

# Nowlin Puts Forth Strong Challenge To Sales Managers

Continued From Page 4B  
Staff Area Two is the mountain staff - it covers much of Buncombe County and other counties threaded by the Blue Ridge Parkway. It also includes Transylvania, Henderson, and McDowell counties. It is an area dominated by textile workers.

J.C. Martin, 32, of Asheville, is sales manager and branch office manager of the staff. He has been with NCM for eight and one-half years and has been manager for about six years.

Melinda Lowrance, 34, of Hendersonville, has been an agent for four years. She works throughout the four counties.

J. J. Crawford, 59, of Asheville, has been an agent for 33 years. He works in Buncombe and McDowell counties.

J. L. Petty Jr., 26, of Asheville, has worked at NCM for a month. He's getting started with the company in Buncombe County.

Staff Area Six includes Charlotte and parts of Lincoln and Catawba counties. The areas are well mixed with rural and urban communities.

William Forney, 56, of Charlotte, field training and development assistant, works with this staff until a sales manager is named. He also works with orientation programs for all staff areas. He joined



Daniel Harvin  
.....Sales manager



Robert Cohen  
.....Sales manager



J.C. Martin  
.....Sales manager



Clinzo Meeks  
.....Sales manager



Idell Ligon, sales agent and treasurer of the Charlotte Agency Force, a support group for Charlotte district managers and agents.



Charles Spencer  
.....Sales Agent



Melinda Lowrance  
.....Sales agent



Doretha Davis  
.....Sales agent



Viola Barrett  
.....Sales agent



Constance Fluid, sales agent and secretary of the Charlotte Agency Force, a support group for Charlotte district agents and managers.

NCM in 1956 as an agent. He also served as sales manager in Charlotte.

Idell Ligon, 47, of Charlotte, works in north-west Charlotte, in areas including Smallwood, Double Oaks and Tryon Hills. Ligon is treasurer of

the Charlotte Agency Force. She has been an agent for 11½ years.

Mary Hinton, 26, of Charlotte, works in the Beatties Ford Road area of Charlotte and in Huntersville, Davidson and Cornelius in Mecklenburg

County. She has been an agent for four years.

Wallace Green works in the north Charlotte area. He was not available for more information.

Newt Adams, who was also not available, works in Catawba County towns.

## Ruffin Is Special Assistant To The President

Benjamin S. Ruffin joined the staff of N.C. Mutual Insurance Company, as vice president-special assistant to the president, following his most recent position as special assistant to Governor Jim Hunt.

He served as assistant to the governor from 1978 until 1984.

A native of Durham, NC, Ruffin is a graduate of North Carolina Central University where he received his B.S. degree in physical education in 1964. In 1976, he was awarded his master's of social work and social planning from the University of North Carolina at Chapel Hill.

Ruffin began his career in 1968 as executive director of United Organizations for Community Improvement. From there he became vice president of United Durham, serving in this capacity from 1971 until 1974.

In 1974, Ruffin was named Deputy Director of UDI Community Development Corporation in Durham. As the liaison between UDI Community Development Corp. and out-



Benjamin S. Ruffin  
.....Began career in 1968

side ventures, he responded to problems and provided administrative input established by the board and staff. He coordinated programs to improve operations of ventures, reviewing and evaluating their performance, while developing and maintaining relationships with federal agencies.

When Ruffin became special assistant to Governor Hunt he thereby served as the primary conduit between the Governor's Office and statewide minority population. He kept

the governor apprised of pertinent issues of minority interest, concerns, activities and problems. From studies, Ruffin made recommendations to the administration's current policies as they pertained to minority affairs.

Ruffin has lectured at NCCU, Duke University, North Carolina State University, Shaw, Princeton, and at Chapel Hill.

He serves as chairman of the Durham Housing Authority; secretary, Durham Homes, Inc. Board of Directors; first vice chairman of the Durham Committee on the Affairs of Black People. Ad-

ditionally, Ruffin is a member of Mechanics and Farmers Board of Directors, a board member of the Southern Regional Council and a member of the State Democratic Executive Committee and life member of the NAACP.

Apparently Ruffin brings a wealth of experience and knowledge to his current position with N.C. Mutual Insurance Company.



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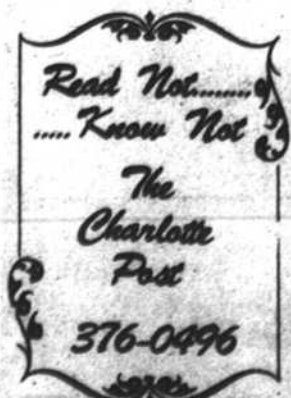
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