professional standards, sales and marketing, finance, and risk reduction.

REALTORS holding this designation

have learned the fundamentals of brokerage and other areas of real estate specialization. With this designation and through increased awareness of current topics important to the real estate professional, such as legal issues, these REALTORS® can better serve prospective clients and customers.

The REALTOR Institute is designed to educate practitioners about local, state and national real estate practices that affect them, their clients and customers. The Institute is taught by leading real estate professionals from around the country.

The GRI designation sets the individuals who have attained it apart from other practitioners because it indicates to the public that the individual has obtained a professional educational foundation

on which to base the services they provide and that they are a member of the NATIONAL ASSOCIATION OF REALTORS.

Obtaining the GRI designation is a beneficial way for a REALTOR to advance their professional image. The extra measure of knowledge and prestige achieved by completing this course work is a tool that will advance a career in real estate on attracting and building new business.

Allen Tate Realtors was founded in 1957 and remains independently owned and operated with headquarters in Charlotte. Nationally its family of companies rank 10th among America's top 25 firms for providing diversified real estate services including mortgage, insurance, title, home warranty and home services.



Mark Maxwell

## Charities benefit from SECU effort

SPECIAL TO THE CHRONICLE

RALEIGH — State Employees' Credit Union's (SECU's) coin sorters, installed in its 203 branches statewide, are providing an added benefit to various North Carolina charitable organizations — more money in their pockets! In just one year, SECU has saved charities thousands of dollars by sorting coin collected by the charities through school fundraisers and community coin drives.

SECU originally deployed its coin sorters in branches to provide a much-needed member service at no cost, as most coin sorting machines assess a 7-8 percent fee for use of the machine. The coin sorters feature Fat Cat — the mascot of SECU's youth program designed to promote saving. And, in keeping with its non-profit philosophy of "People Helping People," the Credit Union also offers its machines at no cost to other non-profits and charitable organizations which were paying a fee elsewhere.

Numerous charitable groups benefited from SECU's coin sorters in 2006. One such group was Meals on Wheels of Asheville. Meals on Wheels used an SECU coin sorter to count spare change donated towards their annual "Pennies with a Purpose" fundraising campaign. Use of the no-fee sorter allowed Meals on Wheels to maximize every single cent donated by the local community. Warrenwood Elementary School students in Fayetteville also brought \$1,870 in coins from a "Reading Rocks" fundraiser to their local branch. One student commented the Fat Cat Coin Sorter was a "great, awesome and super cool mathematician!"

Leigh Brady, SECU's Senior Vice President of Education Services, comments, "State Employees Credit Union members and staff are traditionally strong supporters of local charities. Using Fat Cat coin sorters to benefit not only SECU's membership but all North Carolina communities embodies the cooperative spirit on which our organization was founded."



A woman shows a few people how to use the Fat Cat.

SECU Photo

## FTCC hires outside marketing firm

SPECIAL TO THE CHRONICLE

Forsyth Technical Community College has chosen The Bloom Agency to be its integrated marketing partner. The Winston-Salem based agency will operate as an extension of Forsyth Tech's marketing and public relations department, and will have responsibility for marketing planning, marketing communications, College publications, advertising, media relations and special events planning.

"We've taken marketing and public relations efforts to a point with our internal resources, and now we want to go beyond that," said Forsyth Tech President Gary Green. "Partnering with The Bloom Agency will enable us to make more effective use of our resources in telling our story and rais-



ing the profile of the College."

Forsyth Tech's programs serve 40,000 people a year. The College has experienced a 40 percent increase in enrollment over the past five years. With classroom space in eight locations in Forsyth and Stokes counties, the College is in the midst of a major building program that will provide

opportunities for significant growth in enrollment in the near future.

"We aim to be the premier technologically advanced community college in the Southeast," Dr. Green said.

The Bloom Agency, a six-year-old firm located at 939 Burke St., was

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## Picarello to speak to local NAWBO

SPECIAL TO THE CHRONICLE

Terrina Picarello has been selected to speak at the Jan. 11 meeting of the National Association of Women Business Owners. Her presentation, "Finding Balance in Your Life," is an interactive, engaging work-

shop about achieving fulfillment in the four components of our lives — emotional, intellectual, professional and physical.

Picarello lives in Greensboro with her husband, their three children, their dog, "Bandit" and her parrot "Blue."

She has a Masters Degree in Counseling from the University of Santa Monica and a BA in Psychology from the University of Texas at Dallas.

She has 18 years of experience and training in Psychology, Consciousness, Spirituality, Interpersonal Neurobiology, and Neurolinguistic Programming. She has worked with individuals, families, and communities.

She is also a Community Activist and Child Advocate. The Canyon Hills Community Council in Anaheim Hills, Calif. named Terrina Picarello "2003 Citizen of the Year" for Outstanding Volunteer Service to the Anaheim Hills Community and she has received numerous recognitions and awards for her efforts on behalf of children and education.

Terrina writes a column for the News & Record in the Summerfield Hometown Hub section and frequently reports on school issues. She also serves as the 1st Vice President of the Guilford County Council of PTAs.

The event will be at the Downtown Marriott from 6:30 - 8 p.m. It is open to members, partners and guests. The cost for Members and partners is \$25; Visitors pay \$30. Tickets at the door will be an additional \$5. Dinner will be served.

The National Association of Women Business Owners is the voice of America's 10.6 million women-owned businesses. The organization propels women-entrepreneurs into economic, social, and political spheres of power worldwide by strengthening the wealth-creating capacity of its members and promoting economic development; creating innovative and effective changes in the business culture; building strategic alliances, coalitions and affiliations; transforming public policy; and influencing opinion.

For more information, e-mail [info@nawbo-triad.org](mailto:info@nawbo-triad.org).



Picarello