

# DiversityWorks

"For All Of Us"

## Diversifying Our Communities



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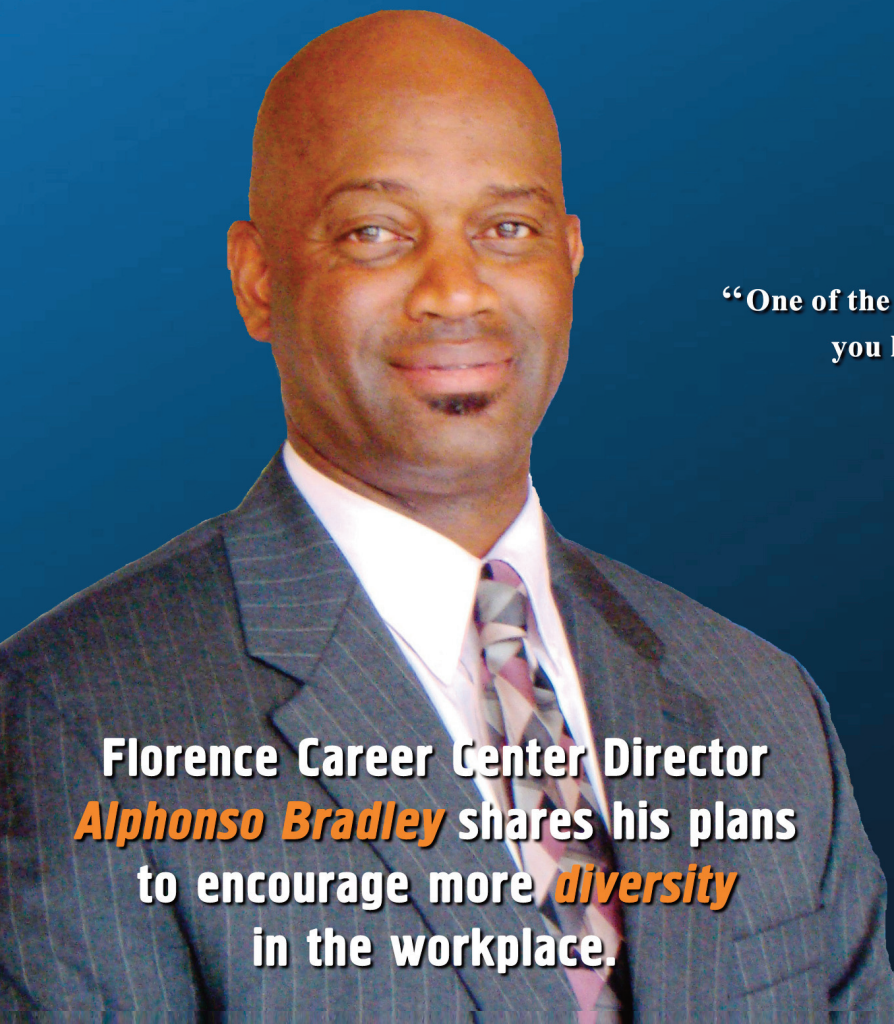
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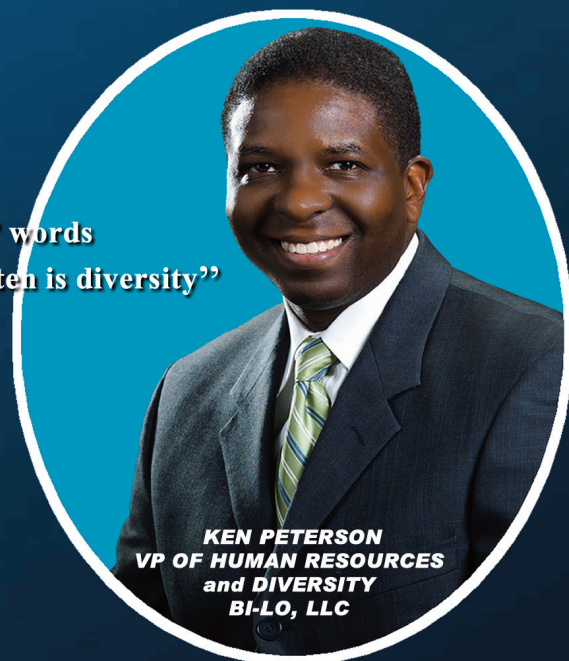
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“One of the “buzz” words  
you hear often is diversity”



KEN PETERSON  
VP OF HUMAN RESOURCES  
and DIVERSITY  
BI-LO, LLC

Florence Career Center Director  
**Alphonso Bradley** shares his plans  
to encourage more **diversity**  
in the workplace.

# Diversity At BI-LO

GREAT VALUES  
are something my  
family can count on.



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Good neighbors. Great prices.

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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, marital 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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Send Letters to the editor and participate in a blind study to rate your company's diversity plan and officer to:dmmadworks@aol.com

## TABLE OF CONTENTS

About Diversity Works.....2  
 Diversity at Food Lion.....3  
 Drama Free Diversity at FLT.....4  
 Consider the Lilies of the Field.....5  
 One of the Buzz Words Your Hear.....6  
 Nesmith Advances New Heights.....7  
 Are We There Yet?.....8  
 Florence Career Center Plans to Encourage More Diversity in the Workplace.....10  
 Florence Career Center Partners to Train.....11  
 Honoring a Man of Peace.....12  
 Spotlight Shines on W. Lee Flowers.....13  
 Marion County Schools Unite.....15  
 The Face of Higher Education.....16  
 Diversity of a Region is Key.....17  
 Progress Energy Responsibility Report.....18  
 Workplace Equality and Competitive Advantages through the Practice of Inclusiveness.....19

## ADVERTISERS INDEX

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# About This Issue...



