

Chronicle Profile

A mixture of people in one

By AUDREY L. WILLIAMS
Chronicle Staff Writer

Take a dash of Mary McLeod Bethune, a half-cup of Jacqueline Kennedy Onassis, a teaspoon of Dionne Warwick, a tablespoon of Tina Turner, a swig of Richard Pryor and you've met Bessie Sherman.

Sherman, 34, is on an inter-governmental loan from the Department of the Interior's National Park Service to Winston-Salem State University. She directs and manages of the university's environmental center, formerly Camp Robert Vaughn.

As for the ingredients in the recipe that is her, Sherman says they are all real characterizations of her various personalities.

"Mary McLeod Bethune," says Sherman, "that's the educational part of me. Onassis, that's the businesswoman in me. Dionne Warwick, that's the singer in me. Tina Turner is the dancer in me and Richard Pryor is the comedienne in me."

June 1 marked the first day of Sherman's two-year stay in Winston-Salem. The 253-acre site she manages for WSSU is located 23 miles from the Twin City in Stokes County and was donated by the Winston-Salem Foundation. As manager of the environmental center, which has log cabins, an eight-acre lake, a pavillion for banquets and nature trails, Sherman devises ways to generate funds for the land's upkeep and promotes the use of its nature trails for revenue-producing environmental studies.

Born in West Virginia, Sherman says she spent her childhood and early adulthood in Paterson, N.J. She holds dual degrees in American studies and business administration

from Ramapo College in Mahwah, N.J., and, in 1976, says she decided she wanted to study abroad. So she went to Africa and studied at the University of Ghana.

She's the divorced mother of a 15-year-old son and a nine-year-old daughter, but chooses to let her mother raise them in Hampton, Va.

"They need that discipline," says Sherman. "I'm not home all the time. I love moving around. If I don't, I get bored."

"I like meeting new people and adjusting to different lifestyles," she says. "I play mother all the time, but with my children, it's more like the big-sister type. They call me 'Bessie.'"

Although she works at a conservative corner

"I feed off knowledge. I have to feed off my craving for knowledge. I have to move. I can't be stagnant or I'll just perish."

-- Bessie Sherman

desk in a traditional office setting in the Division of Applied Arts and Sciences and Continuing Education office -- Bessie Sherman is neither.

An outdoorsy type, she spent a summer in recreational administration and was later hired by the now-defunct Young Adult Conservation Corps. Sherman was transferred, however, to her present home base, the Gateway Job Corps Center in New York. While with YACC, she says, she had the opportunity to work with youth who had been involved in drugs, prostitution, murder and other crimes.

But now she's back to administrating, something that she says "pays the rent."



Bessie Sherman: She has the energy of Tina Turner, the wit of Richard Pryor and the business sense of Jacquelyn Kennedy Onassis (photo by James Parker).

No, it's not a lackadaisical attitude, she explains; it's just the carefree approach to life that leaves her free of worry.

"I was settled in my 20s," says Sherman, "but there was no growth and I felt that I could offer myself as a complete woman by being educated."

"I feed off knowledge," she adds. "I have to feed my craving for knowledge. I have to move. I can't be stagnant or I'll just perish."

She accepts things as they are, she says, with money being her only prejudice. "It has to be green," she says.

The hairdo she sports is punk rock, because it's carefree and easy to manage, she says. And, instead of the traditional navy blue suit, Sher-

man prefers a blazer and blue jeans.

She sees the South as one of the more honest regions in the nation and compares the North to "a facade."

But the limelight is really where she'd like to be, she says, up front out on center stage, doing what she enjoys the most. She has the height of a model and, at a slender 5-11, says she's done a few amateur shows, but nothing could replace her fantasy of becoming a singing star.

"I love to sing jazz," says Sherman. "I really wanted to be an entertainer, but since they suffer so, I decided to go into business."

