

BUSINESS FOCUS

Briefs

WFDD raises \$191,000

88.5 WFDD, the Piedmont Triad's NPR affiliate, which is licensed to Wake Forest University, exceeded its fall air fundraising goal by \$6,000, raising exactly \$191,000 during this portion of its fundraising campaign. The station held its on air pledge drive from Wednesday, October 1st, through Friday, Oct. 10, and received pledges from more than 1,600 individuals.



Franklin

Denise Franklin, general manager of WFDD, said, "We are overwhelmed by this outpouring of community support, and encouraged for our continued fundraising efforts this fiscal year. The record success of this pledge drive has demonstrated the value that our listening audience places on this local, public service radio station, particularly during times when staying abreast of the news is so important."

More than 100 volunteers, plus local businesses, restaurants, and arts and community organizations supported the station during its pledge drive. Membership coordinators commented that the pledge drives "really are a community effort."

For fiscal year 2009, which runs from July 1st through June 30th, the station is seeking a total of \$646,015 in membership revenue, which accounts for approximately half of the station's operating budget.

The station's fundraising campaigns comprise of a direct mail portion in addition to the on air fundraising efforts. WFDD has around 100,000 listeners over 32 counties in the Piedmont Triad region; its membership roster includes roughly 6,000 individuals. The station membership department stated that on air fundraising efforts are the best way to reach listeners who are not yet contributors.

Asheville Housing Authority's Bell appointed to UNC-TV Board

Gene O. Bell has been appointed by the University of North Carolina Board of Governors to a four-year term on the UNC-TV Board of Trustees. His term runs through June 30, 2012.

Bell is executive director of the Housing Authority of the City of Asheville and the Brevard Housing Authority, positions he has held since October 2005. Prior to that, he served as director of maintenance and construction for the Housing Authority.

Before coming to Asheville, Bell was director of technical services for the Charlotte Housing Authority. From 1985 to 1991, he was a partner in B&T Remodeling, a family-owned company specializing in remodeling and construction. He has also held a variety of management positions with IBM.

Bell graduated with a degree in business management from Xavier University in Cincinnati, Ohio. He has received numerous honors and awards for his volunteer activities, including the Black Family Award from Gamma Gamma Omega Chapter of Alpha Kappa Alpha Sorority Inc. The honor was presented to Bell and his wife, Sharon.

Fuller earns elevated status

Local Allstate agent Chris Fuller is among an elite group who recently earned the "Personal Financial Representative" title, which means that Fuller will now be able to provide his customers variable annuity, variable life and mutual fund products, in addition to auto, homeowner and traditional life insurance products.

He earned the title after passing the Series 6 and Series 63 securities license exams and completing an extensive Allstate training curriculum.

"Planning for the future is just as important as protecting yourself against a loss, which insurance is designed to do," said Fuller, who is appointed with the broker dealer Allstate Financial Services. "Our agency will continue to help people protect their autos, homes, lives and businesses. But now we can offer additional financial services products, like mutual funds, variable annuities and variable universal life insurance to help families plan wisely for the future."

Fuller provides a range of fixed, variable, indexed and market value adjusted annuity products, in addition to providing variable life and investment products.

Credit union starts blog

Members Credit Union (MCU) launched "Ask Jack" (jackbradwell.com) Tuesday to help consumers better understand the financial news of the day. The collapse of major retail and investment banks, coupled with unprecedented volatility in the financial markets have caused many consumers to panic about the safety of their deposits. They wonder how much exposure their financial institution may have to the so-called "credit crisis."

The "Ask Jack" blog allows consumers to send questions directly to Members Credit Union President/CEO Jack V. Bradwell, Jr., anonymously if they so choose, that will be answered publicly on the blog.

Sadler's board term extended

CHRONICLE STAFF REPORT

Dr. Ken M. Sadler has been reappointed to a four-year term on the Forsyth Technical Community College Board of Trustees. The Lewisville resident is president and administrative director of Winston-Salem Dental Care (Novant Health) and Sadler and Associates.

Sadler is a longtime FTCC Trustee and the former chairman of the school's board. Gov. Mike Easley last week reappointed Sadler. The 12 members of the FTCC Board are either appointed by Easley, by the Forsyth County Board of Commissioners or the City-County Board of Education. A student representative serves as an ex-officio member. The board's duties are to elect the president, employ personnel, purchase land necessary for the operation of the college, apply standards for admission and graduation, receive gifts and donations, provide for the administration of all educational and occupational services and to establish or enter into public or private partnerships for the support of the institution.

In addition to his FTCC duties, Sadler is president of the Bishop McGuinness Catholic High School Board of Directors and a member of the Lincoln University (Pennsylvania) Board of Trustees.

The retired U.S. Army Reserve colonel received his bachelor's degree in general dentistry from Lincoln University, his master's degree in public administration from Golden Gate University in California and his doctorate in general dentistry from Howard University.

He is married to Dr. Brenda Latham-Sadler, assistant dean for student services and director of diversity and development initiatives at Wake Forest University Baptist Medical Center.