**Rennie Lunn-McAllister**  
Editor -In- Chief

There is a classic folk song that we as young choristers used to sing during the turbulent times of desegregating Darlington County (SC) public schools. Our music teacher at Lamar would feature “No Man Is An Island” at most school assemblies, programs and other functions, especially those to which our families were invited. And just before the integration-resistance race riots of 1969 when my two sisters and I left Spaulding (all Black) Elementary to initiate the “mixing” process at Lamar, there was a huge Beta Club (academic honor society) tapping ceremony for which I had been assigned to sing the solo. Aware that I was unusually dressed up for a school day and surprised to see my parents in the audience upon my single file entrance, I still had no clue that I was being inducted.

So at the appointed time I stepped up to the microphone, threw my freshly hot-combed pony-tailed head back and triumphantly belted out the lyrics: “No man is an island; no man stands alone. Each man’s joy is joy to me; each man’s grief is my own. We need one another, so I will defend each man as my brother, each man as my friend.”

My triumphal attitude in retrospect now seems premature for as the school year rolled on, those words had to become my companion and constant reminder while I endured in the hallways many disapproving stares and intentionally hurtful, racist comments from my fellow (white) schoolmates, plus the picket signs, bomb threats and turned over school buses from their parents and community leaders outside those halls of learning. They just did not know what they were teaching us, preparing us for the years to come.

This memory is 42 years old – older than many of our contributing au-

thors in this issue and many of the forward thinking HR and other corporate folk who are reading and sponsoring it – and when I look around I gratefully see that the times really are a’changing and we here at **Diversity Works** are privileged, obligated and glad to be a catalyst for the progressive cause.

Inasmuch as we enjoyed the labor of bringing this magazine to life for you, we hope that your eyes are opened wider and that your attitude, tolerance and practice of inclusion will grow from the article by **Florence School District One’s Career Center Director Al Bradley** on page 10 who profiles his students pursuing non-traditional fields and occupations as well as the lighter side piece from multi-cultural chef **Louis A. Howell-Mann** on page 5. **Florence Little Theatre’s Board President-Elect Scarlett Knight** gives quite a mentally stirring command performance in her “**Drama Free Diversity at FLT**” on page 4 while **BI-LO’s Human Resources and Diversity Vice President Ken Peterson** on page 6 shares their corporate philosophy that promoting diversity is not only right, it’s smart. Then there is the must read **Progress Energy Responsibility Report** on page 18 that reveals whatever is good for the diversity goose is good for the marketplace and thus, the bottom line.

**W. Lee Flowers Advertising Director Wil Thomy** shines the spotlight on his company on page 13 and **Marion County Public Schools’ PR/Grants Coordinator Marisa Monroe** enlightens us on page 15 about that district’s united successes, while **Food Lion Office of Diversity and Inclusion Manager Garland Scarborough** shares his corporate methodology of building trust and ensuring loyalty and revenue through mutual respect on

page 3. Diversity of a region is key as told in a page 17 article by **Pee Dee Tourism Commission Executive Director Fran Willis** and **ArborOne’s Marketing VP Mary K. Dickson** on page 19 makes us well versed in workplace equality and competitive advantages through the practice of inclusiveness.

In a feature article on page 7, I tell only a part of **LaShonda NeSmith’s wealth-building secrets at her NeSmith Insurance Agency** and on page 11, I attempt to deliver a layman’s – no, make that a child’s -- understanding of what diversity is, how its best practices are met not just in the workplace or boardrooms but in everyday life through natural, reflex-like applications.

Thankfully we’ve come a long way from needing the National Guard to escort our children to class or to the bathroom and we hope our efforts to create awareness and sensitivity through this publication and our daily living will prevent us all from repeating our histories and not needing the Guard to protect us from undue harm while we work, play, dine, shop, travel or otherwise engage in any public or private activity. We have been taught since forever that fear comes from ignorance and loathing of the unknown. My sisters, many of those schoolmates, and countless others worldwide as well as myself have turned out thus far okay, so if we all can just fast forward our hearts and social engines, open our minds and arms into a global embrace by reaching out to and simply appreciating one another, we can see the future we want to be and in doing so, save the planet. I just know we can!

**Rennie Lunn-McAllister**  
Editor In Chief

# Diversity At *Food Lion*



**Garland Scarboro**  
**Manager, Office of Diversity and Inclusion**

“We have a number of partners that we work with from a diversity and inclusion perspective.”

**D**iversity at Food Lion is a business imperative. Food Lion, a subsidiary of Delhaize America, is committed to creating an environment where associates who work here and customers who do business with Food Lion are treated fairly and with respect. The company is focused on ensuring that it creates an inclusive business environment for customers and associates alike. Building an inclusive business environment open to cultural differences will create trust and connection among associates and customers.

Aligning with our customer base, engaging our communities, and attracting and retaining talented individuals are critical to our success. As the demographics in our market areas continue to change, Food Lion will continue to understand its customer needs and ensure the company meets those needs, from specialized product offerings to services to meet a wide variety of customer demographics.

We have a number of partners that we work with from a diversity and inclusion perspective. When we engage with partners, we ensure that these partnerships are aligned with our market segments and strategies. Food Lion provides sponsorship and support for a wide variety of organizations in our communities each year. Our intent is to reach out to all segments of customers and potential customers in the communities we serve.

Lastly, having a diverse supplier base is important to our business. This is critical to providing the right products and services to our diverse customers, as well as providing opportunities for diverse vendors to become part of the broader economic infrastructure of our country. The increased opportunity to have the broad product offerings, a competitive procurement process, lowering costs in our supply chain, and adequate pricing strategies is enhanced through a diverse supplier base. The food business, maybe more so than any other industry, truly connects with people in a number of diverse ways, as it relates to culture, ethnicity, needs and services, which are all drastically impacted by who we are and our culture. Offering diverse selections and providing these opportunities enhances our organization’s brand.





