

# BUSINESS FOCUS

## Briefs

### United Way gives honors

The United Way of Forsyth County recently held its annual meeting, electing 2008 officers and directors, and presenting two of its most prestigious awards.

Edwin L. Welch Jr. was elected board chair. He was also honored with the 2008 Paul Fulton Tocqueville Leadership Award, which was presented by John Burrell of J.W. Burrell, Inc.

B/E Aerospace was honored with the 2008 R. J. Reynolds Tobacco Company Community Service Award. Reynolds American chairman Susan Ivey presented the award.

Former West Virginia Governor Bob Wise, the president of the Alliance for Excellence in Education, was the keynote speaker. The event was held in the Hearn Ballroom at the Marriott Hotel. Approximately 230 volunteers and partner agency staff attended.

### Denny's has new diversity chief

SPARTANBURG, SC — As a continuation of its commitment to diversity, Denny's, Inc., has promoted April Kelly-Drummond to Director of Diversity Affairs. In her role, Kelly-Drummond serves as the key liaison with major civil rights organizations and builds relationships with local, regional and national minority organizations. Additionally, she oversees Denny's national sponsorship of various community service initiatives.

Kelly-Drummond previously served as a Senior Manager in Denny's Diversity Affairs Department. She joined the company in 1994 and has held leadership roles in community relations, public affairs and diversity. She has played an integral part of Denny's successful initiatives benefiting the National Association for the Advancement of Colored People (NAACP), National Civil Rights Museum, The King Center, National Urban League, Hispanic College Fund and The Salvation Army. Endeavors such as these, along with proactive efforts to attract a diverse and qualified workforce, franchisees and vendors, have earned Denny's recognition as a corporate leader in diversity by civil rights groups, community organizations and major media including 60 Minutes, "Black Enterprise," "Essence" and "Fortune" magazines.

In January 2008, she led the launch of a new initiative in partnership with The Tom Joyner Foundation called "The Denny's Single Parent Student Scholarship," which is aimed at helping single parent students attending Historically Black Colleges and Universities meet the challenges of raising a family while earning a post-secondary education.

Kelly-Drummond is a lifetime member of the NAACP, where she serves on the corporate board of the NAACP Florida State Conference Office. She also takes pride in her accomplishments outside of Denny's as a devoted wife and mother and active member of her local church.

### Thomas Ingram named to High Point University's board

Thomas E. Ingram of Clemmons, project manager for Piedmont Triad Research Park, has been appointed to the High Point University Board of Trustees for a four-year term. Ingram has served in various leadership positions with the university, including two terms as chairman of the Board of Visitors.

An employee of Wake Forest University Health Sciences, Ingram directs the research park's office and research facility construction, space customization and renovation, and facility operations. Ingram led the construction team during the first phase of the research park's expansion and is responsible for the planning and oversight of ongoing architectural design, and construction activities.

Ingram earned a B.S. in business administration and economics from High Point University and a master of arts in liberal studies from Wake Forest University.

He is very active in the community and has a special interest in programs that serve youth and young adults. His civic activity includes the YMCA, Forsyth Technical Community College Foundation Board, Rotary Club of Clemmons, Arts Council of Winston-Salem, Sawtooth School for Visual Arts Board and Winston-Salem/Forsyth County Schools.

### Local law firm to host visit by Swedish ambassador

The law firm of Wall Esleek Babcock will host a visit to Winston-Salem by Sweden's Ambassador to the United States, Jonas Hafström, in early May. Ambassador Hafström is scheduled to attend a number of business development and private functions, most of them in Winston-Salem.

He will tour Volvo Trucks in Greensboro, have lunch with elected and business officials in Winston-Salem, tour the Piedmont Triad Research Park, attend a private evening function hosted by Wall Esleek Babcock and will conclude his visit with a tour of the campus of Wake Forest University.

Linda McCarty, a native of Sweden and an attorney at the firm, facilitated the Ambassador's visit.

Wall Esleek Babcock focuses on corporate law, including mergers and acquisitions, healthcare law, taxation, mediation, commercial real estate and international law.

## Speed: Things looking up for N.C. Mutual

SPECIAL TO THE CHRONICLE

North Carolina Mutual Life Insurance Company policyholders gathered in Durham recently for the company's 109th annual meeting.

The company is the nation's oldest and largest insurance company with roots in the African-American community and offers a wide variety of insurance products, including life, accident and health, dental and disability through group plans for both large and small organizations and through individual policies. N.C. Mutual has more than \$7.7 billion in force in 24 states and the District of Columbia.

Policyholders at last month's meeting heard President and CEO, James H. Speed, Jr., describe how an aggressive sales force is setting productivity records and helping the company recapture markets in the Southeast. He cited recent successes in Memphis, Tidewater, Va., and Charleston, S.C. He also talked about future marketing opportunities in Alabama.

