

Diversity Works

"For All Of Us"

Appreciating Each Other...



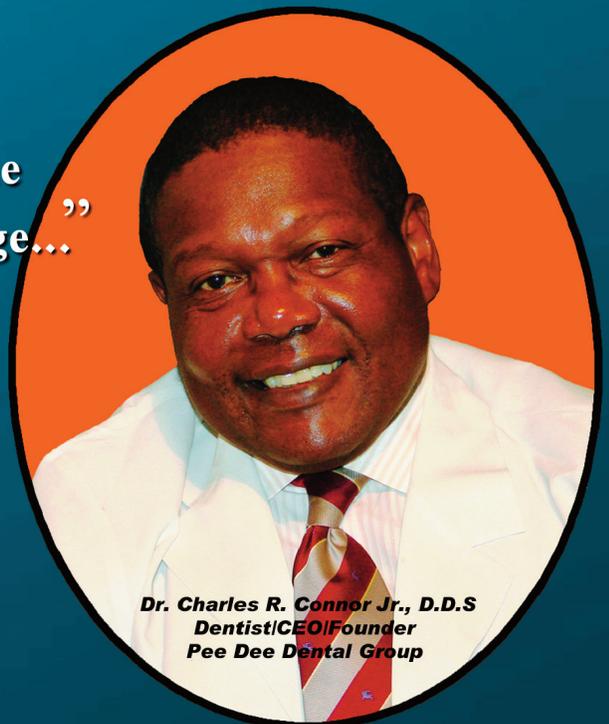
Rodney Berry ● Charlie Blake ● Efraiem Hanna ● James Aikens ● Stephanie Benjamin ● Kimberly Nelson



Kathy Heustess
President/CEO

ArborOne Farm Credit Bank

“Balanced On The
Cutting Edge...”



Dr. Charles R. Connor Jr., D.D.S
Dentist/CEO/Founder
Pee Dee Dental Group

Today's *Diversity* Consciousness

DIVERSITY



Embracing Our Differences

DiversityWorks® Is a quarterly publication that will focus on the *Importance of Diversity*. Diversity refers to human qualities that are different from the mainstream. Dimensions of diversity include, but are not limited to: age, ethnicity, gender, physical abilities/qualities, race sexual orientation, educational background, geographic location, income, martial status, military experience, parental status, religious beliefs, work experiences, and job classification. Diversity is crucial because it provides our society and culture with unique and inspirational perspectives and results. Diligently practicing diversity can create new ideas and exchanges that can be beneficial to a society, locally or globally. "Diversity Works" will be distributed to the various school districts, libraries, businesses, colleges, government/private agencies and organizations via print and the global electronic and digital presence.

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Rennie Lunn- McAllister
Editor -In- Chief

About This Issue

2012 has caught us gasping for breath from laughter and celebration of our service-oriented and awareness raising magazine that launched a mere three months ago. However, it has been a lifetime that we have put into it, having pressed down and shaken together the sum of all our (staff and featured subjects) collective parts to produce this edition.

We invite and insist that you join us in a walk through our history and focus on a victorious future with a scientist who contributed to and rose above the tumultuous civil rights era as only **Dr. Charles R. Conner, Jr.** can tell it on page 8, while **Marion Mayor Rodney Berry** on page 3 explains how delicate the balance is when as a public servant he works to fuel the economic engine in one of this state's most challenged counties.

Globetrekker **Efraiem Hanna** delights on page 4 in the realization of his lifelong dream coming true as an American citizen and **Heritage Arts Festival Executive Director Josellia Williams** on page 7 opens minds and doors to the Savannah Grove Baptist Church 3-day Black History celebration.

Newly promoted **ArborOne Farm Credit Bank President/CEO Kathy Heustess** shines on page 11, **ADP Director of Operations James Aikens**

shares on page 12 the corporate plan to empower young people and **LaShonda Nesmith** on page 19 debuts her **EM-BRACE** organization.

As always, **Charlie Blake** enlightens and stimulates thought for a different type of New Year's resolution in his article on page 9, while young entrepreneur **Robby Hill** pledges to bring other youth along as he accepts that responsibility along with his award in the page 21 article.

Raise your glass in a toast for award-winning **Victor's Bistro** and try to keep your palate under control as you read on page 5 about Florence's only triple A 3-Diamond restaurant that has been voted "Best of the Pee Dee" for eight consecutive years.

Darlington Police Department Sargeant Kimberly Nelson appears to have broken all the barriers that once hindered young, Black small town girls and she remembers what going through those changing times in a page 15 story.

On page 13, **Florence Career Center Furniture Repair Program Instructor Stephanie Benjamin** reveals how she keeps students engaged and put stereotypes aside for the sake of learning, while **Clean World USA President/CEO Dennis Hempstead** on page 17 discloses

how supplier diversity grew his multi million dollar business and **Anderson Brothers Bank** continues to evolve while holding its family-owned niche in a page 18 article.

Two events you want to set your clock and calendar for are highlighted on pages 20 and 22, the first being the **2012 Florence Short Film Showcase** and the second being **Florence Civic Center's Blockbuster** gospel concert.

Leo Woodberry on page 23 introduces a relatively new school of thought for reinvigorating the American and global economies that is worth the effort.

Because this publication seeks to cover as much content in the three months it immediately circulates, we cannot omit the worthy calendar items that occur in the first quarter of the year. We pay homage to the memory and service of the late **Dr. Martin Luther King, Jr.** on page 6, say thanks to our noted **Black History champions** on page 10 and herald the triumphs of **women** on page 16.

Enjoy and share with at least 25 people!

Rennie Lunn-McAllister
Editor In Chief

You can view copies of **Diversity Works®** by visiting the following websites:
www.dmmadvertisingandmarketing.com and **www.diversityworkssc.com**

There is also the opportunity for you to subscribe to receive a hard copy of **Diversity Works®** quarterly magazine that will be sent directly to your home or place of business. Just complete the subscription form that is located at **www.diversityworkssc.com** and submit.

With any questions feel free to contact us at (843) 669-5929

"Our Success Is Your Success"



Rodney Berry
MAYOR
The City of Marion

Dual Roles Demand Diversity

From where he sits, Rodney Berry has at least two solid reasons to reverence the value of diversity in his place(s) of work. The Hon. Mr. Berry is mayor of the historic City of Marion and serves as executive director of the county's Economic Development Commission. So, operating in the middle of those populations, he has to really manage the heat in a kitchen like that.

"I strongly believe an organization should resemble the customers they serve. In our case, we are a municipality; we are not a niche business. We serve all the people, therefore to effectively serve our clients it is important that we understand the issues our citizens face. The old saying 'walking with people is much more effective than telling them how to walk' creates more trust for an organization," he said.

And trust is key because in delivering diversity best practices, no one knows all the answers. "Diversity in the workplace will always be a journey. I think a continuous effort will always be necessary too... it is an evolving word as our country (and world) become more complex every year," he continued, adding his belief that "diversity always promotes a creative perspective while a lack of it encourages a stagnant environment where potential is rarely reached. A unanimous likemindedness rarely produces originality."

Being successful at the balancing act of fueling the economic engine in a challenged county and pleasing his '7,000 bosses' (citizens) in the city limits, Berry says he ensures proper management of diversity observances and practices by the public gauge. "I think customers serve as a line of defense for workforce equality. They are usually the first to be vocal about

a service a company renders them as not acceptable. It is not an isolated incident; business leaders should investigate whether or not the culprit is deriving from a lack of diversity

Berry adds that diversity invites and promotes respect. "There is a natural curiosity about others that are not just like us. Older folks may provide more wisdom while younger folks may exhibit more energy. A male may learn to appreciate the many added roles women take on as a mother after (work) hours. Often racial differences are recognized for what they are – simply a different skin tone. A diverse environment without question fosters the most conducive environment through excellence in any organization," he told.