**Scarlett Knight**  
**President-Elect of the**  
**Florence Little Theatre Board of Directors**

If you would like to see a beautiful blending of the above defined qualities alive and at work, you need go no further than the Florence Little Theatre. Maybe it is because most everyone who donates endless hours there, at one time or another has felt, first hand, the sting of prejudice. It is very likely that they have felt the hurtfulness of not exactly “fitting in”, or been the recipient of harsh words or actions aimed at a quality or trait that they possess. For whatever reason, they understand that mainstream society has quite possibly self defined them, or something about them, as weird, odd, unacceptable or less than desirable. And when I say they, let me clarify, I also mean me. I am proud to be included in the FLT family.



*Florence Little Theatre*

Obviously, when I say family, you realize we are not children of the same parents. We are different sizes, shapes, and colors. Some of us drive luxury cars, and some of us have to hitch a ride. Straight, gay, single, married, widowed, partnered; we are all there. Society’s labels become invisible and unimportant when we walk through the stage door. We are brothers and sisters, working together as a unit to produce something that is greater and grander than any one of us could achieve alone.

The FLT family consists of the collaborated talents, gifts, and efforts from a uniquely diverse group of people. That is simply who we are. We are not “tolerant” of one another, we are “accepting” of one another. There is a big difference in those two words, and for whatever reason, we “theatre folks” seem to understand and embrace that concept more easily than mainstream society.

In *As You Like It*, Shakespeare wrote “All the world’s a stage”. How incredibly freeing it would be, if all the people of our world reflected the drama-free diversity lived out daily on the stage at FLT.

# Drama Free Diversity at FLT

*“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, marital status, military experience, parental status, religious beliefs, work experience, and job classification.”~ Diana M. Murphy, CEO/Marketing Consultant, Diversity Works.*

**FLORENCE LITTLE THEATRE**

# INHERIT THE WIND

OCTOBER 28  
THROUGH  
NOVEMBER 5, 2011

Written by Jerome Lawrence and Robert Edwin Lee  
Directed by Shaw Thompson

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Prices \$20 Adults / \$13 Students • Tues/Wed Shows \$3 discount per ticket  
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# Consider The Lillies Of The Field...

## And The Food



This world we live in is very vast and full of diversity whether it be cultural or cuisine. No matter where people come from or what nationality they are of, food is just one of those things that fall under the category of universal.

The diversity of food is endless because every country – no matter how big or small – has its own type of cuisine or specialty dish. From an individual viewpoint, food is not just sustenance that is placed into the mouth so that we as people can survive. Food is passion, elegance, and flare. When placed on a trained palette, the wonderment of so many diverse tastes from all over the world is just endless.

My name is Louis H. Mann a student at Johnson and Whales University in Charlotte, NC and I am of Spanish and Italian descent. My background comes from my father and grandfather Andre Mann and Tony Kemper. Having lived in the Bronx for most of my life has added a few perks to my career of being a chef. My food really reflects who I am and what my heritage is.

When it comes to Spanish foods, thoughts of rice and chicken are typical. Spanish foods are electrifying with their variety of spices, colors, textures, and smells that incite cravings for more. While Italian foods are savory, sweet and traditional, they deliver relaxing, fulfilling tastes. When these two culturally diverse cuisines come together in perfect harmony, the dish that is produced will always be

that of true pure bliss in your mouth.

Not dissimilar to food, people of the world should keep an open mind, try to mix and accept one another because there are endless amounts of ways to create a masterpiece. After all, that was creation's original design.

-Louis A. Howell-Mann



Louis A. Howell-Mann

# The Importance Of Diversity

## At **BI-LO**



**Ken Peterson**  
Vice President of Human Resources  
and Diversity BI-LO, LLC

**“In today’s business environment, one of the “buzz” words you hear often is diversity”**

In today’s business environment, one of the “buzz” words you hear often is diversity. But when you ask company leaders what this means, you find it differs depending on the individual and the industry.

At BI-LO, diversity means that we strive to value all the ways in which our Teammates and customers differ, celebrating and leveraging those differences to better our team and our business. We take pride in our efforts to ensure we have in-store and in-office Teammates who reflect the communities in which we operate. And we work to provide the products and services that our customers want and need to enhance their shopping experience.

But beyond having a company that values diversity in terms of representation and product offerings, we also make efforts to create an environment that is inclusive. We know that when every Teammate feels valued, they will perform at a higher level and will help generate ideas and programs to improve our business results. In addition, we believe that when those working with us feel they are a part of the team, they are more inclined to stay and grow with our company. This increases retention, reduces expenses, and helps to create a sense of teamwork throughout our organization.

We believe having a company that promotes diversity and inclusion isn’t just the right thing to do, it is the smart thing to do. As our communities, our region and

our country’s makeup continue to change, the need to understand and embrace differences in people, products and service needs will become increasingly important. At BI-LO, we are working to understand these ever changing times, always striving to be the best place to shop and work in each community in which we operate.

**“We believe having a company that promotes diversity and inclusion isn’t just the right thing to do”**





**LaShonda NeSmith**  
**Founder and CEO of**  
**NeSmith Insurance Agency**

**L**ike learning to fit a square peg into a round hole, LaShonda NeSmith has managed to forge new ground and carve her niche in a once universally white male-dominated profession. And this non-traditionalist gender role she performs every day is enhanced by her race, age, location and specialty services.

Tall, tan, tough and tenacious, this thirty-something dynamo is founder and CEO of NeSmith Insurance Agency which, as a small business, boasts a staff of four in its almost three years.

As an ever evolving visionary who knows the secret of finding and aligning the square peg with the right size hole, she recently shared some pointers on what it takes to break into new ground... whomever and wherever you are. "No matter what line of work, location or economic climate at the time, an entrepreneur must first have the spirit of the task, the discipline of himself and others around him, the passion for the cause but most of all, the desire to help folk," NeSmith said, revealing that insurance was not her initial passion, but turned out to be her calling. "Real estate is my first love – I even passed my exam the first time! Bam! Like that! (snapping her fingers) but my timing was not in line with the market when the 2006 housing slump came. And I know real estate was for me because that comprehensive exam will weed out the wannabes who are (interested) in it just for the money."