"We are taking advantage of the fact that African Americans in markets throughout the Southeast are underserved and that in many communities there is goodwill and brand equity for North Carolina Mutual," Speed said. "Our new policyholders are younger, and they are buying larger policies. That is good news for the company."

Speed also noted that the average net worth of an African-American family is only about \$8,000.

"We not only are selling insurance policies, we are creating wealth in the African-America community," he said. "Just look at what a single \$25,000 policy does to boost that net worth figure for a family."

North Carolina Mutual has an active financial literacy outreach program that partners with the faith community, fraternities and sororities, and social action organizations such as the NAACP and the National Urban League.

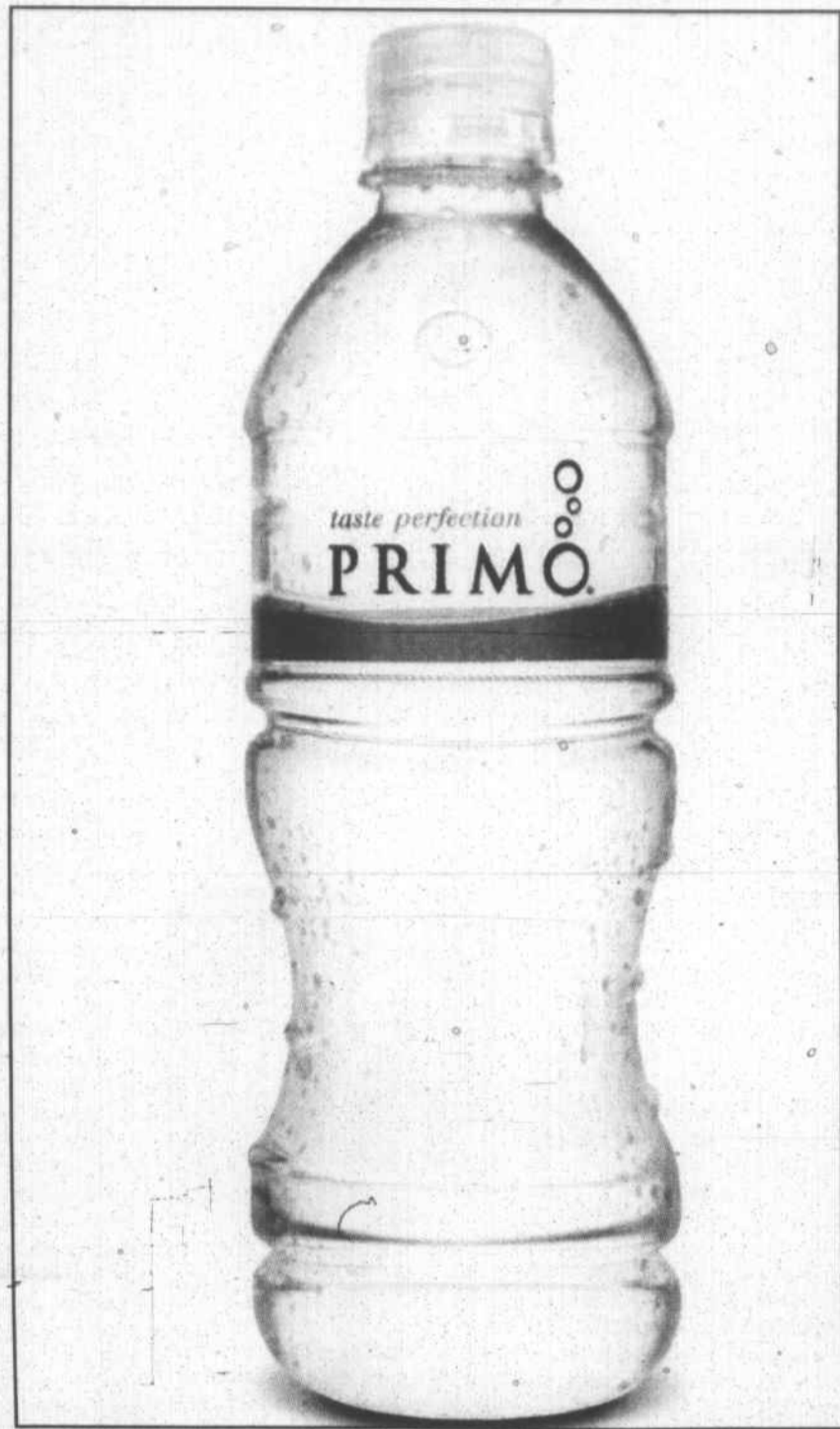
Speed said that there are always challenges and that currently the company is devoting energy to raising capital to support its dramatic increase in new individual policies that have a substantial lead time before becoming profitable. He reported a surplus of almost \$13 million.

