



Mark and Kimberly Moore have launched an innovative Web site.

Photos by Layla Farmer

BRINGING BACKGROUNDS TO THE FOREGROUND

Company allows regular folks, companies to probe the criminal pasts of others

BY LAYLA FARMER
THE CHRONICLE

For the better part of two decades, Mark Moore has worked with companies, providing criminal background checks on potential employees to safeguard his clients against unnecessary risks.

Now, Moore and his wife, Kimberly, are providing the same brand of protection to individuals with the launch of their Web site, www.ncpublicdata.com.

"Ever since 9-11, a lot of people are wanting to know who they're dealing with," Mark Moore commented.

The new site is a division of Public Data Works, Inc., which the couple founded in 2006. The two also own Markim Properties, a real estate firm.

Mark Moore first got a piece of the booming background check business in 1991 when he launched his first company, Total Information Source, which he eventually sold to a Fortune 500 conglomerate.

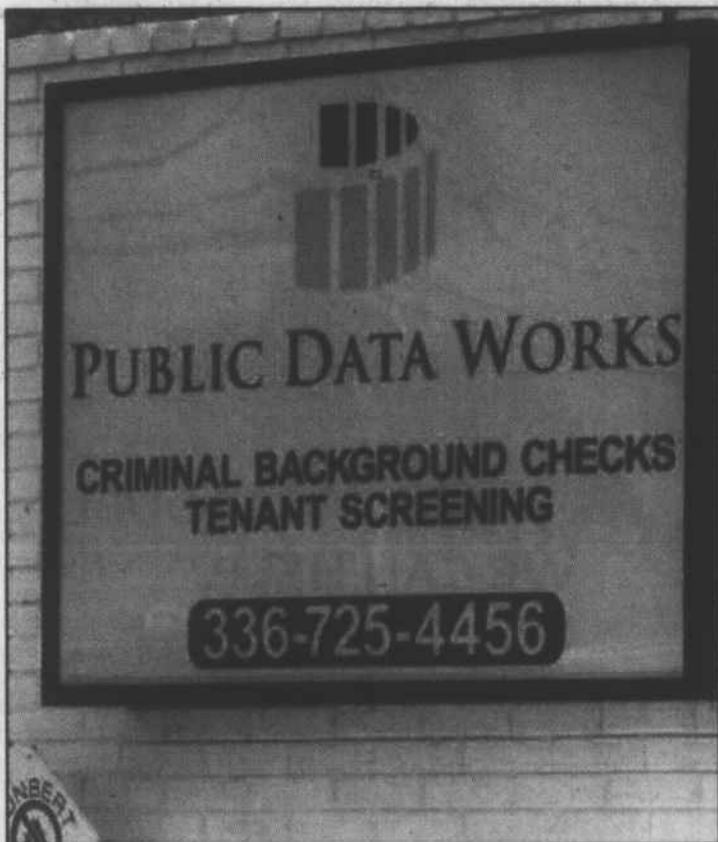
After a few years of concentrating on Markim, Moore says he felt compelled to return to his business roots.

"It really was somewhat popular demand that pulled him back," Kimberly Moore said, citing various former clients who had pledged their business to Mark should he begin again. "We have a really strong product."

With the help of his wife, who is a Wake Forest alumna, Public Data Works was born. Kimberly Moore serves as the company's vice president of marketing.

The company currently provides employment and tenant screening services and access to public records resources to more than 80 corporate clients and a growing number of individuals.

"Companies have a responsibility ... to provide a safe work environment," Mark Moore stated. "A lot of companies are getting sued for negligence because they're not doing background checks on their employees."



With ncpublicdata.com, individuals can access criminal records files from all 100 of North Carolina's counties for as little as \$15, the price a typical courthouse charges for records for a single county.

Because criminals have become savvy at using false identities when prosecuted for crimes or traffic violations, it is important for everyone to check their criminal records periodically, just as you would a credit report, says Kimberly Moore, who met her husband at the 2001 National Black Theatre Festival.

"You may have a criminal record and not even know it," she said.

Many are also using the sites to check out their close friends, relatives and those with whom they have intimate relationships.

"For your own peace of mind, you should definitely do a background check on people who come into your life," Kimberly Moore said, offering potential nannies and housekeepers as examples of folks who need to be fully vetted. "You never know what someone has in their background and you don't want to

be a victim." The small town charm and personal service of the small company has lent itself well to clients in an increasingly competitive, corporate-driven marketplace, Mark Moore says.

"A lot of customers are getting frustrated with 'big box' (conglomerate) companies," he pointed out. "We can customize the service for each client, we can customize the service."