As for what his organizations do better than their competitors to stand out, Berry says that on more than one occasion he has seen a city employee picking up random trash around town on a Saturday during their leisure time." I've never heard an employee utter the words 'that's not my job'. We are a small workforce which requires each to pitch in areas outside our official scope of work. Ultimately, I believe it is our creativity that separates us. We put a lot of value on creativity. Often it is creativity that allows us to hurdle obstacles that hard work alone won't hurdle. Diversity and creativity are kindred spirits!" he cheered.

With one of the highest unemployment rates in the state, Marion has a few immediate goals: to continue to create

opportunities for its citizens, to increase technical literacy, to delete the high unemployment and all the negatives that accompany it and to prepare the working class for the new employment that is surely coming their way in the near future. "Recently we announced our Swamp Fox Higher Education Center. In one of our existing buildings we now have a collaborative effort by Francis Marion University, Coastal Carolina and Florence-Darlington TEC. All three institutions are conducting classes right here in our city. We also recently opened a state-of-the-art computer lab at the same location. These initiatives are designed to make our citizens and our city stronger. Last year we announced the Marion Boys and Girls Club which has been a huge success.

He explained that Marion's individual and corporate competitive advantages are its people. "Our customers – the citizens of Marion—are a resilient bunch with strong character and integrity. There is a genuine love for this place we call home and our neighbors. Over the Christmas holidays donations were given from our citizens to purchase over 120 large food boxes for our less fortunate citizens. Though it was Christmas, I have no doubt this could be accomplished anytime of the year. We are known all over the state for our beautiful homes, picturesque farms, scenic landscapes and so forth and I can testify that the citizens' hearts match that of the physical appeal," he said.



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Efraiem Hanna
Actor

Adaptable Face & Accent *Add Value* To This Actor's Talent

Whether on stage, screen or in person, Efraiem Hanna's happy Middle Eastern face is authentic. When the Cairo, Egypt native achieved his goal to join his family in America in 1999, he also aggressively sought to live out his passion for acting. And he hasn't wasted any of those 11 years living the dream.

Before settling in the melting pot he had earned an accounting degree and traveled to Paris and other parts of the globe, but he knew his second home would be America.

"I am always optimistic so I like to laugh and make others laugh and have fun, too. Don't be surprised to see me upbeat very early in the morning even. Just ask my friends and family. I do believe that life is too short so we gotta stop worrying so much," he said in a fusion of his multi-lingual speech.

As ambitious as he is happy, Hanna says he always does his best to attain goals. "It was my dream to come to the USA since I was a child especially since that my uncle moved to the USA about 42 years ago, but more importantly, it's a free country with more opportunities for hard workers like me. I know that it's in an individual's own hands to succeed or not," he maintains, although he did learn that life in some of these cities is not as easy and carefree as he thought before arriving.

"A lot of opportunities, yes; a lot of open doors, well, on that you have to press harder and even knock on some windows, too, if you don't fit the mainstream stereotype," he recalls of his first experiences in the new culture.

However, his positive attitude gets him callbacks all the time, not to mention his main roles. The soccer player, sports enthusiast and news junkie has played diverse roles in his short career but he prefers comedic presentations. Landing what he calls a "small role" in *Terror At Ten Acres*, he went on to earn high praises in a NIKE® TV commercial, grew to be featured in a music video (with two new ones pending for Anthony Lewis) and now is advanced to again play a supporting role as 'Bobby' the store manager in KOA Films' *Ticket To Hell*, soon to be exposed in a few film festivals. Kicking 2012 off strong, Hanna is booked for a feature film *Mixer* with producer/director Nick Lanciano, coupled with a lead role in a TV pilot which he cannot discuss just yet.

Even after getting his second (Business) degree in the United States the going was rather tough but his perseverance, manners and yes, happy face, continues to warm casting directors' hearts and open doors. "I was actually concerned for a while because in the beginning of a career it is not easy getting a good agent... until re-

cently. Now I have three good agents who believe in me and once I become a SAG (Screen Actors Guild) actor, I know I'll get better chances in movies and television series," he said.

Because of his striking looks, forward thinking and physical attributes, he could portray diverse roles ranging from a schoolboy, runway model, or terrorist to a principal or priest, but he is far too personable and he will let anyone know in no uncertain terms that his infectious happiness comes from his love for what he is doing and it is hilariously contagious from his website www.efraiemhanna.com.

THE 25TH ANNUAL PUTNAM COUNTY SPELLING BEE is a hilarious tale of overachievers' angst chronicling the experience of six adolescent outsiders vying for the spelling championship of a lifetime. The show's Tony Award winning creative team has created the unlikeliest of hit musicals about the unlikeliest of heroes: a quirky yet charming cast of outsiders for whom a spelling bee is the one place where they can stand out and fit in at the same time.

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january 20-28, 2012

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“Best of the Pee Dee” For Fine Dining 8 Years In A Row!



VICTORS B I S T R O

Only one restaurant has been named “Best of the Pee Dee” for fine dining eight years in a row. That restaurant is Victor’s Bistro, and it is the only AAA 3-Diamond restaurant in Florence.

Victor’s first opened in 1998, but moved to its current location on Irby Street in 2003 to accommodate a growing clientele. Tim and Anne Norwood purchased Victor’s, and under their ownership, the restaurant has seen much success and growth.

Executive Chef Tommy Crayton specializes in using fresh ingredients that are sourced locally whenever possible. This commitment to excellence in the kitchen translates into some of Florence’s favorite dishes.

Duck Bruschetta, Rack of Lamb, Bistro Oysters, and Victor’s Veal Chop are a few of the menu items at Victor’s that are very popular with Florence foodies.

“I love being able to create fresh, healthy food that is free of unnatural preservatives,” said Executive Chef Tommy Crayton. “I find fresh fish, meats, and vegetables – if I wouldn’t serve it to

my family, I won’t serve it to yours.”

Victor’s is also a popular lunch spot with local diners. Popular dishes include the She Crab Soup, Chicken & Pasta Salad, and the Victor’s BLT Sandwich.

“Benton Dargan gave me his recipe for broccoli cornbread,” said Tommy Crayton.

“A lot of locals miss Benton’s [restaurant], so we are excited to bring back Benton’s signature cornbread during lunch at Victor’s.”

As part of Tim Norwood’s commitment to invest in

downtown revitalization, Victor’s Bistro will have a new home in a 53-room boutique hotel in downtown Florence.

The new Victor’s Bistro will offer an updated lunch and dinner service, as well as a complete breakfast menu and room service for hotel guests.

Victor’s Bistro currently has one of the premier catering services in the area, and the catering options will grow with the new location. “We will be able to offer more room for dining, and for special events,” said Tim Norwood, Owner. “This new location is going to be a fun, new gathering place for Florence.”



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Dr. Martin Luther King, Jr.

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"An individual has not started living until he can rise above the narrow confines of his individualistic concerns of the broader concerns of all humanity." MLK, Jr.

Life's most persistent and urgent question is, 'What are you doing for others?' MLK, Jr.

"I have a dream... that one day people will not be judged by the color of their skin but by the content of their character." MLK, Jr.

"Darkness can not drive out darkness, only light can do that. Hate can not drive out hate, only love can do that." MLK, Jr.

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Josellia Williams
Executive Director
Heritage Arts Festival

“Lifting Every *Voice* As We Celebrate The Arts”

for his tunes “While the Blood” and “They Call Me Crazy.” His gospel music will surely mesmerize and stir up the spirit.

On Friday at 1 pm and Saturday morning at 11 am, there will be Special Designs Quilting Classes conducted by Dr. Marlena O’Bryant Seabrook. Dr. Seabrook is a nationally known quilter from Charleston, whose works have been displayed over the nation and has won several national and international awards for her quilting.

There will also be a children’s corner with hands-on arts and crafts, storytelling, and a puppet show.