North Carolina Mutual has more than 300,000 policyholders across the nation. They elected current board chair and former President and CEO Bert Collins and Durham accountant Nathan Garrett to additional one-year terms. Speed was elected to a four-year term, and current board member Phail Wynn, vice president for Durham and Regional Affairs at Duke University, was elected to a four-year term.



James Speed

## A CLEAR CHOICE



Winston-Salem-based Primo Water is calling its new water bottles "innovative" and "environmentally-friendly." Unlike traditional water bottles, which are made from crude oil, a non-renewable resource, the new Primo single-serve bottle, is made from plants, a natural, renewable resource grown on American soil. Company officials say, consumers are getting a win-win: great tasting water contained in a bottle that won't harm the Earth. In blind taste tests conducted last year across the country, three out of four consumers preferred Primo over other leading spring water brands.

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## Foundation invests \$40,000 in N.C. Smart Start programs

SPECIAL TO THE CHRONICLE

RALEIGH — The Duke Energy Foundation committed \$40,000 to Smart Start for two early education programs in five counties across the state.

The contribution was made to The North Carolina Partnership for Children, Inc., the organization that administers Smart Start across the state. The funds support the work of two Smart Start partnerships so that they can continue innovative programs already in progress — The Incredible Years and Raising a Reader.

The Incredible Years is a national, research-based parenting support program that promotes positive parenting strategies to assist families in managing children's behavior. Parents learn positive reinforcement, how to set limits, non-physical ways to discipline children and problem-solving strategies. The U.S. Office of Juvenile Justice and Delinquency Prevention named it an "exemplary" best practice program.

The Duke Energy Foundation is currently funding the Incredible Years' BASIC Parent Training project in three Smart Start partnerships: Durham's Partnership for Children, the Alamance Partnership for

Children and The Partnership for Children of Lincoln and Gaston Counties. The Foundation's new contribution will fund a second year of the program in these communities.

The Duke Energy Foundation's contribution also supports a second year of Raising a Reader at the Randolph County Partnership for Children. Raising a Reader is a national early literacy program that fosters parent-child bonding and brain development to prepare children for success in school. The program promotes "book cuddling," which encourages parents with children birth to five to read together every day.

"The Duke Energy Foundation has been a champion of Smart Start from the beginning," said Stephanie Fanjul, president of The North Carolina Partnership for Children, Inc. "Over the years, they have contributed more than \$1.2 million to Smart Start for important early education initiatives across the state. We are so grateful for their contribution. Because of The Duke Energy Foundation, more families across the state will receive services to prepare their children for success in school and in life."

## Foster gets new WSSU job title

SPECIAL TO THE CHRONICLE

Ivan V. Foster, a senior human resources administrator and entrepreneur, with a broad business background spanning more than three decades, has been named interim assistant vice chancellor for human resources (HR) at Winston-Salem State University, effective May 1.

As interim assistant vice chancellor of WSSU's HR Department, Foster will be responsible for all WSSU personnel-related programs, including evaluation of functions and review of operations, staff recruitment support, classification, compensation, insurance, retirement plans and other benefits.

"We are fortunate to have someone with Mr. Foster's considerable experience joining our team," said WSSU Chancellor Donald J. Reaves. "Under his leadership, we will strive to enhance our human resources capacity, and to improve customer service throughout the university."

In his capacity as the interim head of HR, Foster will report to Dorcas L. Colvin, the executive vice chancellor for management and strategic initiatives.

From 1991 to 1994, Foster served as HR director with Kaiser Permanente Ohio Region, a major health plan provider in Cleveland, Ohio. The company consisted of more than 2,400 employees and served more than 205,000 health plan members. As HR director, Foster was responsible for strategic planning to support the company's business goals and directed union contract negotiations.

As director of Human Resources and Professional Staffing for Cleveland Consulting Associates (CCA), a business strategy and logistics consulting firm serving Fortune 500 corporations in Mayfield, Ohio, from 1987 to 1991, Foster designed and implemented a comprehensive HR system for recruitment, selection and performance appraisal. Foster also served as employee relations and Equal Employment Opportunity (EEO) manager at Technicare Corporation, a Johnson and Johnson company in Solon, Ohio. From 1969 to 1980, Foster served the Fisher Body Euclid Plant of General Motors as HR staff and EEO coordinator.

Foster, owner of Envirocycle Specialty Chemicals in Ohio, succeeds Ed Hanes, who had served as associate vice chancellor for Human Resources at WSSU since August 2006. Hanes will assume his previous role as WSSU's Equal Employment Opportunity officer.

He received his B.A. at Cleveland State University and his J.D. from Cleveland-Marshall College of Law in Cleveland. He has been a recognized attorney in Ohio since 1976.



Foster



Ingram