

BUSINESS FOCUS

Briefs

Deadline for WSF luncheon is tomorrow

The Winston-Salem Foundation's 2008 Community Luncheon will be May 7 at noon at the Benton Convention Center. Tickets are \$15 per person. The deadline for registrations is tomorrow (May 2).

This year's featured speaker is Karen Johnson, the director of the Charles M. Schulz Museum in Santa Rosa, Calif. She has a 29-year history of leadership in the promotion of volunteerism, community service and social capital.

Previously the executive director of the Volunteer Center of Sonoma County, Johnson oversaw the second largest volunteer center in the nation. At the luncheon, she will share her experiences and insights as she celebrates, motivates and inspires volunteerism in our community.

The 2008 Winston-Salem Foundation Award and ECHO Awards will also be awarded at the luncheon.

Cressie Thigpen appointed to Superior Court seat

Gov. Mike Easley recently appointed Cressie Thigpen Jr. as a Special Superior Court Judge. The appointment becomes effective May 15.

"For more than 33 years, Cressie Thigpen has practiced law in both state and federal courts and distinguished himself as an outstanding litigator," Easley said. "He is well respected and his work ethic will undoubtedly serve the state well."



Thigpen

Thigpen has been a partner with the Raleigh law firm of Thigpen, Blue, Stephens & Fellers since 1976. He has served as President, President-Elect and Vice-President of the North Carolina State Bar. Thigpen currently serves as chairman of the North Carolina Central University Board of Trustees and was recently inducted into the North Carolina Bar Association General Practice Hall of Fame in 2007.

Thigpen is a graduate of North Carolina Central University and received his law degree from Rutgers University School of Law in 1973.

Winston-Salem Urban League offers diversity training program

Forsyth County employees have begun to receive diversity training through a Winston-Salem Urban League program.

The first batch of employees took part in the two-day training, called "Bridging the Gaps in Race Relations," last week. Other sessions are slated for May 20-21 and June 10-11.

According to the Urban League, the sessions shows participants how to understand, interact with, and serve individuals who are increasingly foreign-born with strong ethnic identities. The training utilizes an individual leadership development model to improve race relations and embrace diversity by learning things such as identifying simple and useful tools for working with a diverse communities and identifying barriers that hinder the community from establishing diverse partnerships.

For more information on the sessions, contact Lois Turner at lturner@wsurban.org or 725-5614 ext. 1002.

BB&T Insurance Services expanding through acquisition

Raleigh-based BB&T Insurance Services last week announced that it has reached an agreement with Union Bank of California to purchase its San Diego-based insurance subsidiary, UnionBanc Insurance Services Inc.

The acquisition would expand BB&T Corporation's insurance operation in California, where wholesale insurance subsidiary CRC Insurance Services and large account commercial insurer, McGriff, Seibels & Williams already operate.

The deal has been approved by the directors of BB&T Corp. and Union Bank holding company UnionBanCal Corp. It is expected to be completed by the end of the second quarter pending regulatory approval. Terms were not disclosed last week.

"We're excited about expanding in California, the No. 1 state for insurance values in the country," said BB&T Insurance Services Chairman and Chief Executive Officer Wade Reece. "This partnership will only strengthen our overall investment on the West Coast."

Founded in 1922, BB&T Insurance Services is the nation's seventh largest insurance broker. BB&T's combined insurance operation includes 134 agencies across the country.

With 369 employees, UnionBanc Insurance Services operates offices in Pleasanton, San Rafael, Stockton and Roseville in Northern California; San Diego, Irvine, Fullerton and Glendale in Southern California; and Portland, Ore. It is the 31st largest insurance broker in the nation.



Young graduates of a past Kidpreneur/Teenpreneur Conference.

KIDPRENEURS CONFERENCE COMING TO CHARLOTTE

CHRONICLE STAFF REPORT

The Queen City will play host to the Black Enterprise Kidpreneur/Teenpreneur Conference on May 15 at the Charlotte Convention Center.

The conference, presented by Wendy's International, teaches young people from around the country the skills needed to become successful business owners. Created to be as fun as it is educational, the program is committed to grooming the entrepreneurial potential of tomorrow's business leaders with a step-by-step approach to enterprise development and management.

Running simultaneously with the 2008 Black Enterprise Entrepreneurs Conference + Expo, which is hosted by General Motors, the conference will offer instruction at three levels: the Presidents Club is for youth ages 14-17 who are returning to the conference or are established business owners; Future CEOs is for ages 11-13; and Futurepreneurs is for ages 7-10. Attendees will learn how to create a business proposal, build a business Web site, and learn a little about banking among other topics.

"The Kidpreneur/Teenpreneur Conference is the best atmosphere for young people to learn the basics of business and be exposed to successful educators, entrepreneurs, and corporate professionals," says Black Enterprise magazine's Sr. VP/Editor-in-Chief Alfred A.

Edmond Jr. "This top-notch program covers everything from developing leadership skills to drafting a business plan. With the outstanding support of Wendy's International, which has sponsored the event since its inception in 1995, the program continues to spark one success story after another.

The program culminates with a graduation ceremony on Saturday, May 17, where the students will present their completed business plans.