Motivated somewhat by money but more by delivering quality and complete service, she was drawn to real estate because she knew that for every house she sold, the homeowners would need insurance. But since that sales opportunity was not so promising in light of the economic downturn that became more visible five years ago, she rationalized that people

# Nesmith Advances To New Heights

would still need insurance on whatever they possessed. "I mean I had the state, the laws, the statistics, the consequences and penalties on my side. Folk and their properties need to be insured; it is required."

And more than helping meet state mandates, NeSmith enjoys educating her people, whether they are NIA customers or not. "It is part of our corporate policy and practice here at NeSmith Insurance Agency to help people be able to afford insurance so they can maintain it and to educate people to know the laws that apply to operating without coverage. We as a people have to be smarter with our money these days if we are to build any type of wealth in our community" she emphasized, adding that in addition to the auto, homeowners, commercial, life and health basics, NIA provides courteous payment reminder telephone calls, notary and bilingual services and stresses the importance of renters' insurance. "It may surprise you to know that \$10,000 worth of coverage for people who rent their homes only costs less than \$100 a year with our (brand name) underwriters. And we all know that a hundred dollars cannot begin to replace a household full of furniture, appliances, clothes and personal belongings," she said, adding that flood insurance is not typically necessary in these parts, but depending on where you live may be worth looking into.

Along with any new and worthwhile endeavor, challenges and blessings come with the territory and one has to analyze one's strengths, weaknesses, opportunities, threats and trends in order to prepare to win. "It's always hard to put your dreams on hold and as a Black woman in the south, I have some built-in challenges, but I also have some advantages because as a Black woman in the South I know how to work smarter and not necessarily harder. And even though I have a great mentor in Lee Crawford, I got my nuts and bolts from a former employer, who is now a bitter competitor," referring to some vital hard knock facts of life she could not have learned from Wilson High School (class of 1992) or Florence-Darlington TEC (2005). When she started in June 2006 with (company confidential), NeSmith was an eager, hungry novice, focusing on and performing her office duties and instead of gathering at the

watercooler or taking excessive breaks, would observe the detailed operations of that agency and its corporate modus operandi. "In 10 months I had written more than a million dollars in premiums. Of course they didn't expect that kind of performance from someone like me and I made my co-workers look so inadequate that the company revised my pay plan so they wouldn't have to pay me what I had earned. I still continued working to the best of my ability and did a repeat the next year. Again, they scaled down the pay plan to affect all agents so in July of '08 I left that meeting to go research how to open my own agency."

The overwhelming success of that bold and innovative move has helped to heal some of the past harms but in doing good business, it is sometimes remedial to get even in order to move forward. And if courts, lawsuits or the justice system do not prove effective avenues, there is always an eye for an eye – depending on individual belief. "When I opened my own agency, some of my first advertising dollars went to place a billboard directly in their parking lot, driving my old customers to my new location," she said with an animated laugh.

This go-getter mother of two said she cannot really account for the 17-year gap between the birth of her two sons except for the fact that she takes her time to think things through. What largely occupies the Cumberland United Methodist Church member's mind these days – in addition to her family and community – is charting new courses for her bountiful life. "While I actively sponsor charities like the American Heart (Association) Jam and all things Wilson High-related, I want to expand my business to include virtual services through an integrated website where customers can take care of their business with us and visitors can become customers," she told. Aside from NIA, NeSmith is developing a non-profit to empower youth who are parents, planning a reinvestment in the community through construction of a multi purpose building in a deserving neighborhood and ultimately awakening her return to that real estate dream by aligning her walk with God, the Creator even of square pegs and round holes.

# Are We There Yet?

by Rennie Lunn- McAllister  
Editor -In- Chief

Over the past decade, diversity management has grown from an affirmative action compliance-based metric that only addressed racial and gender variables in the workplace and was chiefly housed in the HR departments to what conscientious organizations increasingly consider the most crucial aspect of their ability to be competitive in the battle for talent and for customers/consumers, suppliers and vendors. The practice used to hinge upon the level of responsibility, pay and respect that one could receive based upon the color of skin and ethnicity and while the diversity definition was in times past a code word for Black, its meaning has changed to encompass Latinos, Asians, Native Americans, people of mixed heritage, women, lesbians, gays, bisexuals, transgender, the disabled, people of different generations and varying religious groups, veterans and immigrants.

Today, awareness abounds that every one of us comes from different backgrounds with different experiences that led to as many results. Because of this, each one of us brings something unique to the table from our set of skills, knowledge and experiences and the more, the merrier. Not only are diversity best practices positive and profitable within a company, they make a huge impact from the outside also. The general public is a company's market and is forever changing and re-changing in its diversity. For instance, one such change captured the attention of most customer service companies when the 2000 census results showed that African-Americans were no longer the biggest minority. Hispanics had officially moved into the number one slot and companies scrambled and strategized to make their products and services more appealing. Knowing that this new group would dominate in a new way, companies developed new marketing strategies, vastly different from those crafted around the previous minority majority.

With that definition and example, let me just say from the start that diversity

is not a handicap or problem; it is a tremendous strength and asset and by Divine design, a part of our living system. In nature, the species, seasons, tides, even night and day, balance and rely on one another for stability and for life to flourish and survive. In order to maximize on our human capital, we must develop an appreciation for our diverse personalities, skills, approaches, perceptions and culture (races, nations, philosophies, beliefs) for they add intelligence, beauty, understanding and interest to the well-being of our existence. Co-existing in good harmony, we can have the fullness of life with the best chance to be whole and successful. Working and living together in diversity means valuing and maintaining one's unique identity, while adding it to the whole of society. Unfortunately, out of fear of differences and limited clannish identification, we humans just have not been acting that way historically. But now we must behave – for the sake of survival – and our time to think and act is shorter.

