

# Business

## Chamber's Piedmont Triad Data Center Names New Manager

Tyrone L. Stevens has been named Data Center Manager of the Piedmont Triad Partnership's Data Center, located within the Greater Winston-Salem Chamber of Commerce.

The Triad Data Center serves the economic development professionals in the 11-county Piedmont Triad region. People connected with the system can get information such as retail sales, building permits, new and expanded businesses, and population on from one to all 11 counties by simply dialing in through a

modem. The center is governed by a steering committee made up of 12 officials representative of the 11-county area and the Partnership Board.

Stevens will work closely with the Piedmont Triad Partnership's agents from the Economic Developers Advisory Council (EDAC). He will be responsible for maintaining on-line database files, including updating information, creating new files and inputting data as EDAC members request changes. He will also be responsible for coordinating

with the Piedmont Triad Partnership's marketing efforts.

Stevens recently graduated from Winston-Salem State University with a bachelor of science degree in management information systems. He also attended Joliet Jr. College in Joliet, Ill. While at WSSU, Stevens was a member of the North Carolina Tarheel Student Chapter of the Data Processing Management Association and received a merit award from the association for his contributions to the student chapter.



Tyrone L. Stevens

Stevens worked as a lab assistant while at WSSU. He has also been employed as a telephone interviewer and postal clerk.

The Greater Winston-Salem Chamber of Commerce is the community's umbrella organization for economic development. The Chamber is a leading business organization in Winston-Salem and Forsyth County, representing more than 1,600 area businesses who are committed to increased economic development in the region.

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## NOTES & BRIEFS

### Nabisco Co. Names Director of New Ventures



Phyllis S. Anderson

Phyllis S. Anderson, the daughter of Mr. and Mrs. Jeremiah D. Sawyer of Winston-Salem, has been named director of new ventures for the Nabisco Biscuit Co.

In her new position, Anderson is responsible for licensing and joint ventures involving Nabisco cookies, crackers and snacks.

Raleigh in 1992. He is a 1989 graduate of Guilford College in Greensboro, where he received the Economics Scholar Award.

Caldwell is a native of Winston-Salem.

#### ▲ Asst. VP Named



Sateria H. Tinsley

Sateria H. Tinsley has been elected assistant vice president of Wachovia Bank of North Carolina in Winston-Salem. She is manager of the Reynolda office.

Tinsley joined Wachovia in 1985 as a personal banker and became a branch operations manager. She assumed her current position in June.

She is a native of Winston-Salem and a daughter of Dorothy J. Hairston of Winston-Salem. She is a

graduate of Wake Forest University with a bachelor's degree in business administration.

#### ▲ MBDA Award

The Minority Business Development Agency (MBDA) of the U.S. Department of Commerce has announced an award of \$149,000 to LISBOA Associates Inc., a minority-owned communications, management and consulting firm, to perform promotion and outreach activities relating to the agency's National Franchise Initiative.

The company will promote

MBDA's initiative by developing and implementing outreach strategies, including promotional articles for publication in national newspapers and magazines and media manuals for use by MBDA's network of funded business assistance centers.

The minority community composes more than one-fifth of the American population but owns only 6 percent of total businesses and an estimated 3 percent of franchised businesses.

MBDA conducts introductory franchise seminars nationwide to increase minority participation in franchising.

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#### ▲ Officer Named



Dereck Caldwell

Dereck Caldwell has been elected operations officer for Wachovia Bank in Raleigh. The announcement was made by Will B. Spence, regional vice president.

Caldwell joined Wachovia in Winston-Salem in 1990 as a conversion analyst for the Student Financial Services Division and assumed his current position as proof supervisor at Wachovia Operations in

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