Winston-Salem Chronicle Page 26 September 1, 1994 **NEW MINORITY** Winston-Salem Chronicle **ABOUT THIS PAGE** MEMBERS Minority SECTION The information contained on this page represents a collaborative effort between the Winston-Salem Caronicle and the Minority Business Development Committee of the Winston-Salem Chamber of Com-Business Highlighting the new members of Minority The intent of this page is to inform the community of Chamber activities as they relate to minority busi-Businesses in ness community. Additionally, we hope to begin to bridge the gap between majority and minority compa-Development nies. Hopefully, as these two business groups develop closer more meaningful relationships both will pros-Winston-Salem per and our community will be a better place to live work and do business in. We encourage you to write us letters letting us know what you would like to see and any information Report that you have and would like to have printed in this page. We will be asking some of you to advertise on this page or the one next to it. We hope you will see the value in doing so and, if fact, will Call us at 722-8624 or fax your ad or letter or article 723-9173. **BUSINESS PROFILE ECONOMIC VIEWS** Hard Work Leads To Success In Office Furnishing Variable Annuities Can by VERONICA CLEMONS he took from his father and grandfa Chronicle Staff Writer ther. Trollinger is not discouraged **Provide Diversification** When Thomas P. Trollinger set out to become an CE FURNISHINGS, INC. because some people refuse to do entrepreneur, he didn't put all his eggs in one basket. business with him. "I view it as a If selling office furniture didn't work out, he would CE FURNITURE Michael J. Robinson, associate vice president. challenge," he said. have pursued real estate. SALER, N.C. (thent Dean Witter Reynolds, Inc.) While some people just don't Not only did his business, Contract Office Furwant to do business with a minority nishings, become a success, but Trollinger isn't doing Part two of two parts. · company, he said, there are other rea-Since 1977 so bad in the real estate business either. sons why his company isn't getting The Variable Annuity Can Offer Global With the full support of his family and after eight Diversification...Plus Other Advantages some contracts such as people doing years of purchasing office furniture for Wachovia business with family and the "good Corp., Trollinger began Contract Office Furnishings Over the past decade, variable-'ol boy" network. The obstacles in 1977. He and his wife were the only employees in animitie? have become an increas-Trollinger had to overcome in the the beginning. Trollinger said his wife worked just as tight popular economic vehicle for business world will be the subject of much as he did when the business was just getting off his book "In Spite of it All." releasons saving for retirement. In the ground. He laughs when he recalls many times Some of his clients are Greater "Sta industry sales in variable asking his wife whether she was going to do dinner or Memorial Hospital, Duke Hospital, summities were estimated at \$3.6 a business proposal. 29 hillion. In 1993, this figure grew to Tennessee Eastman Chemicals in Contract Office Furnishings offers to its cus-Tom Trollinger has run Contract Office Furniture since 1977. in estimated \$43.1 billion. Why? Kingsport, Tenn., Martin Marietta. tomers, located in states all across the southeast, new sizing, merging and with so many employees, people with historically low interest rates. Blue Cross-Blue Shield in South Carolina. Pepsi, R.J. and used office furniture. The company also offers inflution and higher taxes, increas-Reynolds Tobacco Co. and Siecor. are treated more like a number than individuals. other services like relocating office furniture, inventoye numbers of investors have Trollinger said his company focuses on customer He added that he has some very loval customers ry control and warehousing. Trollinger says these ser-Mike Robinson among financial institutions. His former employer. satisfaction to keep an edge on competitors. While the fined to the variable annuity and vices are offered to make Contract Office Furnishings combination of growth potential and tax benefits for their Wachovia, was his first customer. Southern National company's reputable and reliable, if a mistake is a one stop shopping center of office furniture needs." Bank, Branch Bank & Trust and Mechanics and made, employees make sure the customer is satisfied. at term investment programs. Trollinger is also involved in several real estate Farmers Bank are also customers. Not only does business keep him busy. Trollinger project such as Carver Glen, a housing development Trollinger said black business is a necessity for also serves on the local board of BB&T bank, is a Long-Term Savings Growth off Carver School Road in eastern Winston-Salem Variable Annuities provide the opportunity for long term economic growth in the black community. member of the board of directors of the East Area and the New Walkertown Shopping Center. Council and was appointed by the governor to serve with of savings. To accomplish this, many offer "To become more economically self-sufficient. Business ownership was not a totally foreign -: A wide variety of investment options, such as stock, it's crucial for our survival as a people." he said. "It's on the N.C. Economic Development Board. field to Trollinger. His exposure to the functions of a and balanced portfolios, depending upon your financial essential that we take control and look for opportuni-At his church. Metropolitan Missionary Baptist business came through his father, who owned a custonectives and risk tolerance, investments can be made in ties in our neighborhoods." Church, he serves on the board of deacons, is a Sundial service, and his grandfather who owned a paint-While Trollinger is successful in his own right. I day school teacher and chairman of the finance com-he said networking with other black-owned businessestic, global, or international portfolios whose objectives me company. lude growth, income, or growth and income.

Investment flexibility. Most variable annuities allowwher to select one or more of these investment options to at diversify their portfolios. Another plus: If investors' lives change at any time, they can transfer between the dios free of current taxes. This enables investors to decisions based on investment objectives, not current msequences

Tax-Advantaged Compounding

is sides providing investment flexibility and portfolio ation, variable annuities also ofter tax-deferred which can maximize long-term growth. And, while es are taxable upon withdrawal, any interest earning tate without current tax. This can help generate additionmps. Withdrawals prior to age 59 1/2 may also be subthe luff tax penalty.