"I definitely want to be an entertainer so I can dance like Tina Turner," she says. "I like

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AKA co-founder to attend confab

Norma Boyd, one of the 16 young women who founded Alpha Kappa Alpha Sorority on the campus of Howard University in 1908, and who, at 96 is the only living founder of the Greek-letter organization, will be among the 10,000 members expected to attend the sorority's 51st biennial convention. The national meeting will be held in Washington D.C. from July 21-27 at the Washington Convention Center.

In addition to being one of the founders, Miss Boyd played a catalytic role in the evolution of Greek sororities and fraternities from social entities to socially-conscious ones.

"Miss Boyd marched in anti-lynching crusades during the 1920s," noted Faye B. Bryant, national president of the 75,000-member sorority. "Moreover," continued Ms.

Bryant, "as a suffragette who championed the rights of women, Miss Boyd spoke out for equality for women long before it became fashionable."

Miss Boyd's leadership has been felt nationally and internationally. In addition to these human rights feats, the Alpha Kappa Alpha sorority founder is responsible for the establishment of the Non-partisan Council on Public Affairs. The Council, which was in existence for ten years, produced the first full time Congressional lobby for minority groups rights and was designed to secure fill citizenship for all members of society.

At the convention this year, Miss Boyd plans to attend, among other events, the voter registration rally set for Wednesday, July 25 from 11 a.m. to 12:15 p.m. on the steps of

Capitol Hill. She is also scheduled to hear the address of Assemblywoman Maxine Waters, Chicago Superintendent of Schools Ruth Love, Transportation Secretary Elizabeth Dole and others who will participate in the biennial convention.

According to Miss Boyd, her greatest sense of fulfillment will be in greeting the thousands of sorors who have become a part of the worldwide Alpha Kappa Alpha sisterhood that she helped found.

"I look forward to greeting my fellow members at the convention," said Miss Boyd, a Washington D.C. resident. "I plan to participate in this year's activities as I plan to play a role in the conventions to be held in 1986 when I'm 98, in 1988 when I'm 100 and on into my hundreds."



Norma Boyd

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you a thirst for education. I leave you the challenge of developing confidence in one another. I leave you a respect for the use of power. I leave you faith. I leave you racial dignity. I leave you a desire to live harmoniously with your fellow man. I leave you, finally, a responsibility to our young people."

Today, the National Council of Negro Women is a coalition of 29 affiliated national member organizations and concerned individuals with an outreach representing four million women. It has community-based sections in 220 communities. For 1984, the National Council of Negro Women has four major targets: To strengthen the economic and social position of women and their families, to focus on youth development, especially teenage pregnancy, juvenile justice and female single parenting; to advance the enforcement of civil rights with special concern for women's rights, voter education, unfettered educational and economic opportunity, and to increase the capability of women's organizations in working with the poorest majority in developing countries.

The president of the local chapter is Savannah Johnson and the president of the state coalition of the National Council of Negro Women is Dr. Manderline Scales.

Beauty Talk
by Jean Ford

INVEST TIME IN YOUR HANDS...AND FEET!



People notice hands quickly. Hands that are beautifully cared for say you care for yourself. And shapely and colorful nails make a statement about your fashion sense. A weekly manicure is a must for pretty hands. And with the warmer weather, pretty feet need attention, too, since they will also be exposed...on the beach or in open-toed sandals.

One of the secrets to a professional look is well-cared for cuticles. Soften them by soaking in warm, sudsy water; rinse, dry and smooth cuticle remover into the sides and base of each nail. Let it work and gently push back cuticle with an orange stick. Rinse away old cuticle and massage in a cuticle conditioner.