As part of its commitment to honor young businesspeople, Black Enterprise also recognizes individual or groups of entrepreneurs, 17 or younger, with its Kidpreneur/Teenpreneur Award. Previous award winners include Atlanta-based Kenya James, publisher of Blackgirl Magazine; Camille Winbush, actress and owner of Baked Ice cream shop in Pasadena, Calif.; Najee McGreen, founder of

Brooklyn, New York-based Techmaster Computer Works; and Joel Williams Jr. of Troy, Texas, inventor of the SmartButton, an innovative device that helps children differentiate their left and right feet.

For more information about the 2008 Kidpreneur/Teenpreneur Conference, call 800-209-7229 or visit www.blackenterprise.com/beeec.



Edmond

New Wake dean known for diversity efforts

SPECIAL TO THE CHRONICLE

Steve Reinemund, the former PepsiCo chief executive officer and chairman who is widely praised as one of the nation's most innovative and respected business leaders, is bringing the values and business expertise he developed in his long career to Wake Forest University.

Last week, the school announced Reinemund as the new dean of its two business schools—the Calloway School of Business and Accountancy and the Babcock Graduate School of Management. He will also be Professor of Leadership and Strategy.

Wake Forest leaders introduced Reinemund to the university community at an afternoon news conference on campus. Reinemund, who currently lives in Dallas, will take the helm of the schools July 1. He and Gail, his wife of 34 years, have four



Steve Reinemund

children.

"I have long admired Wake Forest and am deeply honored to have this opportunity," Reinemund said. "This is an exciting time for the

university, and I am looking forward to working with the faculty to lead the Wake Forest business schools into a new era."

Reinemund's appointment is a landmark in Wake Forest's history. Reinemund, who retired from PepsiCo in 2007, will be the first dean to head both of the university's business schools.

Wake Forest announced last September that it would realign the schools as part of the university's developing new strategic plan. The change, which calls for one rather than separate deans for each school, is aimed at capitalizing on the strengths of the schools, promoting collaboration in teaching and scholarship, and creating new opportunities to ensure that students receive the most comprehensive and forward-looking educational experience possible.

See Dean on A11

Leaders discuss new plant in Lexington

SPECIAL TO THE CHRONICLE

State leaders met last week with leaders of the Italian business organization Confindustria-Padova and officials from Arneg SPA, a Italy-based company currently building a manufacturing facility in Davidson County. Members of a state Department of Commerce economic development mission delegation also toured the Arneg plant in

Padova and made presentations about opportunities in North Carolina to representatives of the Italian business community.

Confindustria is the lead organization representing manufacturing, construction, energy, transportation, tourism and service industries in Italy. It brings together 126,590 voluntary member companies of all sizes with a total of 4.7 million employees. Confindustria-Padova is one of the organization's 18 regional locations.

Arneg started in the 1960s and is an international supplier of retail and commercial refrigerated cases. It is the third largest case manufacturer in the world, with 16 manufacturing plants and eight regional sales offices in 20 nations. Arneg has operations in Europe, Asia, Australia, North America and South America and its sales total \$500 million.

"Arneg is one of several dozen Italian companies that have chosen to move or expand in our state because of our business climate, schools and well-trained workforce," said Gov. Mike Easley.

At a recruitment event following the Arneg plant tour, Italian business leaders heard a presentation from N.C. Commerce Secretary Jim Fain about the advantages of doing business in North Carolina.

In April 2007, Easley announced that Arneg LLC, a subsidiary of Arneg SPA, had received a Job Development Investment Grant to build a refrigerated case manufacturing facility in Davidson County. The project is expected to create 181 jobs during five years and a company investment of \$20 million.

Individual wages will vary with job responsibilities, but the average annual salary will be more than \$31,000 a year plus benefits. That is more than the Davidson County average of \$29,380. The Lexington plant will be Arneg's second production facility in the United States.



Fain

Realtors give to the school system

Money raised at Allen Tate's FUNDay

SPECIAL TO THE CHRONICLE

Realtors from the Winston-Salem Reynolda and Stratford offices of the Allen Tate Company recently presented a check for \$4,224.05 to Winston-Salem/Forsyth County Schools. The funds were netted from the company's annual FUNDay event.

The check was presented March 26 to School Board Chairman Donny Lambeth, who is also the Chief Operating Officer/Interim CEO of North Carolina Baptist Hospital.

The contribution is part of more than \$140,000 raised at the company's 10th annual FUNDay fundraiser, which was held last



Chairman Donny Lambeth, third from right, accepts the contribution from Allen Tate's Tracey Boy Bethune, from left, Monte White, Julie Poplin, Debra Marshall and Becky Hutchinson.

September at The Point Lake & Golf Club on Lake Norman.

"Allen Tate Company is proud to contribute to our communities and directly impact the public schools and educational organizations that serve them," said Allen Tate Company President and COO Pat Riley. "Our realtors understand that public education dramatically impacts and encourages economic development and the quality of life in a community."

FUNDay offers its realtors and associates exclusive use of The Point Lake & Golf Club facilities for a day. Participants pay an entry fee with all proceeds going toward the fundraiser. The day also includes silent and live auctions to raise additional funds.

Since it began, Allen Tate's FUNDay has raised more than \$827,000 for public education.