

Business Briefs

BUSINESS PROFILE

Joint Ventures links campus, community in order to better meet industry's demands

By ROBIN BARKSDALE
Chronicle Staff Writer

Members of the business community and the academic arena are joining forces to offer an innovative program designed to help meet the areas educational needs.

Joint Ventures, an outreach program of the Winston-Salem State University Office of Continuing Education, links resources provided by private consultants, University of North Carolina system institutions and the business community. The objective of Joint Ventures is to establish a stronger labor and management pool to better meet the demands of industries and the corporate structure. The WSSU continuing education director said Joint Ventures reaffirms the university's commitment to community outreach.

"One of the roles of the university is to broaden community services," said Michael Callaghan, director of extended education at the university. "These are changing times in Winston-Salem, and the university is looking for ways to better support the community and its economic growth and development."

Under the program, businesses and industries indicate the areas in which they need workers trained. The Joint Ventures staff then matches those businesses with resources that can provide services directly suited to the companies' needs. Also, Joint Ventures solicits businesses to help in providing training in areas requested by continuing education participants.

Mr. Callaghan said that if a business has a group of employees that needs to be further trained in computer work, for instance, the Joint Ventures program could make arrangements for the course to be available by linking members of the resource pool.

"We find people through the American Society of Training and Development that could provide relative training and educational services to the community as needed," Mr. Callaghan said. "This program is all about the pulling

together and assessment of various resources available."

Mr. Callaghan said Joint Ventures will not limit the courses available through its program and will search out resources to offer training in whatever areas are needed.

He said the concept of Joint Ventures is not new, and that it has operated in some form for several years. But, he said, the program staff and the university officials have committed themselves to making Joint Ventures a working part of the community.

"We're sort of recognizing that we have been doing this type of program," said Mr. Callaghan. "This is part of the continuing education program, and when people hear 'continuing education' they think in terms of people who have come back to school or people who have gone to school and are returning and may not be full-time. But we realized that they're not the only ones who need these types of things provided by Joint Ventures. We're in an information age, and people increasingly are recognizing that education is not something that is ever finished. When you think about the fact that the first computers and the first VCR cameras were out in 1977, you're amazed at how much they've changed since that time. Things are constantly changing and we have to keep training to keep up with what skills are required."

Mr. Callaghan said that the economic future of Winston-Salem could depend on the type of workforce that it is able to offer new and existing industries. Oftentimes, he said, companies considering relocating to a particular area conduct demographic studies on the populations in those areas. If the training of the residents is compatible with the needs of the business, the site will be given heavy consideration.

"When I lived in Illinois, a major company relocated to one of the small suburbs because when they investigated they found that there was a large pool

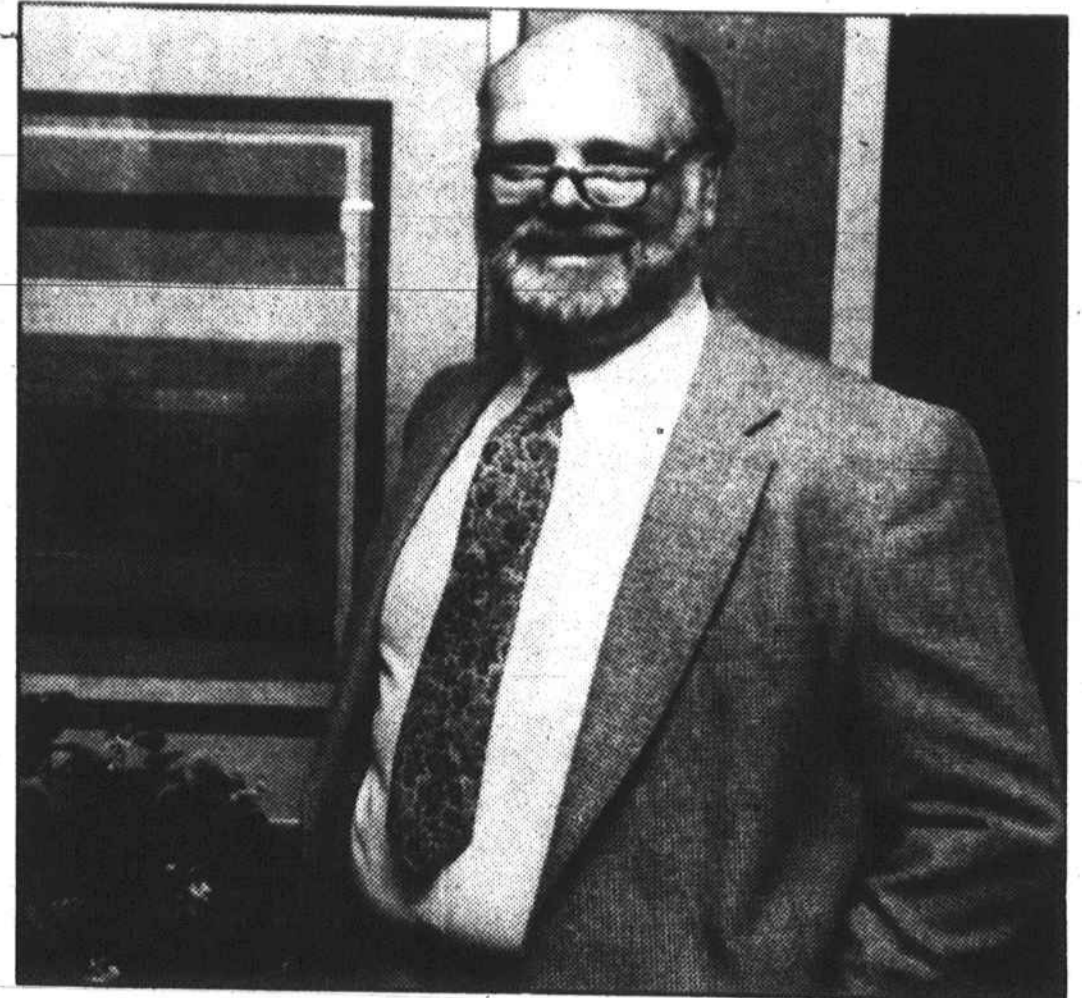


Photo by Mike Cunningham
Michael Callaghan, director of extended education at WSSU, says that the university is "looking for ways to better support the community and its economic growth and development."