He sees Public Data Works continuing its upward climb far into the future.

Already, the couple says it has provided a valuable resource and a flexible work environment needed for their growing family, which consists of daughters Olivia, 4, and five-week-old, Kennedy.

"We are people of faith; we believe that God has His hand on us and is blessing what we are trying to do," Mark Moore declared. "In five years, I see it surpassing (TIS)."

For more information about Public Data Works, visit www.publicdataworks.com or call (336) 725-4456.

News Clips

Rural Hall woman wins \$800,000

Phyllis Caudle of Rural Hall won \$800,000 June 18 in the N.C. Lottery's Bowerball.

Caudle says she will use some of the money for home improvements. She purchased her winning ticket at Three Brothers on Broad Street in Rural Hall.

A Powerball ticket worth \$800,000 from the June 14 drawing remains unclaimed. This ticket was purchased at Kangaroo Express #3205 on Hickory Tree Road in Winston-Salem.

The North Carolina Education Lottery (NCEL) has paid out more than \$5 million total in instant scratch-off ticket prizes since Thursday, June 19. Also since Thursday, "Carolina Cash 5" players have won more than \$455,000 and "Carolina Pick 3" players have won more than \$1.8 million in prizes.

Poussaint, Francis, others will receive John Hope Franklin awards tomorrow

A two-day symposium that features nationally recognized scholars discussing education issues, as well as an awards gala, will be held next week to honor the contributions of historian John Hope Franklin. Franklin, 93, is the James B. Duke professor emeritus of history at Duke University and the namesake of the school's John Hope Franklin Center for Interdisciplinary and International Studies.

The symposium will be held at the Washington Duke Inn (3001 Cameron Blvd., Durham), from 1-7 p.m. today (June 26) and from 8:30 a.m. until noon tomorrow, June 27. The awards gala begins at 6 p.m. Friday.

During the reception and gala, John Hope Franklin medallions will be awarded to three individuals who reflect Franklin's overall standard of excellence. They are: Norman Francis, the 40-year president of Xavier University of Louisiana; Dr. Alvin Poussaint,

a Harvard Medical School psychiatry professor; and philanthropist Mary Duke Biddle Trent Semans, a former Duke University trustee and chair of the Duke Endowment.

Tickets are \$350 for the symposium and gala; \$125 for the gala only. Net proceeds from the event will go to the Durham Literacy Center, which provides tuition-free literacy instruction to adults, out-of-school youth, and speakers of other languages.

For more information about the symposium and to purchase tickets, go to www.diverseeducation.com or call 1-800-783-3199, x3024.

UNCG's Neo-Black Society 40th Anniversary celebration meeting

Alumni of UNC-Greensboro who participated in the Neo-Black Society (NBS) are invited to take part in the planning of the organization's 40th anniversary celebration.

Whether you were a member of the gospel choir, dance troupe, drama troupe, political awareness team or any of the other various committees, you are encouraged to be part of the celebration. The next planning meeting will be on Tuesday, July 8 at 6:30 p.m. at the Elliott University Center on the campus of UNCG. A phone line to call into will be set-up for those who are not able to meet on the campus. For more information about the celebration and/or for information about being

part of the planning committee, call Bruce Michaels, assistant vice chancellor for student affairs, at 336-334-5800 or email him at Bruce_Michaels@uncg.edu.

Hospital employees earn certifications

Three Wake Forest University Baptist Medical Center employees have earned the distinction of board certification in health care management as an American College of Healthcare Executives (ACHE) Fellow.

They are Michael L. Freeman, vice president of strategic planning, Steven C. Schultz, vice chairman-division of surgical sciences, and Jeffrey G. Gregory, Six Sigma Black Belt. They may now use the FACHE credential, which signifies board certification in health care management and ACHE fellow status.

Christman Award goes to Jones

The Christman Award, named in honor of Chaplain Emeritus Ed Christman at Wake Forest University, was awarded to Jordan Jones, who graduated from the school last month, during the College Honors and Awards Ceremony on May 18.

Jones, a business major from Fayetteville, is the sixth recipient of the award. He split the \$500 award evenly with Samaritan Ministries.

Jones organized a camp-out protest in downtown Winston-Salem last fall when the Emergency Winter Overflow Shelter at First Baptist Church announced that it would not open due to building code restrictions. The camp-out lasted longer than a month, and more than 50 students from local colleges endured bitter cold temperatures to join the protest.

Jones plans to continue his humanitarian work as a counselor with the Good Work Network in New Orleans, helping low-income minority entrepreneurs start business ventures.

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