History is recorded by the dates, definitive acts, enduring works or moments and the exceptionals of the time and as we build our culture of belonging, it is critical to embrace the importance of our need for each other, especially our youth and elders. The elders keep us from needless mistakes and recklessness and the youth help us enter the future with new approaches while protecting us from undue conservatism. In this new age of global consciousness, we have to include and give leadership responsibility to the young, female and ethnically diverse members of our world. By reaching out to them, really listening to them, encouraging them, trusting, supporting and thanking them, we can see more clearly and build a successful life of meaning. A New York Onandoga tribal chief tells that even their youngest children on the reservation always have access to tribal elders with any grievances whatsoever. This strengthens the fabric of their collective culture. Likewise, other peoples and citizens from developing nations can bring to (our) Western culture the values of intelligence, community, de-

votion and cooperation.

Have we arrived? In a word, No! And it's not really a shame, yet.

To assess our diversity practicing progress, consider the fact that every year, when corporate executives win diversity awards from ranking programs, they also face an interesting challenge: how to celebrate their achievements while avoiding the false image that their companies have arrived at the top in that area.

Companies that are concerned about whether or not to include in their benefits package offerings such as LGBT (lesbian/gay/bisexual/transgender) employee resource groups, adoption assistance or bereavement/family leave or health insurance for same sex domestic partners and the like, need not contemplate the question long. Today's young people are moving fast in solving a big part of the discrimination problems and puzzles of yesterday with their mass production of mixed race babies from the growing trend of bi-racial couples. This new generation of beige or gray children, the common language of dress, thumb communication, body art and jewelry already has the world looking less diverse and treating one another as they treat themselves, thinking globally and rejecting violence and harassment of any kind. And whether or not everyone appreciates or understands it, even hip hop music gets big credit for blending this global family. It is ours to claim and enjoy. In this lifetime.





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# Florence Career Center Director Al Bradley Shares His Plans To Encourage More Diversity In The Workplace.

One of the goals being implemented by Al Bradley and his faculty at the Florence Career Center is to encourage more students to enter career fields that are non-traditional to their gender and or race.

The plan includes recognizing students who have chosen to pursue a non-traditional career path. Non-traditional students are seen in ads in local newspapers, on billboards around Florence and receive special recognition at school events. As a result of Mr. Bradley's efforts, the number of female students entering fields normally dominated by males have increased. Also the number of males entering Nursing and Culinary Arts fields have increased.

Job seekers of the future will need specialized training in order to land the high paying job. Many of these jobs require Green training and certification. Green means training in renewable and clean energy, energy efficient building, organic and environmental usages. Mr. Bradley offers these five tips to job seekers of the future:

1. Acquire industry recognized certifications in your chosen field. Employers are looking for proof that you possess the skills they are looking for.
2. Utilize your 2-year technical or community college. Believe it or not, you have a better chance being hired from Tech than you do from a 4-year liberal arts college in many career fields.
3. Do your research, before you start college. You don't want to receive your training in a field where the job outlook is poor.
4. Local CEO's say that computer literacy skills is a determining factor when they decide to promote an employee to management. So learn all you can about computers and technology.
5. If the job market is tough for you, consider self-employment. Starting your own business is challenging but it can be very rewarding. Again, your local two year technical or community college, as well as a 4-year college can help you start your own business.



*Alphonso Bradley  
Florence Career Center Director*

# Diversifying

# Our Youth



**Wilson Lui**  
Florence Career Center Student



**Jasimine Cooper**  
Florence Career Center Student

**T**yschaun Savege completed the Health Science program at the Florence Career Center and is currently attending Spartanburg College.

Wilson Lui completed the Culinary Arts program at FCC and is now studying culinary Arts at the Arts Institute in Charleston, SC. While at FCC Wilson competed in state and national competitions.

The Florence Career Center under Mr. Bradley's leadership has produced many outstanding graduates who are enjoying successful careers in their chosen fields.

**J**asmine Cooper, a welding II student at the Florence Career Center is the third ranked student in the Welding program. The Welding program at the Florence Career Center is a dual credit program with Florence Darlington Technical college.

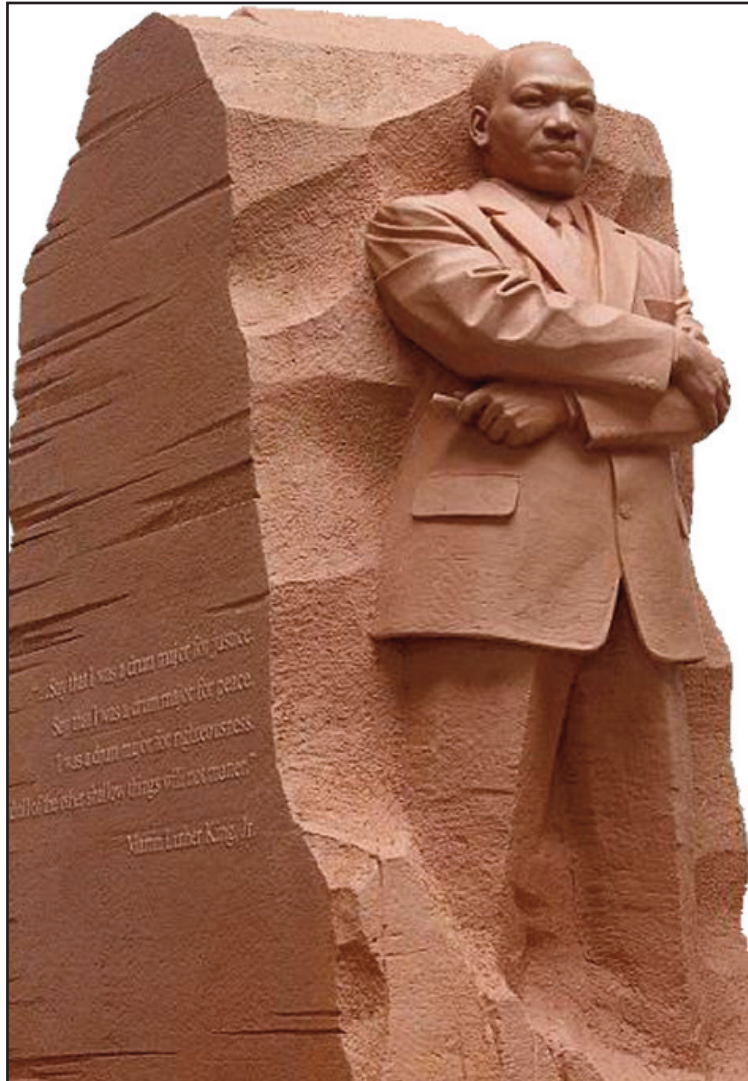
Another female student, Helena Wang was captain of the 2010-2011 FSD1 Robotics team. Helena is currently enrolled at MIT studying Mechanical Engineering.

