

## Roman

from page A4

do their jobs. It is a diverse group that includes people such as teacher assistants, bus drivers, office assistants and maintenance staff.

The selection committee chose Roman from among four semifinalists after reviewing the nominations and visiting each finalist at his or her workplace. The other semifinalists were Wendy Banks, a teacher assistant at Winston Salem Preparatory Academy; Debbie McNeil, an administrative assistant in central office; and Martin Saner, a computer teacher assistant at Lowrance Middle School.

## Disclaimers

from page A4

a Fast One: Advertisement Disclaimer Speed, Brand Trust and Purchase Intention" was conducted by Kenneth C. Herbst, Assistant Professor



Herbst

of Marketing at Wake Forest University Schools of Business and Eli J. Finkel, Associate Professor of Psychology at Northwestern University, along with co-authors David Allan, Associate Professor of Marketing, Haub School of Business at Saint Joseph University, and Gráinne M. Fitzsimons, Associate Professor of Management, Psychology and Neuroscience at Duke University.

The study shows that when consumers either lack trust information about an advertised brand or believe that the brand is not trustworthy, fast disclaimers undermine their purchase intention. In contrast, when consumers trust an advertised brand, they appear to be unaffected by the disclaimer speed.

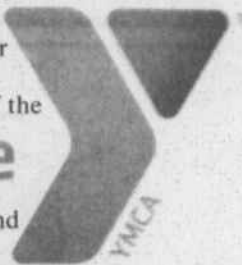
## Local Y organization grows more influential with merger

SPECIAL TO THE CHRONICLE

The Board of Directors of both the YMCA of Northwest North Carolina and Iredell County YMCA have voted unanimously to merge their organizations, effective January 1, 2012.

The Iredell County YMCAs will become part of the YMCA of Northwest North Carolina and will serve more than 67,000 members through 14 branches in Alexander, Ashe, Davie, Forsyth, Iredell, Stokes, Surry, Wilkes and Yadkin Counties.

"This is a momentous occasion for both organizations," said David Fain, Chief Volunteer Officer for the YMCA of Northwest North Carolina. "This enables us to align the Y to build com-



munity and expand services in a geographic region where families live, work and play. It also creates a synergy that strengthens our ability to achieve our mission and values."

The two organizations have been in a management agreement since January 1, 2011, while undertaking the due diligence process in finances, operations, programs and annual giving.

With the merger, the two branches and satellite branch of the former Iredell County YMCA will be renamed to the Statesville Family YMCA, Alexander County Family YMCA and the Barium Springs Family YMCA, respectively.

This merger gives the combined organization greater influence within the national Y movement, by increasing the amount of votes from 48 to 53, the maximum amount. This voting power enables the YMCA of Northwest North Carolina to have a strong national voice in determining the future of Y's across the country.

## Bruton

from page A1

there," said Hugh Quinn, executive director of the Chapter, which serves Davie, Forsyth, Stokes and Yadkin Counties. "She relates so well to victims of disaster. She's got so much compassion and empathy for them... Her commitment to the Red Cross and the community has been outstanding."

Quinn praised Bruton, who has also served as a volunteer receptionist, and the other members of the Disaster Action Teams for their exceptional commitment to the agency.

"The thing about being a disaster volunteer is this is not a job that you can schedule. You may get a call in the middle of the night," Quinn related. "They are very unique people that are willing to drop what they're doing to help their neighbors."

For Bruton, the altruism comes from a very real place. She suffered a debilitating injury in 2005 that led to a string of personal hardships, from being unable to work, to losing the Habitat for Humanity home she and her family had worked for months to help build because the worker's compensation she was receiving wasn't considered eligible income by the agency. For nearly three years, Bruton, then a single mother, says she struggled to keep a roof over her and her two teenagers' heads. The family was often forced to resort to a motel. It was a dark time in her life, Bruton said.

"I know what it's like to be homeless," she said. "You don't know where to go, you don't know what to do."