We have formed a steering committee of community leaders to serve and collaborate on this project. They are Sam Fryer, a Behavioral Specialist in Florence County School District One; Pamela Little-McDaniel, Information Specialist with Florence County School District One; Rennie Lunn-McAllister, musician, communications executive/consultant; Ruthene McAllister, a member of the Florence County Special Needs and Disabilities Board; Emma Green, SGBC Administrative Affairs; Ed Self, the Minister of Music at Ebenezer Baptist Church, Ebenezer Road, Florence, South Carolina; Dr. Irene Singletery, Yvonne Jones, a member of the Pan-Hellenic Council, Florence Chapter and President of the Benedict College Alumni Association, Flo. Chapter; Gwendolyn James, the SGBC Adult Daycare Site Manager, and Tyron Jones, the SGBC Events Minister and Information Technology Spe-

cialist with the First Reliance Bank of Florence, South Carolina; and Josiellia Williams, the SGBC Minister of Fine Arts and Executive Director of the Wardy Heritage Arts Foundation. These people were chosen because of their roles in the community, as well as for the expertise they have in the fields in which they are engaged..

The mission of the Heritage Arts Festival is to educate, preserve, expose and support the arts in a multicultural world. Our vision is to enhance the appreciation of the arts. It is our goal to reach people of all ages, races, color and creed. We must all be educated and exposed to each others cultures. Therefore, in commemoration of Black History month, we’ve decided to execute this project and focus on the mission and the vision of the organization in planning and preparation. We’ve chosen to call it a heritage arts festival because there is a link in the heritage of all people. As we learn about each other we find common ground in our cultures, and in this we must celebrate each other.

It is of great importance to make sure that seniors, adult citizens and children are served in our community. So many times our seniors are neglected and lost in the flow of everyday life when they reach a certain age. In this project the young are serving the elderly and the disadvantaged. This gives each group a sense of inclusion and the young a responsibility to our elderly and special needs population.

A dear friend once said to me, “Why don’t you have an arts festival”. My reply was, “Only if you agree to help me”. Thus the Heritage Arts Festival was born. The festival is now celebrating its third year and gaining momentum annually.

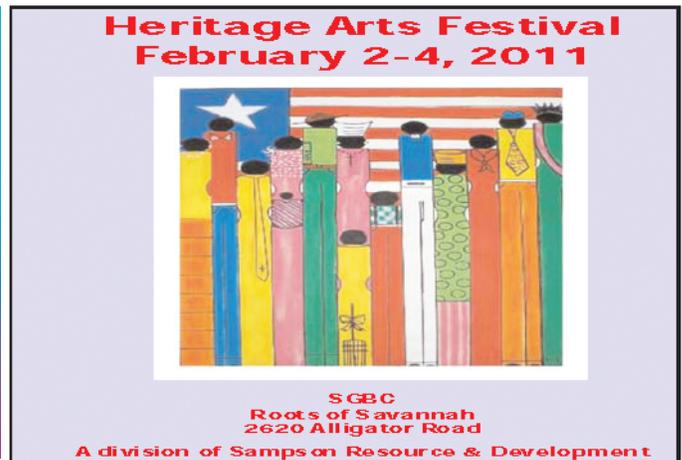
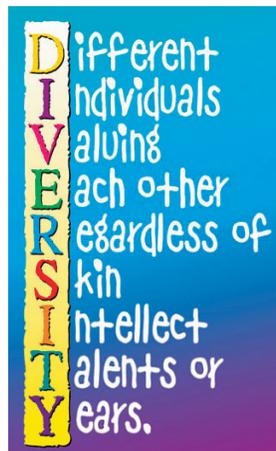
The festival was developed with the purpose in mind of educating and exposing the community to all facets of the arts. That is why the festival’s motto is “Lifting Every Voice as We Celebrate the Arts.”

This year the festival is planned for February 2, 3, & 4, 2012, taking place at the Savannah Grove Baptist Church in the Roots of Savannah.

Opening 10 a.m. Thursday thru Saturday, the exhibit will be free to the public, showcasing works of several local artists. Our featured artist this year is Bruce Graves, owner of Bellgeel Steel Fuzion Art. His artistic creations are developed by using steel as his canvas and fusing it together to create images and his goal is to bring about a change in the art world, using a new and different way of creating images and sculptures.

Also featured will be the work of our Artist-In-Residence, Mr. Harry McFadden as well as young artists of the local schools in Florence District One elementary schools: Delmae, Greenwood, North Vista and Savannah Grove.

Each day has been designed to concentrate on a targeted age group. Thursday’s activities will be targeting senior citizens of the community with arts & crafts along with a Matriarch/Patriarch Luncheon, featuring the musical legend Rev. Norris Turner. Rev. Turner is a pastor and gospel music recording artist famous





Dr. Charles R. Conner Jr., D.D.S
Dentist/Founder/CEO
Pee Dee Dental Group

WORLD CLASS DENTIST *Pushes* TOWARD THE NEXT FRONTIER

“I speak for you. Excellence cuts through all nonsense. You cannot stay on one side of the street and be successful... there is great need for services all around.”

And service is what he does, whether as former pastor of a multi-cultural church, father of four, husband, golfer, student or lecturer, this scientist who possesses a love for lifelong learning is a giver and a worshipper. With six years’ military service, countless leadership and humanitarian awards, numerous religious, professional, civic and fraternal affiliations, he says that he has a lot to be grateful for and believes that to whom much is given, from them much is required. Gesturing about his spacious office on West Cheves Street, he said, “I think this place was ordained by God and here’s why. I was employed at (company confidential) and opened my own place at the same time, even hired an associate at my new alternate site. When my employer found out about my entrepreneurship they told me to close the other site or else and ‘you have 30 days’. Well I told them that I didn’t need 30 days; I can pack today. After I left I went looking around town for a building and I saw some that would work if I really tried to make them work. But when I saw these stained glass windows, I knew that I had found it. I got out of my car and kneeled on the ground and prayed. I even opened the hood of my car (to deflect attention) so that no one would think I was crazy just kneeling down there on the ground.”

Shortly after that a mystery caller offered him the building and even financed it so he is will never be convinced that this miracle was not from the Divine.

Certain that his father (the late Rev. Charles Conner, Sr.) did not make him choose to become a pastor, he similarly yields no power upon his own son who graduates dental school in three months. And though Dr. Conner’s hope is that one of his namesakes will join him in the practice, he encourages independent, informed decision-making for his children as he does his clients.

Agreeing that yesterday’s affirmative action was the precursor to today’s diversity consciousness, Dr. Conner says that affirmative action was “not as crucial for me as it was my children. For example, one

of my sons attended Davidson and Duke, then Morehouse and Meharry. And where there were maybe ten girls in my class 32 years ago, there are some 25 in his today.”

To an observer outside the classroom or profession, Conner says that diversity and equal opportunity may not appear to be practiced in balance. “But consider this: many women don’t practice for a lifetime... they get married and raise families; then, too, medical schools don’t produce as many female doctors and dentists typically.

In his effort to prepare the next generation of dentists, Dr. Conner lectures at the Florence-Darlington TEC’s school of dentistry, has published works and conducts seminars. He says these avocations are mutually beneficial because he gets to see from the lectern the best and brightest students, some of which he usually hires after graduation so that his staff is diverse, also. “I am fortunate to have employees who represent what I believe in,” he said, noting that the most tenured of his five staffers has been at the Pee Dee Dental Group for 26 years. They are all trained to offer patients three options toward solution for permanent teeth: the best option (implants), medium option (a combination compromise) and the most economic option (dentures).

On a recent professional development trip to Texas, Dr. Conner and one of his sons operated a CAD cam system that has the capability to manufacture crowns and bridges in one day. “When I first introduced implantology to this area, that was the cutting edge, now, with the economy like it is, competition is steeper and I plan to step ahead of the curve and save the patient (waiting and repeat visit) time with this new available technology, the new cutting edge,” he said.

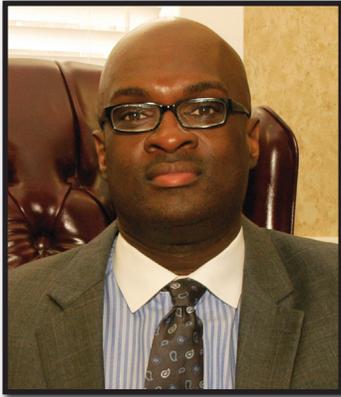
For someone as accomplished as he, Dr. Conner surely has an invention that he would like to patent one day. “That’s in the corner of my mind; however, I might save that for someone whose life I may have touched, one of those to follow me. Any success that I may realize is due to God,” says the man who even sometimes prays with his patients.