Dr. Ken M. Sadler is a longtime FTCC Board member.

Jackson-Barnes is leading anti-poverty agency's mission

CHRONICLE STAFF REPORT

A new slate of officers has been elected to the board of a non-profit agency with a long history of fighting homelessness, poverty, hunger and other evils that affect those with the least in the city.

Linda Jackson-Barnes has been elected the chairperson of the Board of Directors of Advocacy for the Poor, which for more than a decade has strived to give voice to the many voices of local people who live in poverty. Jackson-



Linda Jackson-Barnes speaks at a recent event.

Barnes is the assistant to Winston-Salem Mayor Allen Joines.

In addition to managing the day-to-day operations at Office of the Mayor, Jackson-Barnes also assists Joines in creating and implementing policies, programs and special projects.

A graduate of the University of Tennessee at Chattanooga, Jackson-Barnes had a stellar law enforcement career in Tennessee before moving to Winston-Salem. During her 23 years with the Hamilton County Sheriff's Department in Chattanooga, she served as a patrol officer, detective, sergeant, and eventually an administrative lieutenant. Along the way, she earned a slew of honors for law enforcement excellence, including awards for Officer of the Year, Woman of the Year and Distinguished Achievement in Law Enforcement.

The other new Advocacy for the Poor officers are: Danny Haire, who has been elected vice-chairperson. Haire is the assistant director of Experiment in Self-Reliance (ESR). The Rev. Ken Myers of Knollwood Baptist Church will serve as the board's secretary-treasurer.

Graves to help N.C. Mutual observe anniversary

CHRONICLE STAFF REPORT

Black Enterprise magazine's Earl G. Graves Sr. will help Durham-based North Carolina Mutual Life Insurance Company celebrate its 110th anniversary next week by keynoting the company's Founder's Day Celebration.

Graves, founder and publisher of Black Enterprise, will speak Thursday, Oct. 23 at noon at North Carolina Mutual's corporate headquarters, 411 W. Chapel Hill Street. The event is free and open to the public and a reception will follow at 2 p.m.

The company will have anniversary events Oct. 20 - 24 to celebrate the vision of the seven men who started the company in 1898. The company was taken to prominence by three distinguished members of the Durham African-American community - John Merrick, Dr. Aaron M. Moore and Charles C. Spaulding. North Carolina Mutual is now the oldest insurance company chartered in the state of North Carolina.

"Established to serve the underserved, the company has been on the cutting-edge of Black enterprise in America," said James H. Speed Jr., president and CEO. "The role the company played in Durham's 'Black Wall

Street' has earned it a place in the history books. We invite the public to join us in celebrating North Carolina Mutual's history and also looking to the future."

Founder's Day events will also include the presentation of the company's Merrick-Moore-Spaulding Award to State NAACP President Dr. William J. Barber II. Barber is also the pastor of Greenleaf Christian Church Disciples of Christ in Goldsboro.

Several corporations and institutions that have business relationships with North Carolina Mutual also will be honored at the Founder's Day event, including NASCAR, Minnesota Life Insurance, the City of Durham and Duke University.

Events will also include a 7 p.m. show by comedians Terry Tuff and Deborah Terry on Oct. 23 in the North Carolina Mutual auditorium. The event will benefit the Oxford Children's Home, an institution that North Carolina Mutual has supported over the decades. N.C. Mutual is co-sponsoring the event with the General Baptist State Convention.

Tickets are \$15 at the door and \$10 in advance, with a contribution of a canned good. Tickets are available by calling Jennifer Bowden at 919-682-4897, ext. 289.

Lough accepts job at WSSU

CHRONICLE STAFF REPORT

A former longtime Wachovia executive has joined the administrative team at Winston-Salem State University.

Catherine Wood Lough has been named associate vice chancellor for University Advancement. Lough most recently served as associate director and director of programs at Second Harvest Food Bank of Northwest North Carolina.

"Catherine's background and experience seemed perfectly suited for this position," said Michelle Cook, WSSU Vice Chancellor for University Advancement. "I am confident that she will make meaningful contributions to the continued advancement of the university."

Prior to joining Second Harvest, Lough was director of development at the North Carolina Center for the Advancement of Teaching (NCCAT) and director of the NCCAT Development Foundation. NCCAT is an affiliated entity of the University of North Carolina. For 14 years, Lough worked at Wachovia, where she eventually served as Vice President and Carolina Community Affairs Officer for the Corporate and Community Affairs Group. She managed the Wachovia Foundation for the Piedmont Triad and western North Carolina regions, managing more than \$650,000 in annual community needs grant. She also managed and administered corporate volunteer programs and developed community partnerships to promote financial literacy, neighborhood revitalization and community reinvestment initiatives.

Lough is a graduate of the University of Georgia, where she received her Bachelor of Arts in Journalism. She earned her Master of Mass Communication at the University of South Carolina.



Lough



Earl G. Graves Sr.