Because she was receiving workers' comp, Bruton says she was ineligible for public assistance, and her injury, which caused permanent damage to her right leg, has made potential employers reluctant to hire her.

"I was told that I was more of a liability than an asset," she related.

Finally, in 2008, things began to look up. Bruton married her longtime boyfriend, Cliff, and the family moved into the home he had recently purchased. She received a settlement for her injuries, enough to start her own small business, Bruton Investment Properties, which provides



Sateria Bruton stands with Red Cross Executive Director Hugh Quinn.

Photo by Layla Farmer

rental housing for low income families. For a time, just being back on her feet was enough, but by the following year, Bruton says she had begun to get restless. Her husband's faithful financial support of the Red Cross piqued her interest in the organization, Bruton said.

"I went online and researched it because I was bored and I wanted something to do, and I wanted something to do that really meant something," she related.

Since she began working with the Red Cross, Bruton says her life has taken on new meaning.

"I wouldn't change what I am doing for the world. I just love helping people. I just love giving my time because I didn't have that," she said. "The hugs that I give, I'm getting them in return—the hugs that I needed back in 2005. It's helping me deal with what I went through."

Bruton says she takes her time with each victim, tailoring her response to their individual situation and emotional condition. She says she urges her fellow volunteers to do the same.

"Now that I'm here, we're going to show a little compassion, a little sympathy," she said. "You never know, this could be you someday."

Last month, Bruton took her volunteer effort to another level, when she traveled to tornado-stricken Alabama to help the countless families and individuals who had been ravaged by the dev-

astating storms. Bruton says the situation she was met with was like nothing she had ever seen.

"Alabama was a learning experience within itself," she declared. "Nothing here locally has touched my heart like Alabama. I think I was a little overwhelmed from all the destruction that I saw, all the (displaced) families that I saw, the little kids."

During the course of her two-week stay, Bruton encountered a wealth of amazing and heart wrenching stories, from a blind woman whose husband, who was deaf, disappeared during the storm and has not been found, to a man who watched his next-door neighbors fly over his house from the roofless bathroom where he huddled for safety. Both of his neighbors were killed.

She encountered a woman so distraught by the storm that she was living in a refrigerator box in her home, despite the fact that the structure was on the verge of collapse, and had huddled in terror as the devastated structure was targeted by looters.

Towards the end of her trip, Bruton said her spirits were buoyed by the tale one couple related to her after surviving the storm in their bathtub.

"That bathtub was just up there, flying. They ended up all the way down the street. The mother said the whole time they was up there flying, all she could hear was their daughter going, 'Wee, Mommy! Wee! Can we do it again?'" she related with a chuckle.

Though she witnessed some uplifting moments and heard some amazing stories, Bruton says the smell of death hung in the air and the annihilation of homes and lives was everywhere she turned. She is haunted by the images, yet her resolve to continue the work remains as strong as ever.

"It doesn't change anything; it just makes me a little bit stronger for the next time when I go out and I'm ready to go back right now," she declared. "I'm just big on making sure people are taken care of."

To become a volunteer on a Disaster Action Team or for more information, contact William Mangan, director of Emergency Services at (336) 724-0511 or email [william.mangan@nwnc-redcross.org](mailto:william.mangan@nwnc-redcross.org).

WACHOVIA  
A Wells Fargo CompanyWith you when the best business plan is tailored to your needs

**Free Business Financial Review** The challenge of running your own business is something you're ready to take head on. That's why during the months of May and June, Wachovia is inviting you to come in and get a free business financial review. We will help evaluate your business, give you great financial guidance and provide exclusive money-saving offers<sup>1</sup> on financial products and services that could help keep your business buttoned up and thriving. Visit us online or come in and meet with a Wachovia banker today.

[wachovia.com/smallbusiness](http://wachovia.com/smallbusiness)

1. See a banker for more details. © 2011 Wells Fargo Bank, N.A. All rights reserved. Member FDIC. Wachovia Bank and Wachovia Bank of Delaware, divisions of Wells Fargo Bank.