If the sky is the limit when it’s reached, Dr. Charles R. Conner, Jr. is the type of pioneering spirit who would build a new sky. When he moved back home to set up his dental practice, he invited other noted dentists, laboratory technicians, oral surgeons, equipment suppliers and those closely related to the profession to a forum aimed at launching a new wave of patient care – implantology. His naysaying colleagues politely thumbed down the idea, expressing to the young visionary that ‘it just would not work in Florence.’

“Of course, I didn’t get dissuaded because my philosophy is that people will buy into whatever they (can) see in the results, no matter the cost. Plus, the nearest implant servicer was 100 miles away,” said the now sage veteran in a recent interview.

Striking out on his own, he has never looked back and is still a frontrunner in the race to achieve his goal of being the best in the world. Serving clients from almost every state in the union to patients from Switzerland, Russia and Istanbul, he is proud of his signature art. “I know my work anywhere...from actresses on popular television series to CNN anchors, I can look at or in a person’s mouth and recognize my work and it’s really wonderful to see a smile that I created; I get more than just satisfaction because to take a customer from low self esteem to be bold enough for front row or front page is measure aplenty,” he beamed humbly.

Crediting the diversity of his background, employment, staff, sacrifices and experiences, he has earned the celebrated global reputation of being ‘painless’ to word of mouth (no pun intended) exposure. “That just goes to show you that you have to have diversity in order to make everything work well. You let excellence



Charlie Blake
Attorney
Finklea Law Firm

New Year... New Resolutions...

Many people commence the year with a list of resolutions designed to improve their overall well-being. On a yearly basis, we endeavor to exercise more, eat healthier, or shop less along with a litany of other ambitious goals. In the midst of this planning, many people fail to ensure that they are adequately protected under the law. While it is an impossible task to cover the many areas of law that one should consider, there are a few simple resolutions that everyone

should commit to in the upcoming year. The benefits of proper estate planning cannot be understated. Ranging from trusts to power of attorney forms, several suitable alternatives are available to a client. At a minimum, a simple will is recommended as a foundation for your estate planning. A will provides a solid framework for the distribution of your property and other assets. Also, a desired course of action can be clarified for the custody and care of any minor children upon your death. This alternative is cost effective and can be done in a short duration of time. Another recommendation is to evaluate your insurance coverage. Inadequate automobile or homeowner's insurance coverage exposes your personal assets in the event that you are liable for an acci-

dent that injures someone in an amount in excess of your available insurance coverage. Also, your budget should include purchasing a life insurance policy that meets the needs of your family upon your death. Finally, you should review the beneficiaries on your policies to ensure that no changes are needed. The law is always evolving and we should aspire to stay better informed in the upcoming year. Ranging from the adoption of local ordinances and resolutions to changes in federal law, our lives are consistently impacted by legal changes that go largely unnoticed. An ideal starting point in dealing with the changing legal environment is to make those few simple changes that could protect you and your family under the law.

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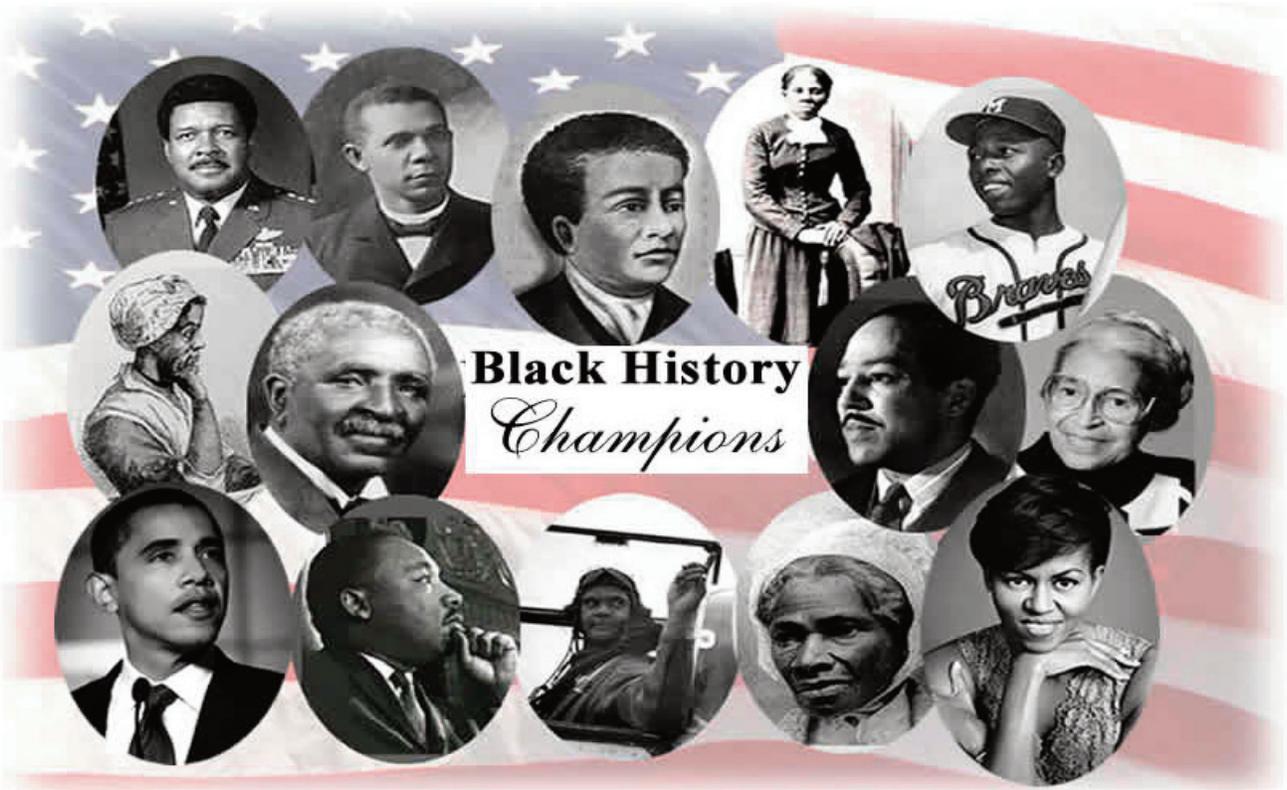
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Kathy Heustess
President/CEO
ArborOne Farm Credit Bank

This Is An Implementation Of The Association's *Succession Plan*

As of January 1, 2012, ArborOne Farm Credit has a new President and Chief Executive Officer, Kathy Heustess. ArborOne is a part of the national Farm Credit System and serves the twelve counties of the Pee Dee region of South Carolina.

The board chose Heustess as the successor of retiring president and chief executive officer, Jack Shuler.

Working at ArborOne for 22 years, Heustess brings a wealth of knowledge with her into the position. Hired in 1989 as controller, she was promoted to chief financial officer shortly thereafter and in 2008 became chief operating officer. During her four years as COO, Heustess has been responsible for the day to day operations as well as deeply involved in the planning and implementation of the strategic business plan and vision for ArborOne.

A native of Horry County, Kathy has a farming background and has spent her entire life in the Pee Dee region of South Carolina. A graduate of Francis Marion University in Florence, SC, with a Bachelor of Science degree in Business Administration, she holds a CPA designation in S.C.

In announcing Heustess' promotion, Board Chairman Ward said, "This is an implementation of the association's succession plan." Noting Heustess' depth of experience in the association's financial and credit areas, he added, "Kathy is uniquely qualified for this position; her knowledge and dedication have long been recognized by the board and me."

Before joining ArborOne, Heustess worked with Cargill, Inc. and a local CPA firm. Heustess and her husband, Billy, live in Florence, SC, and they have 2 sons.

