



Community News

The Fayetteville/Cumberland County Dr. Martin Luther King, Jr. Committee recognizes local businessman

by Jae McKrae

Floyd Shorter was recognized for his diligence and the work he does with small businesses during the 20th annual banquet of The Fayetteville/Cumberland County Dr. Martin Luther King Jr. Committee at Fayetteville Technical Community College.

Floyd Shorter, Fayetteville businessman, heads the Fayetteville Business Center, a business incubator linked to Fayetteville State University. He holds memberships with the Fayetteville-Cumberland County Chamber of Commerce, the Civic Center Commission, the Fayetteville Regional Airport Commission, the Fayetteville Business & Professional League and the MLK Committee.

Mary Hales, the vice president and member of the Fayetteville Business & Professional League, said Shorter never quits until his work, my work, your work is done and then some. That sentiment reverberated with everyone at the banquet. Hales also said Shorter, who happens to be the president of the business league, has worked arduously with young entrepreneurs.

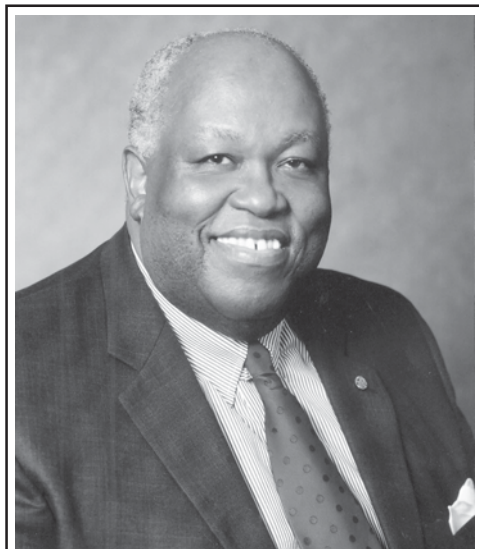
Daughters, Lia Shorter and Melanie Shorter-Cooper traveled from out of town to share in the evening with their father. They acknowledged the example of a good man fit the characteristics of their father. They said their family doesn't offer meaningless 'I love you's.' "We always show it," said Melanie Shorter-Cooper. Dr. Sandra Shorter, Shorter's wife also attended this memorable evening. Not only does Shorter like hearing a good joke, he injects his warm sense of humor whenever possible as well. "Shorter is a gentleman and a scholar, but he is also a jokester," said Sheldon McAlpin of Kappa Alpha Psi Fraternity.

All who know Floyd Shorter agree, honoring him was a perfect way to close out 2009.

Rep. Marvin Lucas presented him with a certificate from the state House of Representatives and the governor's Old North State Award. The award's inscription read, 'You believe every day of your life, even in the most challenging times, when people tell you 'No. You can't.' You say, 'Watch me.' Shorter has also garnered a reputation for not saying "no" to anyone who seeks his assistance. This is a true testament of his commitment to the community.

When it was Shorter's turn at the microphone, he thanked all who expressed their kind words about him and in turn complimented each of them. At times the evening even felt like a roast, and Floyd Shorter basked in all of it.

The sincerity spilled when Shorter got up to talk about growing up in a small Alabama town. Racism and discrimination were commonplace when he attended high school and college, he told the



Floyd Shorter - President of Fayetteville Business & Professional League
Director
Of The Fayetteville Business Center,

audience. However, his mother – a widow and supporter of Martin Luther King Jr. - always encouraged him to help people whenever possible. Words he has never forgotten. "If I have helped someone's life in a meaningful way, know that I was happy to do it," he said.

His hard work was also rewarded by his selection to lead the committee's Martin Luther King Jr. parade on Jan. 16, 2010.

About Floyd Shorter.

Floyd Shorter is the Director of the Fayetteville Business Center, a business incubator spearheaded by Fayetteville State University. Mr. Shorter began serving in his position on August 16, 2001. The Fayetteville Business Center is designed to support new or emerging businesses in the service and light manufacturing arena by providing modestly-priced office space and facilities and by providing needed counseling on business issues relative to financing, operations, planning, marketing and business related matters. Prior to his current position, he served as Director of the Small Business Center at Southeastern Community College.

Mr. Shorter earned his Bachelor's Degree in Business Management from Tuskegee Institute, now known as Tuskegee University. After his military stint, Floyd attended and received his Master of Business Administration Degree from Old Dominion

University. After graduate school, he was employed as a retail and commercial banker with a regional bank and minority bank located in Norfolk, Virginia and Fayetteville, North Carolina respectively. Floyd entrepreneur's experience has been in the area of fast food ownership where he formerly owned and operated two Burger King Restaurants. Additionally, he is the former owner of a funeral home located in Alabama.

Floyd serves on several local boards and committees dedicated to the startup and growth of small business and entrepreneurship. A former member of the National Business League Board of Directors and NC REAL, he is currently serving as a Board Member of the Fayetteville-Cumberland County Chamber of Commerce; Civic Center Commission; the Fayetteville Regional Airport Commission and the SBTDC. He is a board member of the Fayetteville Business & Professional League and currently serves as its president.

Floyd has received many certificates and awards to include being named the 2009 Principal Investigator of the BRAC Impact Study of the Eleven County Region – "The Impact of BRAC on the Socially and Economically Disadvantaged Population". In 2007 he received the Volunteer of the Year Award from the Cumberland County Business Council. He is the recipient of an Appreciation Award as Director of the Small Business Center of Southeastern Community College. It is noted that Floyd is a Martin Luther King, Jr. Fellow of the Woodrow Wilson National Fellowship Foundation. During his military stint, he was awarded the Military Bronze Star for Meritorious Service in Vietnam.

Floyd is a life member of the Fayetteville/Ft. Bragg/Pope AFB Alumni Chapter of Kappa Alpha Psi Fraternity and a member of Bethel AME Zion Church where he serves on the Board of Trustees. He and his wife, Sandra are the proud parents of two daughters, Lia and Melanie. Lia received her medical degree from East Carolina University and is engaged in an ob/gyn private practice in Stafford, Virginia. Melanie completed Howard University School of Dentistry and is now studying for her dental board exams. Floyd is the proud Grandpa of Fallon and Farrah Cooper.

Insurance Matters



by **Jerome T. Scott**
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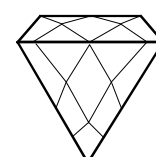
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