## **Federation of Southern Cooperatives form partnership to train people to produce their own food.**

**J**ust 13 blocks from the heart of Florence, Federation of Southern Cooperatives State Director Mr. Leon Crump and his wife Ann have built an agricultural training center to teach people how to reduce their food costs by growing their own food. This training center has expanded its operations to include a partnership with The Florence Career Center. The partnership will allow Florence School District One students to receive training at the Florence office. The following trainings will be held at the Florence site: Beekeeping, Gardening, Hydroponics and livestock raising. Florence One Career Center students will also receive internship training at the Federation site.



# The Martin Luther King Jr. Monument



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memorial a reality, so that we may always be reminded of the work that is yet to be done to achieve Dr. King's dream and a more perfect union." "Forty-eight years ago, Dr. King took to the steps of the Lincoln Memorial and challenged our nation to fulfill his dream of equality for all Americans," said the National Park Service Director Jonathan B. Jarvis. "On the anniversary of that speech, we are proud to add the Martin Luther King, Jr. Memorial to National Park System as a lasting tribute to this American hero. We look forward to working with the MLK Foundation to reschedule the formal dedication and hope that many of the tens of thousands of people who had planned to attend will be able to participate." In 1996, Congress authorized Dr. King's fraternity, Alpha Phi Alpha, to establish a memorial to the civil rights leader in Washington, DC. The group formed the Martin Luther King, Jr. National Memorial Project Foundation and held a competition for the design. A site along the Tidal Basin of the National Mall was chosen for the memorial. After 15 years of effort, a granite likeness of Dr. King emerges from the memorial's Stone of Hope and stands resolutely between iconic monuments to Thomas Jefferson and Abraham Lincoln.

"From World War II to Vietnam Veterans, from Lincoln to Jefferson and now to King, the memorials and monuments along the National Mall are where millions of visitors every year learn about our history," said Bob Vogel, superintendent of the National Mall and Memorial Parks. "The National Park Service is honored to serve as the keeper of America's story, and with this new memorial, to have this incredible venue from which to share the courage of one man and the struggle for civil rights that he led."

The memorial to Dr. King is part of the National Mall and Memorial Parks and is open to the public. National Park Service rangers provide programs for visitors and answer questions. For more information and photographs please see <http://www.nps.gov/mlkm>.

**Note: This formal dedication event has been re-scheduled for October 16, 2011**

WASHINGTON, DC –The National Park Service formally welcomed the Martin Luther King, Jr. Memorial as America's 395th national park on August 28 – the 48th anniversary of Dr. King's "I Have a Dream" speech, delivered in 1963 on the steps of the Lincoln Memorial. The National Park Service also emphasized its commitment to working closely with the Martin Luther King, Jr., Memorial Foundation to reschedule the ceremonial dedication planned for Sunday that was unfortunately postponed due to Hurricane Irene.

"Welcoming this memorial to the National Mall honors a heroic man and a critical chapter in our nation's march toward a more perfect union," said Secretary of the Interior Ken Salazar. "Martin Luther King, Jr., mobilized the power of faith and morality to break the chains of oppression that held our nation back. I commend the MLK Foundation and Harry Johnson for their tireless work in making this

# Spotlight Shines On & On At *W. Lee Flowers*



**Wil Thomy**  
Advertising Director  
W. Lee Flowers

“W. Lee Flowers  
currently  
employs 2,109  
employees,  
36% of which  
are minorities.”

**W**. Lee Flowers & Company was founded in 1922, in Lake City, South Carolina, by Mr. W. Lee Flowers. When the company started, it sold farm implements, hardware, and dry groceries to local retailers. The company started out with only one employee. Now, in 2011, W. Lee Flowers and its retail stores employ over 2,100 people.


In 1955, W. Lee Flowers started focusing completely on the wholesale business and as a result joined the IGA family. One Year later, Mr. Flowers sold the company to Mr. H. L. King Sr., Mr. W. H. Johnson Sr., and Mr. H. A. Timmons. By 1971, the company had evolved considerably and had outgrown its Lake City Location. The company migrated five miles North, to Scranton, SC to accommodate their ever-growing business.

In 1978, Heyward King Jr. and

Henry Johnson purchased W. Lee Flowers & Company. The Company has grown substantially since its foundation. One of the most momentous events in the company’s history was made in 1985, when they decided to venture into retail store ownership. This later proved to be a wise investment, as there are now 39 stores in Georgia, North Carolina, and South Carolina that are owned by the company.

Since 1978, W. Lee Flowers & Company has undergone ten expansions, and the company is now one of the largest grocery distributors in South Carolina, and today, has a 400,000 square foot. warehouse facility.

W. Lee Flowers currently employs 2,109 employees, 36% of which are minorities. At W. Lee Flowers, we are proud of our diversity and are committed to giving equal opportunities to every race.