ArborOne Farm Credit, headquartered in Florence, South Carolina, is an agricultural lending cooperative owned by its member-borrowers. It provides farm loans for land, equipment, livestock and production, rural home mortgages as well as crop and life insurance. It is part of the national Farm Credit System, a network of financial cooperatives established in 1916 to provide a dependable source of credit to farmers and rural America. For more information, visit ArborOne.com.

“Heustess brings a wealth of knowledge with her into the position”

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Automatic Data Processing (ADP) with about \$10 billion in revenues and approximately 570,000 clients, is one of the world's largest providers of business outsourcing solutions. Leveraging over 60 years of experience, ADP offers a wide range of human resources, payroll, tax and benefits administration solutions from a single source. With the company's size, ADP associates come from many backgrounds, and it is this diversity that helps drive ADP's success in the marketplace.

Diversity and inclusion are core values to driving business success at ADP. These overall corporate values are carried down to local office levels, where individual associate groups make a difference throughout the year.

The number of associates that take part in supporting diversity is large, in part because of the range of associate groups that receive focus. Groups including women, African-Americans, Hispanic-Americans, and GLBT (Gay, Lesbian, Bi-Sexual & Transgender) – each bring focus to specific local causes near their ADP facility.

This inclusive work environment translates into a number of job related opportunities, and provides education and learning opportunities for associates. Driving these job opportunities also starts with a strong connection to the local communities around ADP offices, and campus activities designed to attract top college graduates.

In 2011, the ADP Summer Internship Program was very successful. The 10-week program included 69 college students interning with assignments in all ADP business units in over 25 locations across the US and Canada. Interns had a great summer gaining experience and exposure to our organization, our business and our culture. Interns completed projects ranging from social media marketing, and conducting sales calls to developing innovative processes and analyzing data.

ADP has a strong focus on young people and education which was evident in a variety of programs during 2011. In April, ADP participated in the E.B. Williams Honors Banquet on the campus of Morehouse College in Atlanta, GA. This annual event honors outstanding academic achievement within the Division of Business Administration and Economics. ADP also participated in the campus career events at Tuskegee University in Alabama, and South Carolina State University in Orangeburg.

The focus on diversity at the corporate level is cascaded down to local ADP offices through ADP associates' involvement in Associate Resource Groups and local Diversity Councils. These

groups provide forums for diverse individuals at ADP to support each other and their communities, and foster associate development through learning programs.

In the ADP office in Florence, associates are very active supporting the community around the Pee Dee region. Associates participated in educational programs throughout 2011 around Chinese New Year, Black History month, Women's History month, and Supporting Our Troops. These programs highlight diversity and give all associates the chance to broaden their experience and knowledge.

Florence associates also brought their energy in helping local groups with community projects. The ADP Florence Diversity Council teamed up with the United Way on their Day of Caring to help improve the community. 2011 projects also included working with senior citizens and repairing gymnasium floors at a local Boys & Girls Club facility. ADP had the largest group of volunteers from a single company at the United Way Pee Dee area event.

The combination of corporate support and local action have made ADP a more diverse and successful company. It contributed to ADP being recognized in Diversity Inc. Magazine's Top 50 companies in 2011. Associates benefit from the education of diversity and inclusion to better understand and respect individuals from all backgrounds, which in turn strengthens the corporate culture. ADP is proud to continue its commitment to diversity and community giving throughout 2012.



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Florence Career Center Exemplifies Diversity in Education

India says with a huge smile, "I like this class very much because I have learned to do so many things. I used to have a bad attitude but being in here has changed the way I think about myself and how I treat others. I feel like I can do anything!"

Divante says, "I like coming to this class. I have two teachers that care about me and help me. I love taking old stuff and making it new again. I like all my classmates and we have a good time."



Stephanie Benjamin
Instructor
Furniture Repair Program

The Basic Home Repair and Maintenance class at the Florence Career Center exemplifies diversity in education. There is an inclusive classroom atmosphere that embraces high school students with different learning styles, religions, and ethnic backgrounds. While the concept of the class is to teach students "hands-on" work skills, the concept stretches far beyond the classroom.

Students learn to use hand tools and power tools in a safe and proper manner. They learn to sand, stain, paint and polyurethane. They learn to measure, cut and build. They learn to take old, broken, unwanted furniture and create a finished product with new life. Students from three area high schools learn to work together as a team and to put stereotypes behind them.

Some students, for the first time in their academic careers, have a feeling of personal success. Students with a variety of Learning Disabilities, Autism, and Behavioral Disorders find themselves working to-

gether. When working on furniture, students are able to see their progress. They are able to measure their success as they complete the job.

The class is a working shop. Students work on furniture that has been donated or purchased at yard sales. They decide what they would like the finished project to look like and they begin working on it. They have to keep in mind the supply cost and ultimate sales price. When the fur-

niture is finished, it is placed in the front of the shop for sale. The name of the shop is The Furniture Class and all proceeds from sales are put into a class account to buy additional furniture, supplies and tools. The shop is located at 126 E. Howe Springs Road at the Florence Career Center.

The students take a great deal of pride in their work and love when people come to the classroom to shop.



Florence Career Center Students

Floyd says, "I like this class because you can take your time learning things in different ways. I had to learn math to measure and build. I love looking at my work when finish a project."

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**Kimberly Nelson
Sargeant**

Darlington Police Department

A famous line from the movie *Angels In The Outfield* simply says of a miraculous baseball game ending "...it can happen" and thanks to the fruit of an affirmative action plan that was planted before Kimberly Nelson was even born, she is now a sargeant with her hometown police department.

Currently an investigator, public information officer and victim's advocate, the 13 year veteran has become quite a leader and she attributes her meteoric rise to hard work on her part and fair, equal treatment from her department and work environment. "Diversity is important because people from different backgrounds can have different ideas. If everyone had grown up in the same way, with the same education and culture and world views, then many of those people would tend to think alike and to approach the world in similar ways... with no chance of different outcomes. This is not necessarily a bad thing; it just means that limitations would rule," she said in a recent interview.

As for diversity in the workplace, she believes its value is found in "those human qualities that are different from our own and outside the groups to which we belong, yet present in others. In my role at work, in order to ensure proper management of diversity observances and practices, I try to respect others' beliefs and practices."

Nelson sees much room for the entire world to grow in a positive direction when it comes to diversity. "It's about learning from others who are not the same. It's about dignity and respect for all, and about creating the place wherever you are to be an environment where you practice and encourage wholesome, helpful, meaningful interaction with others" whether in an interrogation room, courtroom or between two cities, counties or countries.

Dealing daily with people from all type backgrounds, she treads consciously and professionally taking into consideration the subject's education, family and parental status, geographic location, outlook and sensitivity. "The organization that I work for embraces diversity and understands that to be successful at its mission to serve and protect every client we encounter deserves our treating them by being inclusive of the totality of not just the(ir) crime or complaint, but of the(ir) circumstances," she said.

In its ongoing quest to satisfy the requirements to completely serve the entire community, the department, she says, is constantly facing down the challenges of meeting the expectations of others and finding qualified employees who are diverse. "Meeting new people everyday gives us a view of who we are dealing with,

Young, *Female,* African American Sargeant In A Small Town

keeps us alert and on top of the issues that we may be called to assist folk with," Sgt. Nelson said, adding that she is doubly benefited by the opportunity to grow through the educational sessions offered by her profession.

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In Celebration of Women

Women's History Month enables you to remember, honor and thank the women who have helped to shape your life. It might be your mother, grandmother, aunt, sister, teacher, neighbor, or friend and the positive mark they have made.

Diversity Works© magazine is proud to join the chorus of celebrants during March as we observe Women's History Month. We asked some leading ladies in the community and the state to share their reflections on the distance we as a gender have come and what would be a significant gain for us in the present age.

"A significant gain for women in 2012 would be to become more empowered with handling financial matters. All women need to seriously look at ways to enhance future living and retirement expectations through strategically building savings portfolios. It doesn't take a lot and most of us don't have excess, but we as women should engage in a systematic method of sacrificing now."