Vortime when many Americans face an increase in their mail income tax rates, a tax-deferred compounding of ings is an advantage that can add value to a long-term wh porttolio. Tax deferral is also advantageous for indiwho receive Social Security benefits until they are "own Consult your own tax advisor before pursuing tolated investment strategy.

state for investors considering global diversification: In for their greater growth potential, investments in or securities can be added risks. These risks include is in unency rates and economic and monetary policy, is in taxation and auditing standards, and risks relatdiscal and economic developments.

recorded like more information, please write in care Western-Schem Chronicle, P.O. Box 1636, Winston-102

rom then. Itollinger said he learned things that have helped him become a successful businessman like self-motivation.

You have to be willing to work tirelessly and torge ahead when others discourage you." Trollinger said, noting that it was advice and knowledge he said

es is important. He said many of his suppliers are black-owned companies.

Contract Office Furnishings is not as large as it. could be, Trollinger said, but he believes there is more security in a small growing business than a large corporation. Many large companies, he said, are downneurs to dream, keep a positive attitude and not to be afraid of failure.

Dream beyond your circumstance and work toward that dream," he said, "and don't be afraid of failure as long as you learn from each experience and it makes you a better or wiser person.

Promotions & Appointments Winston-Salem Chamber Adds Three to Staff

The Winston-Salem Convention Visitors Burcau (CVB), of Winston-Salem Chamber of Commerce has added three new employees to their

Beth Durden staff. The employees are Beth Dur-

den. Camille Z. Roddy and Leigh Anne Walkush.

Durden has joined the staff as an administrative assistant. Durden will provide administrative support for three chamber departments to include the department of Winston-Salem business, economic development and the minority business development. Durden, a native of Soperton, Ga., attends Salem Col-

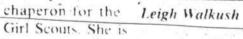
Roddy is the manager of convention sales. Roddy's responsibilities include developing the minority market accounts base: booking minority

meetings and con- Camille Z. Roddy ventions on the

national, regional and state levels for Winston-Salem/Forsyth County; and producing leads for hotels, attractions and other meeting sites in Forsyth County. In addition, she is responsible for coordinating the Central Intercollegiate Athletic Association (CIAA) Basketball Tournament in Winston-Salem:

Roddy, a graduate of the University of North Carolina at Chapel Hill, serves as chairman of the Untitled Associates

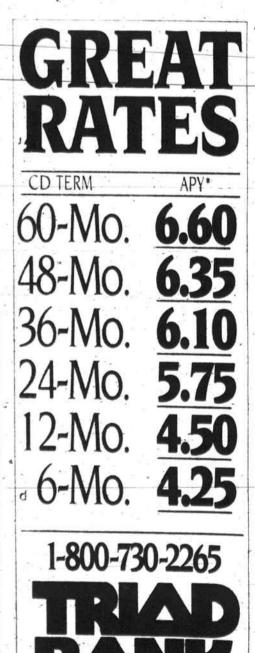
Program Committee at Reynolds House Museum of American Art. membership chairman for the Society for Study of Afro-American History and a



a past recipient of the Smithsonian Institute Museum Award for Museum Leadership and the Algernon Sydney Sullivan Chancellor's Award.

Walkush has been named housing coordinator of the CVB. As the housing coordinator. Walkush's duties include. overseeing the daily operations of the CVB's housing bureau which processes approximately 6,000 reservations annually. Walkush is responsible for working

with convention delegates, meeting planners and hotel personnel to accomodate the needs for incoming convention groups. Walkush, an native of Beaver Falls, Pa., is a graduate of Kent State University.



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A Here Is Who To Ask For Help

Small Business Resource Roundtable

- Start-up Information
- · Sources of Market Data
- · Business Planning Guidelines
- Source for Loans
- Workshop/Classes
- Free Counseling
- Marketing Strategy
- Other Assistance

Business Assistance Center Greater W-S Chamber of Commerce 1001 S. Marshall St., Suite 69 Winston-Salem, NC 27101-5993 :77-3697

ontact: Michele S. Treadwell, Director of

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Entrepreneurial Development Referral agency or clearing house for individuals who wish to start a business.

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¹³ City of Winston-Salem

- ¹⁰ City Development Office P.O. Box 2511 Winston-Salem, NC 27102 727-2741 Contact: Janet DeCreny, Economic Development Coordinator 31
- Forsyth County Public Library 11 660 West fifth Street Winston-Salem, NC 27101 727-2208 Contact: Phyllis Johnson, Business Science
 - Department

Forsyth Technical

Community College

2100 Silas Creek Parkway Winston-Salem, NC 27103 723-0371, ext. 370 Contact: Dr. Anne Hennis, Economic Development Division

Minority Business Development Program

Greater W-S Chamber of Commerce P.O. Box 1408 - 601 W. Fourth St. Winston-Salem, NC 27102 777-3787, ext. 1202 Contact: Shirley Dixon, Manager

Minority/Women's Business **Enterprise Program** P.O. Box 13025 Winston-Salem, NC 27110

Contact: Wilford R: "Bill" Dowe, Director Calvin Smart, Counselor

Small Business consulting: business planning, loan packaging; etc.

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N.C. Cooperative Extension Service 1450 Fairchild Drive Winston-Salem, NC 27105 767-8213 contact: Nita A. Royal, Area Specialized Agent Financial planning education: Triad Money Management Center

Northwest Piedmont **Development** Corporation 280 S. Liberty St. Winston-Salem, NC 27101-5288 722-9346 Contact: Denice Allen, Loan Analyst Markets, packages and services the SBA 504 fixed asset leading program