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**Marisa Monroe**  
**Public Relations & Grants Coordinator**  
**Marion County Schools**

# Marion County Schools: United To Make A Difference!

*“We believe that consistency and diversity are crucial  
to creating a product that is relevant”*

The history of Marion County Schools began with the consolidation of Marion School District One, Marion School District Two, and Marion School District Seven. And in an effort to streamline administrative offices and budget issues, Marion County Schools was born. This birth has brought about many exciting changes and the future of our students looks very promising. Our motto for 2011-2012 is “making a difference every-day-in the lives of our students” and it was delivered by our newly appointed superintendent Dr. Dan Strickland. For us, this “difference” is vital to our Marion County Schools trademark.

Marion County Schools is a richly diverse school district that embraces and supports the many differences in its faculty, staff, and students. We nurture creative talent and promote innovation to increase the best from all in order to provide a top-notch

education for our students. Our diverseness is not simply about gender, ethnicity, disability or age: it is about open mindedness, accepting non-conformity, and creating balanced educational groups.

According to our superintendent, diversity provides opportunities to make up a greater school district and that is just what our school system is built on. We educate many cultures and groups who are treated with much respect and dignity. We understand our student population and value their differences. Diversity for Marion County Schools is a source of opportunity, a means to greater heights, leaps, and bounds.

Just this year, despite the dropping ranks of elementary and secondary schools in South Carolina, we had two schools who met all of their educational goals for Adequate Yearly Progress, AYP. We had five students who tightened their thinking caps and scored a perfect score on the Palmetto

Assessment of State Standards test, PASS. We pride ourselves on these successes, but this achievement comes from not only using the traditional methods of study hard, practice hard; these honors are a result of our administrators and teachers cooperatively building professional learning communities, analyzing instructional data in search of trends, and demanding only the best from our students. And these efforts go hand in hand with our motto of making a difference.

We believe that consistency and diversity are crucial to creating a product that is relevant, fearless, inventive and engaging for our learners. Our administrators, community and business stakeholders, faculty and staff, and parents are united to make a difference everyday in our students’ lives so they are able to compete in a globally, richly diverse world.



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# The Face Of Higher Education In America

The face of higher education in America has been undergoing rapid change during the past few decades. In the 1970s, student bodies – especially at many four-year institutions – were predominately male and Caucasian. For the most part, diversity had played a minor role in higher education’s story until this juncture. Improved access to education by females and minorities since the early 1970s, however, has dramatically changed student demographics at most institutions. In fact, female students are now in the majority, and minority enrollments are on the rise, too.

Founded in the early 1960s, Florence-Darlington Technical College (FDTC) placed an early emphasis on traditional technical education programs and careers. Students studying technology at that time were mostly male. However, with the coming of nursing and other allied health programs, FDTC’s percentage of female students began to grow. By the late 1980s, females made up nearly 60 percent of the FDTC student body. Today, females make up about two-thirds of the FDTC student population.

In the late 1980s, about 23 percent of FDTC’s student body was composed of minorities (mostly African Americans). That percentage has been growing in recent years and has now reached approximately 50 percent of the student population (with 48 percent being African American and two percent being Native American, Asian, Hispanic, and others).

As the demographics of the Pee Dee area’s population changes in the coming years, there will inevitably be changes in the FDTC student population. It is projected, for example, that the Pee Dee’s Hispanic population will be increasing during the next decade, and that increase will – in all likelihood – be reflected in FDTC’s student population. Although diversity was lacking in higher education for many years, it is here to stay as we move into the 21st Century.



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# Pee Dee Tourism *Talks* Diversity

*“Come stay and play with us...  
discover a place like no other!”*



**Fran Willis**  
**Executive Director**  
**Pee Dee Tourism Commission**

**P**ee Dee Tourism Commission was created in 1974 to promote a seven county region in the state of South Carolina. Those counties are: Darlington, Dillon, Florence, Lee, Marion, Marlboro and Williamsburg counties. This region named for the original Native American Pee Dee

Indians who inhabited it long ago and subsequently the Pee Dee Rivers, still offers the natural wonders that attracted the Native Americans and early settlers. A sparkling gem of nature’s best the Pee Dee region has a unique combination of scenic parks and natural areas as well as a history spanning both Revolutionary and Civil War times, reflected in its wonderfully preserved historic homes, plantations and buildings.

This region also offers three beautiful state parks and natural areas and many local parks as well as four scenic rivers. The area also has more than 30 exciting and affordable golf courses. It’s no wonder that outdoor activities are so popular throughout the Pee Dee.

You can also enjoy the entertainment of one of the many local festivals. Good food, good times and a glimpse of our history is found in the Cotton Festival, the Tobacco Festival, the Sweet Potato Festival, the Quilt Festival, the Barbeque Shag Festival, the Greek Festival, the Catfish Festival, the Sankofa Festival, and the International Festival just to name a few. Race car fans will want to catch a race at the famous Darlington Raceway. Take in the history of the world’s greatest spectator sport at the National Motorsports Press Association Hall of Fame and the Darlington Raceway Stock Car Museum. Learn about the racing pioneers and the historic cars that carried them to greatness. The Pee Dee is truly a land of the past, present and future with something for everyone.

The Pee Dee Tourism Commission is now located at the South Carolina Welcome Center along I-95 as soon as you cross over into South Carolina from North Carolina. This unique location allows the Commission to welcome over 1,000 guests a day and entice them to visit the Pee Dee Region of South Carolina. Guiding the visitor throughout the region via a large display area allows them to learn about the varied sites, activities and attractions. There are International tourists, repeat tourists and some who have never been to South Carolina. This is truly an opportunity to promote the diverse sites and activities found throughout the Pee Dee. Come stay and play with us....discover a place like no other!

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# Diversity and Inclusion

## At *Progress Energy*



“Our success depends on attracting, engaging and retaining a talented workforce that reflects the communities we serve.”