Joyce M. Durant



Atty Sarah Leverette

There are so many goals to be reached in the gender equality battle. According to those in the forefront of the effort, after some years of progress we are seeing a reversal in the move toward equality. We must realize that much of the resistance to gender equality lies in the culture of our society. Even with legislation such as the equal pay acts as they were passed and improved over the years, we still are forced into a battle in the courts. (Example, the Walmart case for equal pay.) Though culture change is often incremental and difficult to achieve, we need to focus on educating our citizens and especially our young people of the necessity of gender equality and inclusion of women in all areas if our country is to reach its full potential. In addition to the moral implications involved, gender exclusion and inequality denies society access to the minds and talents of a demographic majority -- I would point out areas of importance. --the absence of women in government at all levels.

the failure to attain realistic equal pay, women's health care imbalance and the increasing attacks on reproductive rights.



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“Supplier *Diversity* Has Been a Key Element To Our *Business Success*”



Dennis Hempstead
President/CEO
Clean World USA

“The impact of a \$2.5 million plus annual payroll in our operating area is tremendous”

Supplier Diversity has been a key element to our business success. We found that there are major corporations that seek out quality companies such as ours to do business with. Supplier diversity initiatives established by such companies as SCANA, Progress Energy, Duke Power, Cape Fear Valley Health Systems, Medical University of

South Carolina, Honda USA, Roche Carolina and Johnson Controls to name a few have all contributed to our success in the past as well as the present. Through these business relationships we have been able to employ over 200 employees and subcontractors and help provide decent jobs so that they could help support their families as well as their communities. The impact of a \$2.5 million plus annual payroll in our operating area is tremendous when you think of the impact small minority businesses can have when other companies decide that not only is it the right thing to do but it is also good business. Real estate professionals, car dealers, grocery stores, furniture stores, restaurants and all the in-between benefit when supplier diversity is promoted. Civic organizations benefit from the support of these companies in providing people to volunteer in leadership capacities within their communities. What supplier diversity does is open up the doors for ambitious minority entrepreneurs to help grow their businesses in size and scale to where they can help ease the load on local and state governments in having to provide economic support to the many unemployed and underemployed people that cause a drain on tax revenue resources. When a business community embraces supplier diversity, it really causes a synergistic effect. Most minority companies hire and employ minorities that are otherwise left out of the economic engines that provide most of the growth and success of their communities. It's not necessarily a quote unquote racism problem but it's an awareness problem. When major corporations open up their businesses to minority-owned businesses they create a wealth affect wherein people now have the resources to clean up their own communities, they have the resources to educate their youth and provide safe nurturing environments for their children to grow up in and produce contributing members to society in the future. I personally believe that most communities would see an economic boom and that is really what this supplier diversity is all about. It's a new way of thinking about a way to solve and age-old problem...how do you get everybody on the team pulling together for the good of the whole...include left out groups in your day to day business relationships and the sky is the limit.

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Anderson Brothers Bank To Celebrate "79" Years

Anderson Brothers Bank had its beginning in February 1933 during the Depression period, days of little confidence and less money. Mr. Ernest Anderson and his brother, Mr. Bishop Bonar Anderson, responded to the needs of several tobacco warehousemen from Mullins who requested assistance in financing the Mullins tobacco market. The plight in Mullins was based on the fact that no bank was operating and no "city" bank was interested in financing a small town tobacco market. Warehousemen had appealed to large banks in Charlotte, Wilmington, Columbia, and Florence to no avail. Without a local bank, not only might Mullins lose its market, but several of the operators may lose their homes and farms as well.



Anderson Brothers Bank had its origin in the back of the Anderson Warehouse in Mullins as a small office that was set up to finance the Mullins tobacco market. Financing meant loaning money to warehousemen so they could issue checks to farmers immediately following the sale of tobacco. Warehouse loans were paid off as tobacco companies such as Reynolds, American, Imperial and the like paid the warehouses several days or weeks later for the tobacco they had bought. The small office at the back of the warehouse turned into a depository and eventually moved to Main Street, across from the bank's present main office in Mullins.

Financing the Mullins tobacco market meant saving a small town as well as the market. It was important to the merchants of Mullins that the farmers bring their tobacco here. Families "went to town" with their loads of tobacco to sell, and they patronized businesses during their visits. The economy in this small town grew from the sale of farm equipment, food, clothing, etc. Saving the market was essential to the vitality of Mullins and the surrounding area.

The two brothers worked well together. In the late 1930's, they acquired the building where the main office is presently located. Here, Bert Neal Anderson and Howard Anderson, sons of both brothers, became President in turn at the deaths of the brothers.

Today, under the leadership of Mr. Ernest Anderson's grandsons, Anderson Brothers Bank remains family-owned and operated. David E. Anderson serves as President, joined by his brothers Neal as Executive Vice President and Tommy as Vice President. Their father, Bert Neal remains as Chairman of The Board of Directors. These heirs of the original owners are vitally interested in the bank and maintain it as a family-owned and operated bank.

In 1933, Anderson Brothers Bank was opened with the idea of helping the families and businesses in the community. Today, our commitment to customers and communities remains unwavering and strong. Anderson Brothers Bank has built a reputation of helping individuals and families as they journey along life's path. Community banking isn't something to which we merely aspire...it's something we do, day in and day out. While big banks continue to gobble small banks, Anderson Brothers Bank remains family-owned...a place where employees know customers by name and business is often conducted on the strength of a handshake.


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Embrace is a faith-based non-profit organization designed to become an outlet to help youth between the ages of 10-18 succeed. By being an outlet, Embrace plans to partner with other nonprofit organizations, local organizations, churches, police departments, school districts to provide support services to fit each individual child's needs. Embrace also plans to partner with businesses and corporations to provide internship, diversity trades and job placement.

Embrace will provide a hot meal and a relaxing, comforting and positive atmosphere that will encourage learning and new ways to absorb knowledge. Embrace has created the New

Age Approach that focuses on the individual child to reach them. We all know the old methods that worked on us as children are not the same methods that can be used for reaching today's youth. Embrace will have certified counselors on site to help lost youth find a sense of direction and someone to talk to about things that concern them. Embrace will be a multicultural facility that will provide positive and innovative activities and programs that will keep them off the streets and away from the negative influences preying on today's youth.

Embrace will implement the "3D Growth Focus" which focuses on the growth of the mind, body and their futures. In accordance, Embrace has divided its curriculum into 3 divisions: Self Enrichment, with the goal to promote positive healthier living inside and out; Education, with the goal to decrease the dropout rate, and increase entrepreneurship; and our third division: Crime Prevention, with the goal to decrease the crime rate, and the drug and alcohol abuse in young teens. Embrace's purpose is to teach boys and girls to: Empower, Mentor, Balance, Respect, Achieve, Communicate, Embrace.

Through brotherhood and sisterhood, Embrace wants to prepare our youth to be a powerful force to be reckoned with in the future of the workforce.




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Announcing... 2012 FLORENCE SHORT FILM SHOWCASE

The Florence Short Film Showcase is pleased to announce sponsors for the first ever community event in Greater Florence County, SC. The 2012 sponsorship lineup for the Florence Short Film Festival is a valued marketing platform reaching consumers in the Pee Dee area. "We are so excited to partner with amazing companies that are dedicated to the art of filmmaking, primarily independent filmmaking," said Showcase Organizer Tonita Perry. "The Florence Short Film Showcase will present an opportunity for our sponsors to directly connect with their consumers as they partake in a popular past time for the area -- going to the movies." Eaddy Perry & Associates, Inc. is the supporting sponsor of the event, while McDonald's, owned and operated by Arnett and Wanda James are honorarium sponsors. WZTF The Flo 102.9 holds the exclusive radio partner slot, and Barefoot Wine and Bubbly is the official cocktail party sponsor. Community Sponsors for the event are Belk, Inc., HJ Heinz, South Carolina African American Heritage Commission, and WLGI Radio Bahá'í 90.9 FM. Gerry S. Madison, director of community & minority enterprise for the Greater Florence Chamber of Commerce said, "This is a great networking opportunity and maybe Florence can become the HUB for the short film industry. As the

film festival grows, it would not only boost the economy with additional revenue for the Pee Dee area, but also bring variety to the Cultural Arts." The Florence Short Film Showcase will be held Friday, February 3, 2012, from 6:00 PM to 11:00 PM, at the Southeastern Institute of Manufacturing and Technology, state of the art technology center located at the back of Florence-Darlington Technical Community College campus.