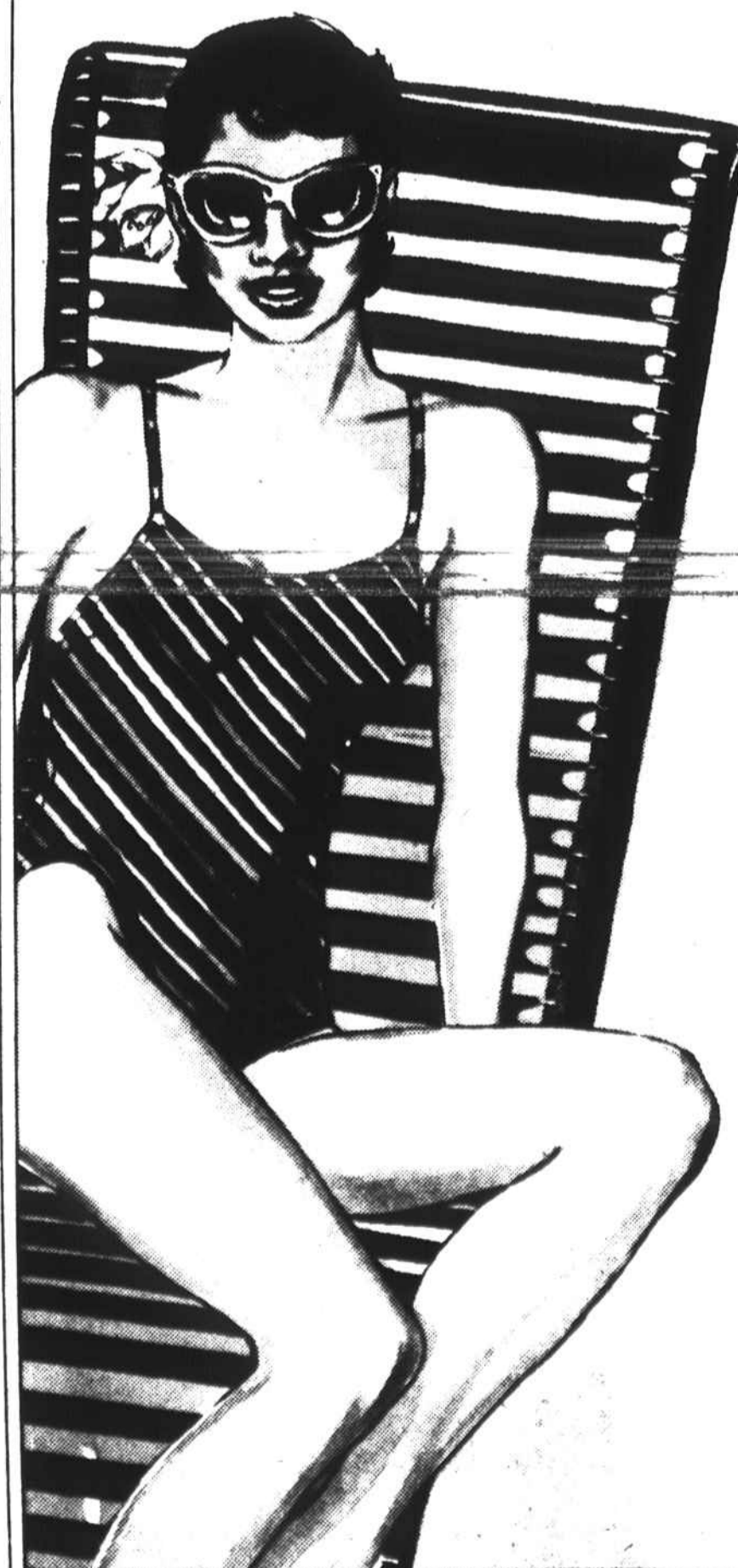
Length and shape of nails are also important. Technicians should be no shorter than the tips of the toes, with the edges squared to discourage ingrown nails. For fingernails, a slightly blunted oval shape discourages splits. If your nails are cracked, split or break easily, protect and color them at the same time with Avon's Ultra Touch Color Guard Nail Enamel. By conditioning and moisturizing your nails, it will help them look 100% more beautiful in just 21 days!

Always use a base coat; enamel flows on smoother and clings longer. Apply enamel in two thin coats, drying between coats. Use 3 smooth strokes from base to tip of nail—down the center first, then each side. Shield your enamel with a thin, even layer of glossy top coat.

Ask your Avon Representative about Avon's Ultra Touch Professional Nail Care System—a complete line of nail care products that will give you a professional looking manicure and pedicure.

Ms. Ford is Manager of Black and Hispanic Markets for Avon Products, Inc.

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