Embracing diversity is a clear expectation for all Progress Energy leaders and employees. To meet our objective of making Progress Energy a great place to work while maintaining high standards for everyone, we must cultivate an inclusive environment. Our success depends on attracting, engaging and retaining a talented workforce that reflects the communities we serve. Furthermore, our company must provide fair policies, processes and opportunities. To meet these objectives, each business unit has its own diversity council, which is overseen by the Executive Workforce Council, led by Chairman, President and CEO Bill Johnson, and composed of all members of senior management. The Executive Workforce Council is focused on all strategic workforce issues involving attracting, engaging and retaining top talent.

Our company is committed to building skills in the workplace to manage and leverage a diverse workforce. This commitment begins with leadership workshops that develop the knowledge and skills that managers need to create an inclusive workplace. All new employees attend the required full-day culture training session within their first six months of employment. We also offer race awareness workshops to employees and have a team of employees across the company who are certified to conduct workshops on a range of topics: the business case for diversity,

exploring differences, subtle behaviors, conflict resolution and generational differences.

In addition, the company offers a race awareness roundtable, which meets once a month to discuss race and its social implications. These discussion forums allow us to continually enhance a culture of respect and inclusion while promoting positive change in ourselves, our company and our communities.

To support business and employee needs, we currently have five employee network groups: African Americans in Progress, Latin American Employee Alliance for Diversity, Women’s Insight Network, New Employee Opportunities Network, and Progress Inclusion and Disability Education. These groups are self-managed and focus on employee professional development and networking, community outreach, cultural awareness and recruiting and retention. Previous employee network group events include a time-management seminar, a speed networking event, disability mentoring days, and a workshop on stress reduction in the workplace. All employees are welcome to join any network group.

*Progress Energy 2011 Corporate Responsibility Report, Employees, Engaged Employees © Copyright 2011 Progress Energy. All Rights reserved.*

# Does Diversity In The Workplace Ensure Workforce Equality?

**A**t ArborOne, diversity is important because it focuses on using the talents of people from all walks of life; different experiences, perspectives, lifestyles and backgrounds to add value to the workplace and it is most valuable in the workplace because those dimensions that make each employee unique can be used to improve the workplace environment and productivity by offering different approaches to how to handle a challenge, solve an issue, make a decision, identify efficiencies in processes and other opportunities for the company's success.

We believe that a company's culture must nurture an inclusive environment; where people's differences are appreciated and viewed as positives and leveraged as such and pride ourselves on the fact that our company has policies, procedures and an employee handbook that outlines our management policies and procedures.

As to the current state of workplace diversity and where we go from here, at ArborOne diversity has always existed in the workplace; however, at this current time it is probably considered in the infancy stage of being understood correctly. As in everything, the only way to know more is through education. In the workplace, this would start from the top down - from Board Members, Executive Managers to unit managers and ultimately, to the employees themselves. Once diversity is properly understood, then it can be embraced.

Does Diversity in the Workplace Ensure Workplace Equality? Workplace equality feeds from within a company's culture. An inclusive culture that embraces the dimensions that make each person unique, and values each employee for those differences; will lead to each employee contributing to the organization's success.

To keep that competitive edge, ArborOne Farm Credit distinguishes itself from the competition by being available to our customers not only when it is convenient for them, but also where. Our Loan Officers go to them - whether it is in the field, at the office or at home after work. Our knowledge of agriculture and agribusiness is difficult to match. We understand farmers, farming, and the great importance of timing.

In its growth plan, ArborOne's immediate goal is the same as our long range goal -- which is to be the preferred lender for agriculture, agribusiness and rural communities. We strive to serve our territory, the twelve counties of the Pee Dee region of South Carolina, conscientiously and completely. As a member of the national Farm Credit System, ArborOne Farm Credit is one of more than 85 associations providing credit to farmers, ranchers and rural America.

Two of this organization's greatest challenges are the weather and legislation. Our core customers are farmers, and when the weather doesn't cooperate it can affect not only the crops in the

field, but the future input costs of their farming operations. The policies within the national Farm Bill, as well as, legislation governing the Farm Credit System can impact the way we do business. Our scope is tightly monitored by our governing body, the Farm Credit Administration.

Knowledge of agriculture and patronage refunds are our competitive advantage. Many of our employees have agricultural or rural backgrounds; they understand the way farmers must do business.

As a credit cooperative, we are owned by members who participate in qualified programs by borrowing or buying insurance.

The distribution of profits to our members effectively reduces their cost of borrowing money. While ArborOne cannot

promise to distribute patronage refunds, we are proud of our patronage history to date.

To keep employees motivated, engaged and empowered, ArborOne annually develops a training plan with input from executive management, unit managers and all employees; based on available training and needed training for each employee's area of expertise and their current career track. As budgeted, employees are allowed to attend training (expenses paid) that will improve their productivity and skill level. Additionally, we cross-train internally and offer onsite training (whether one-on-one or a group type training).

*ArborOne Farm Credit*

Every other year, we also have an internal Talent Management program which identifies those candidates with the potential to be future leaders/managers in the Association. This class of employees is trained on such topics as: Team Building, Delegation, Conflict Management, Emotional Intelligence, Powerful Presentations, Time Management and Transitioning into Management.

As well as corporate training, ArborOne ACA endorses the idea of employee growth through the pursuit of continuing education. The Educational Tuition Assistance Program is designed to reimburse tuition and required fees of pre approved courses for grades of "C" or better for an approved undergraduate programs and "B" or better for an approved graduate program. The course requested should be directly related to the employee's current position or for those positions to which an employee is promotable and be beneficial to the association and employee as determined by the Executive Management and/or CEO. The program has certain eligibility requirements and conditions for differing levels of educational assistance (undergraduate, graduate, etc). The maximum reimbursement amount per year is \$5,000.

**Article Contributed by Mary K. Dickson,  
VP of Marketing at ArborOne world.**



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*To our men and women in uniform...  
past, present and future...  
God bless you...  
and thank you.*



**Mr. Alphonso Bradley, Director**

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