of people trained in the areas that were needed by their company," Mr. Callaghan said. "If we expect to attract industries to the city and surrounding area, we've got to have a trained labor force available to those industries. Our labor market has got to be one that will be an attribute to the community. That way we can encourage industries and companies to come in and stay in. We can't afford to have companies come in and leave, possibly because they can't find enough trained people."

Ten Afro-Americans honored at seventh annual Candace Awards

NEW YORK -- Ten distinguished and diverse Afro-Americans were honored recently by the National Coalition of 100 Black Women at their seventh annual Candace (Canday-say) Awards, held at the Metropolitan Museum of Art in New York City.

The event, sponsored by AT&T,

honored for their significant and varied accomplishments.

"This year's Candace awardees are symbolic of the outstanding legacy of Afro-American achievement and talent that has graced America," said Jewell Jackson McCabe, president of NCBW and producer of the awards program. "Candace, the

AT&T. "We have a long-standing commitment to diversity in our work force, and women have played a crucial role," said David Cannady, AT&T national consumer market manager. "The Candace Awards identify a variety of positive role models for our youth."

AT&T, in cooperation with a

to meet the distinguished Candace awardees.

Mistress of ceremonies Maya Angelou mesmerized the audience as she read some of her most inspiring poems, which served as a reminder of Afro-American heritage.

All of the honorees told of how they overcame obstacles to achieve their varied accomplishments. Gina Barclay-McLaughlin, director of the Center for Successful Child Development and the awardee for community service, told of how not only she, but all her 10 brothers and sisters went on to college from an impoverished background. Janet Collins, the awardee for arts, spoke of her breakthrough as the first black artist to appear at the Metropolitan Opera House, and of the many dance awards she received during her long career. Carolyn Craven, host of the PBS show "South Africa Now" and the awardee for journalism, used her acceptance speech as an opportunity to speak out against apartheid, and to underscore the fact that the show's perspective is of black South Africans.

The Candace Award for Distinguished Service went to John H. Johnson, founder of Johnson Publishing and *Ebony* magazine. Now one of the wealthiest men in America, Mr. Johnson recalled how his family was once on welfare: "Yes, I was on welfare once, but I got off!" His comment brought nods of understanding from the audience.

Suzanne de Passe, president of Motown Productions, was moved to tears upon receiving the group's Trailblazer Award. "I'm an only child, but because of the Coalition, I now have many, many sisters."

Others honored include: Dr. Condoleezza Rice, director for European and Soviet affairs on the National Security Council, international affairs; Mary Lee Widener,

president and CEO of Neighborhood Housing Services of America Inc., economic development; Beverly Guy-Sheftall, director of Women's Research at Spelman College, education; Margaret Walker Alexander, successful author, letters, and Dr. Patricia Cowings, research psychologist and Investigator at NASA's Ames Research Center, science.

Guest presenters included Martina Bradford, vice president of external affairs, Eastern region; authors Imamu Amiri Baraka, Paula Giddings and Ntozake Shange; actor and costume designer Geoffrey Holder and his wife, dancer Carmen de Lavallade; television news anchors Sue Simmons of WNBC-TV, Rolanda Watts of WABC-TV and Charlayne Hunter-Gault of WNET-TV;

Manhattan Borough President David Dinkins and former Manhattan Borough President Percy Sutton, founder and chairman of Inner-City Broadcasting.

Entertainment was provided by Sherry Winston, Grammy winner Gerald Austin, former lead singer of the Manhattans, and Stephanie Mills, who dedicated "Home" from the Broadway musical "The Wiz" -- which she starred in -- to mentor Suzanne de Passe.

After the awards presentation, a reception was held in the Museum's Egyptian Temple of Dendur, a most fitting atmosphere for the guests to meet and talk with the Candace honorees.



Winners All!

The National Coalition of 100 Black Women has honored 10 Afro-Americans for various and significant accomplishments at the seventh Candace Awards. Pictured are, from left: back row, Ntozake Shange, author, Maya Angelou, poet, and Geoffrey Holder, actor and costume designer; front row: Janet Collins, prima ballerina, Carmen de Lavallade, dancer and wife of Geoffrey Holder, Charlayne Hunter-Gault, news anchor, John H. Johnson, founder of Johnson Publishing, Jewell Jackson McCabe, president of NCBW, Benjamin Hooks, president of the NAACP, and Suzanne de Passe, president of Motown Productions.

honored women ranging from a member of the National Security Council to the first black prima ballerina to grace the stage at the Metropolitan Opera House. All were

ancient Ethiopian title for empress or queen, serves as a constant reminder of black female power."

Ms. McCabe welcomed the awards' new corporate sponsor,

group of business leaders called the New York City Partnership, made it possible for 30 students from George Washington and Morris high schools to attend the awards as special guests

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