The first time Greater Florence County, SC event will honor Black History Month by screening Black-themed short films in a concentrated setting to bring awareness to the art of short films and creative content by and about Blacks from the African Diaspora. The Florence Short Film

Showcase is a unique enrichment event, presenting the opportunity to promote the arts in the form of film, possibly inspiring county residents to become filmmakers. The showcase will feature nine short films, acquired through the South Carolina Film Commission and an international appeal, that are directed by a Black person, tells a story of the Black experience, and/or features a Black person in a leading role. At the end of the screening, the audience will choose the best short film of the showcase.



Dr. Iris Floyd-Norris, MD

Iris Floyd-Norris, MD was recently named as one of the recipients for the TWIN Award for the Pee Dee Region. The Twin Award is a Tribute to Women and Industry. TWIN focuses on outstanding professional women who have demonstrated expertise in an industry. Its purpose is to honor women who have made significant contributions in their field. TWIN recognizes corporations whose policies and practices encourage and enable high achievement by women.

Dr. Floyd-Norris is Board-certified in Family Medicine; she completed her residency at Anderson Memorial Hospital and Oconee Memorial. Dr. Floyd-Norris obtained her MD from Ross University School of Medicine.

"I am a home town girl who wants to take care of the people of this community and as patients of Total Family Care they should feel they are a member of our family. She currently practices Family Medicine with Total Family Care, located at 2835 E. Highway 76, Suite 7, in Marion, SC. To schedule an appointment with Dr. Floyd-Norris please call 843-431-2710.



Dr. Kay Goring, MBBS/MD/FACC

Kay Goring, MBBS/MD/FACC is a triple boarded Cardiologist who specializes in Cardiovascular Disease, Internal Medicine, Nuclear Cardiology & Diplomate ASNC; she completed her residency at Howard University Hospital. Dr. Goring obtained her Medical degree from the University Of The West Indies. Dr. Goring has been serving the Pee Dee since April 2011. She currently practices Cardiology, Invasive and Non invasive Cardiac Testing, Pacemaker Clinic, and Nuclear Stress Testing with Marion Cardiology.

"I am absolutely delighted to serve in this community. When caring for my patients, positive health outcomes is all that matters. My patients and their families are like my family and neighbors -- there is nothing more fulfilling than providing care, treatment and services to the community that I live in". Dr. Goring is currently accepting new patients at Marion Cardiology located at 2845 E. Highway 76, Suite 2 in Marion. To schedule an appointment with Dr. Goring please call 843-431-2730.



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L to R: At the White House, November 17, 2011: Sonya Perez-Lauterbach of Opportunity International; Robby Hill of HillSouth; Sheena Lindahl of Empact; Ronnie Cho of The White House; and Kathleen Warner of Startup America Partnership

Robby Hill of HillSouth based in Florence, South Carolina has been named to the Impact100 list of the country's top young entrepreneurs and was recognized in a ceremony at the White House in Washington, D.C. on November 17th. The award winners were selected to be honored for their accomplishments and positive impact on the American economy. The Impact100 list was created by Empact, in partnership with the Kauffman Foundation, Opportunity International, Global Entrepreneurship Week, and the Startup America Partnership.

Robby Hill started HillSouth, an information technology consulting services firm, while still in high school at the age of 16. At a very young age he realized a passion for technology, especially Internet and web-based technologies and grew that passion into an enterprise that today creates much needed knowledge worker jobs. HillSouth serves companies, non-profits, and other organizations all over the Southeastern US by providing consulting services in all areas of technology and developing custom applications that meet the needs of an ever-growing base of clients in a wide range of industries. It continues to excel in adapting its business model for new vertical markets – most recently healthcare which has caused the company to grow tremendously while providing new innovative technology solutions for a field in need.

South Carolina Senator Hugh Leatherman (R-SC) also joined in congratulating Mr. Hill on the latest honor: “Robby Hill is a shining example of an entrepreneur. I truly recognize Robby’s hard work and determination in following his passion. While creating his small business despite still being enrolled in high school, Robby has ever continued to grow HillSouth through the years to a firm that currently has 20 local employees...and subsequently has molded HillSouth as one of the state’s top companies for business technologies and innovation. I commend him for recently being honored as one of the Top 100 Young Entrepreneurs in the country. I thank him for his tremendous leadership within the Pee Dee region, in promoting small business creation and private sector employment.”

Hill stated publicly at the November 17th awards ceremony his intention to mentor future and present young entrepreneurs as well to give his time and resources in fostering the growth of entrepreneurs in the USA and abroad. Currently Mr. Hill serves on the boards of numerous non-profit organizations – including several that deal specifically with younger professionals. His volunteer work and the company’s focus on philanthropy have garnered many other awards over the years and will continue to be a focus of HillSouth in the future.

Both the success of HillSouth and the other Impact100 winners are a testa-

ment to the impact that young entrepreneurs have on the American economy. The 100 companies on this list are responsible for contributing over 2,500 jobs and over \$374 million in revenue.

ABOUT HILLSOUTH

HillSouth was formed in 2001 and is a privately-held technology consulting firm based in Florence, South Carolina. It has experienced professionals focused on delivering business solutions built on a strong technological foundation. HillSouth practices strategic technology consulting services in a wide range of industries all over South Carolina. The company has been recognized as a winner of the South Carolina’s Workforce Partnership award and the SBA’s Young Entrepreneur of the Year award for the Southeastern USA.

ABOUT STARTUP AMERICA PARTNERSHIP

The Startup America Partnership was launched in 2011 at the White House to help inspire and celebrate entrepreneurs, their firms and the people that join them. Founding board members include Steve Case (Founder of AOL), Scott Case (Founding CTO of Priceline), Carl Schramm (CEO of Kauffman Foundation), Fred Smith (Founder of FedEx), Magic Johnson (Founder of Magic Johnson Enterprises), Michael Dell (Founder of Dell), and other notable entrepreneurs.

The Biggest Names in Gospel

Unite in South Carolina

The Florence Civic Center is set to host one of the nation's largest Gospel music events of the year this March. Celebrating 32 years of success, the 2012 Blockbuster Showdown Gold Cup Awards Weekend Concert Fest should be the biggest yet. The 2-day spectacle will combine over 20 artists from across the nation with thousands of cheering spectators from along the East Coast and beyond. This is more than just a concert... it's a full weekend of renowned Contemporary Artists and legendary Quartets meeting under one roof for a 2-day celebration and tribute.

Legendary performing artists include Pastor John P Kee, Luther Barnes and the Sunset Jubilaires/Red Budd Choir, The Rance Allen Group, Byron Cage, The McDonald Sisters, The Jackson Sisters,

Pastor Wess Morgan, The Williams Brothers, Doc McKenzie and the Hi Lites, Mr Kerry Dougalus, Inspiring Hank, Pastor Tim Rogers and Fellas, Lil David and the Bells of Joy, Zacardi Cortez, Paul Porter and Band, Comedian Lynwood Williams, The Bolton Brothers, The Selvys, Harmony Winds, The Gospel Pearls, The Original Supreme Angels and more.

If you are looking for the Gospel celebration of the year; you found it. Praise, worship and music will fill the air for the weekend of March 9-10, 2012. The Florence Civic Center is located at 3300 West Radio Drive, Florence South Carolina. For venue information, visit www.florenceciviccenter.com or call 843-679-9417.

Tickets are on sale now, start at just \$25.00 and available at Ticketmaster.com, Civic Center Box Office or by calling 1-800-745-

3000. Groups of 30 or more buy one night and get the second night free. For Group Sales, please call 843-679-4525.

WHAT: Blockbuster Showdown Gold Cup Awards

WHEN: March 9-10, 2012

Friday, March 9th at 6:00pm

Saturday, March 10th at 2:30pm

Doors open one hour prior to show time

WHERE: Florence Civic Center
3300 W. Radio Dr. Florence, SC 29501

DETAILS:

www.florenceciviccenter.com



MARCH
9 & 10

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Florence Civic Center

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What is going on? The question being asked all across America and around the world is how can the American economy rebound? Banks are not lending and corporations are not investing or creating jobs at a level to stimulate consumer confidence, job creation and economic expansion. Everyone seems lost in a quandary seeking answers. Well not everyone. Multinational corporate earnings and the investments of the rich continue to climb. What do they know that others don't know? First, those in power and the financially astute realize that much of the world has already gone global. The creation of; a global economy, technological and information revolutions, global relocation of millions of people through emigration and the nightmare of 911 have all but erased national borders except for mapping, and military purposes.

Investing Overseas

Trillions of dollars are being made and hundreds of millions of jobs and businesses are being created globally. Right now there is a relatively level playing field that allows small businesses and individuals to go global in the midst of a plentiful harvest. Many opportunities exist in what was known as the BRIC countries; Brazil, Russia, India and China. This term was first coined by Jim O'Neil global economist for Goldman Sachs. These four countries have the largest and fastest growing economies. Goldman Sachs predicts their economic will be larger than the current richest nations and will be the four dominant economies by 2050. Their combined land mass is a quarter of the world's land mass and their combined population is 40% of the world's population. This has incredible potential for; infrastructure development, construction, new businesses and

emerging consumer markets for goods. The BRIC countries increasing economic clout also allows them to invest in other countries including America.

Goldman Sachs 2003 report also predicted that China and India, respectively, will become the dominant global manufacturers and suppliers of services and goods. The two other BRIC countries; Brazil and Russia will become dominant suppliers of raw materials. This would mean that Brazil and Russia could supply the materials China and India need for production. The BRIC countries have met to coordinate their planning and efforts in; Yekaterinburg, Russia in 2009, Brasilia, Brazil in 2010 and Sanya, China in 2011.

The evolution of the BRIC countries becoming the dominant economic bloc has accelerated. In December of 2010 South Africa was invited to become a member of BRIC. In April of 2011 South Africa was admitted and BRIC has become BRICS. Jim O'Neil and others questioned admitting South Africa over the requests of Mexico, South Korea and Turkey (whose economies are also rapidly growing). Mr O'Neil stated that South Africa's inclusion only makes sense if South Africa is going to be representative of Africa, (the richest continent in the world in terms of natural resources). However South Africa alone offers several advantages to the other BRICS countries. China is already South Africa's biggest partner in trade. South Africa has the world's largest platinum reserves and is the world's fourth largest producer of gold and diamonds. If the Africa nation serves as a gateway to the rest of Africa, the continent's one billion population is a huge consumer market for Chinese and Indian goods and services.

Once one becomes cognizant of these facts and developments one understands why American manufacturers, businesses and investors are flocking overseas. It also explains why according to the US Small Business Administration up to 16% of small businesses in the United States are owned by immigrants. They have access to financing, manufacturing and services from growing economies.

When it comes to investors there are many US based investors who are investing in BRICS focused exchange traded funds such as the; BIK S&P BRIC 40. These funds consist of blue chip stocks in Brazil, Russia, India and China. Knowledgeable investors also invest in the Claymore/BNY BRIC, consisting of BRICS companies that trade in the US as American Depository Receipts. There are also several hundred BRICS companies that trade in the US stock exchange as ADR's or can be purchased directly through brokerages such as e-trade. If your 401 K retirement fund is losing money when US companies take a tumble on the stock market perhaps you should see if your portfolio needs to include BRICS investments. You might want to include them in your portfolio, after all that is what the large corporations and many affluent investors are doing.

Another way in which Americans can compete in the small business and job creation arenas is by going global in the area of technology and the knowledge economy. In both developing and under developed countries there are still large segments of people who either don't have access to technology or have outdated technology. While the income of BRIC middle class and blue collar laborers is expected to double in the future a lot of technology is currently beyond their financial reach. In the United States this same technology is relatively inexpensive and readily accessible. This can allow Americans to establish businesses or jobs as middle persons or representatives for BRICS firms. Administrative assistance and research can be provided to global clients from a virtual platform. The United States is still one of the educational meccas of the world. American expertise and knowledge can under gird a host of knowledge-based enterprises in support of; language interpreters, micro enterprises and schools by providing online instructors, facilitators and subject matter experts.

New Coordinator Named for CCU's *Women's* Initiative

Beth Stedman has been named interim coordinator of Women's Initiatives and Community Engagement at Coastal Carolina University.

Stedman, of Murrells Inlet, is a Phi Beta Kappa graduate of Wofford College with degrees in government and English. She also earned a master's degree in mass communication from the University of South Carolina. She recently served as a regional community development agent with Clemson University's Cooperative Extension Service.

Stedman will be responsible for

coordinating all activities associated with the University's Women in Philanthropy and Leadership annual conference, including event organization, research, planning, programming, fund raising and administrative functions. In addition, she will work with campus members in coordinating existing campus women's initiatives. She will also lead and facilitate several community engagement activities initiated by the president's office, including efforts surrounding the Soul of the Community initiative.

"This is an exciting time for Coastal Carolina University, and Ms.



Beth Stedman
Coordinator
Coastal Carolina University

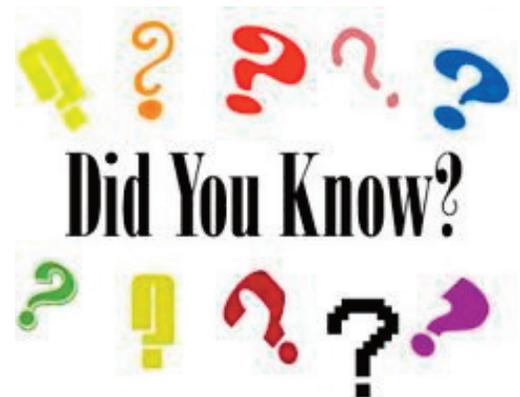
Stedman, with her expertise in community engagement, will enable us to better serve our constituent base, our University and ultimately, our students," said David A. DeCenzo, president of the University.

DID YOU KNOW THAT...

- There are more than 2,700 languages in the world. In addition, there are more than 7,000 dialects. A dialect is a regional variety of a language that has a different pronunciation, vocabulary, or meaning.
- The most difficult language to learn is Basque, which is spoken in northwestern Spain and southwestern France. It is not related to any other language in the world. It has an extremely complicated word structure and vocabulary.
- All pilots on international flights identify themselves in English.
- More than 1,000 different languages are spoken on the continent of Africa.
- Many languages in Africa include a sound that is pronounced at the same time as other sounds. You must learn these languages in childhood to do it properly.
- The most widely spoken language on our planet is Mandarin (near about 1 billion people speak it).
- There are over 583 different languages and dialects spoken in Indonesia alone, including English and Dutch.
- The Cambodian alphabet is the world's largest alphabet, with 74 letters. The world's shortest alphabet, used in the Solomon Islands, has only 11.
- The name of all the continents ends with the same letter that they start with.
- English, the second most spoken language in the world, has more words than any other language. But English speakers generally use only about 1% of the language.

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- The most common name in the world is Mohammed.
- Mafia in Old Arabic means 'sanctuary.'
- In Chinese, the words crisis and opportunity are the same.
- Goodbye came from God bye which came from God be with you. So long came from the Arabic word salaam and the Hebrew word shalom.
- The longest non-medical word in the English language is FLOCCINAUCINIHIPIIPIFICATION, which means "the act of estimating as worthless".
- The only 15-letter word that can be spelled without repeating a letter is uncopyrightable.





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