

Publisher's priority is promoting magazine

By ANGELA WRIGHT
Chronicle Managing Editor

Winston-Salem Magazine won't undergo any radical changes despite the fact that a 32-year-old Italian businessman recently acquired 50 percent of it.

Luigi Caria Bozzo left his homeland Sardinia for Winston-Salem in April and already is carving out his economic niche. He oversees the operations of Fourb Investments, a family-owned real estate investment firm based in Winston-Salem, and he has recently invested in a local vending company.

He refers to his acquisition of 50 percent of Winston-Salem Magazine as "a first step." He said he developed an interest in the magazine in June and later met with the magazine's editor and co-founder Mary Lyons Rearden to discuss his desire to buy into the publication.

"We don't want to change the magazine," said Mr. Bozzo. "We want to improve it."

For starters, he and Ms. Rearden, have begun adding software to their desktop publishing system. They plan to have a totally computerized operation by 1990.

Also on the improvement agenda is an increase in the number of pages in the magazine.

"There is only so much you can do with 48 pages," said Mr. Bozzo. "We plan to go to 64 pages. Then we'll be able to add more information to attract a larger market."

Mr. Bozzo said the magazine's readership currently consists of the over 30 age group. It is his desire to attract a share of the younger market. He says plans are also in the works for increasing the number of issues of the publication by printing special editions.

He and Ms. Rearden are operating on a three-year plan that includes an eventual increase in the frequency of publication for the now bimonthly magazine.

The communications industry is



Winston-Salem Magazine's new publisher, Luigi Bozzo, right, compares previous magazine covers with art director Jerry Beauchamp.

Photo by Mike Cunningham

not unfamiliar turf for Mr. Bozzo. He served as president of a local radio and television station in Sassari, Italy, and he is publisher of a daily newspaper there.

He started testing U. S. soil for possible relocation in 1984. His family was interested in making real estate investments here. After marrying a local woman, Maril Majette, in 1986, he chose to settle in Winston-Salem.

"We really like Winston-Salem," he said. "I like mid-size cities and I like the South. The people are warm and friendly in the South."

He expresses excitement about the transitions that are occurring in Winston-Salem, and he says that he believes that the city is changing into a "more pluralistic reality."

"It used to be that a few large companies were the economic base, but the future is toward a larger number of smaller companies," said Mr. Bozzo. "More people are coming to town, bringing new input and new ideas, and it's always good to get new input."

Ms. Rearden is one person who is glad that Mr. Bozzo came to town with new ideas and new input.

"Luigi brings both experience and energy to this magazine," she said. "His background in publishing will be very valuable to us. On top of that, we get to learn a little Italian."

Ms. Rearden has had just a few weeks to get acquainted with Mr. Bozzo, but she says she and her new partner seem to be quite compatible. "His interest in publishing led

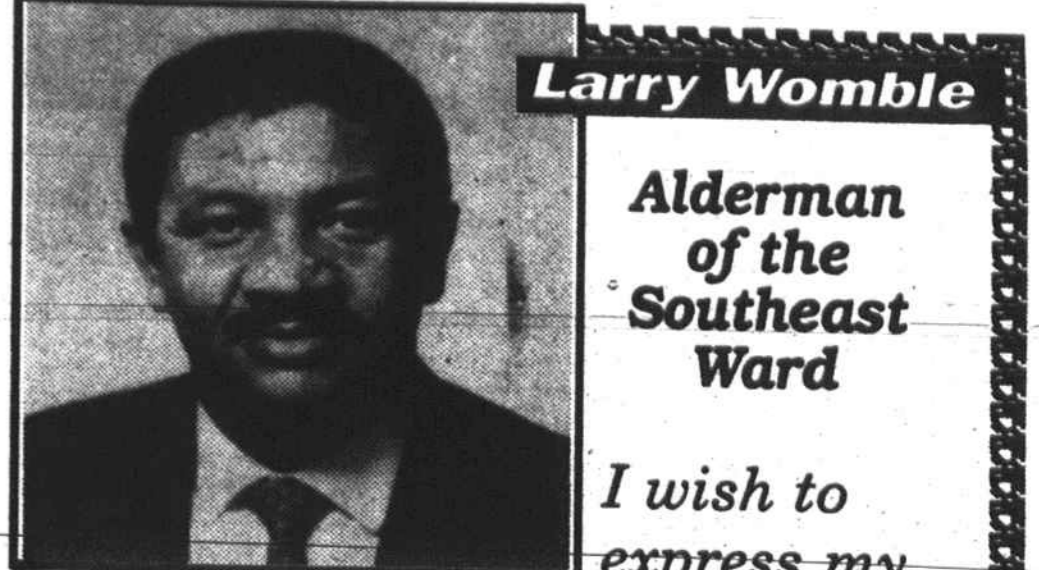
him to us," she said. "We think alike. We see some of the same needs: subscription development, marketing and promoting — none of which has ever been done."

It is to those needs that Mr. Bozzo will devote most of his initial attention while Ms. Rearden continues as editor. Both of them say that eventually the editorial content of the six-year-old publication will undergo some alteration.

"We have always done fine in covering the arts and business community," said Ms. Rearden. "But, I'd like to see us do more to address the history of the city and do profiles of local people."

A health and fitness column is a possibility to Mr. Bozzo. He says he also would like to see the magazine incorporate a restaurant review.

"The magazine will always focus on the interests of Winston-Salem," he said. "This is an exciting time for this city. We would like to see the magazine grow with the community."



Larry Womble

Alderman of the Southeast Ward

I wish to express my appreciation and gratitude to all of the voters, contributors, friends and volunteers who helped in any way to re-elect me as Alderman of the Southeast Ward

Sincerely,

Larry Womble

Veronica Black elected senior vice president

Veronica C. Black has been elected senior vice president at Wachovia Bank and Trust Co. in Winston-Salem.

Mrs. Black is personnel manager for the Operational Services Division in North Carolina and Georgia. She joined Wachovia in 1969 and has worked in personnel since 1981. She was named manager of hourly operations services in 1987 and assumed her current responsibilities in 1988.

Mrs. Black, a native of Winston-Salem, is a graduate of Livingstone College in Salisbury, where she was a member of Alpha Kappa Mu national society. She also completed the Young Executives Institute at the University of North Carolina at Chapel Hill.

Wachovia Bank and Trust is a principal bank of First Wachovia Corp., an interstate bank holding company with dual headquarters in Winston-Salem and Atlanta.



Veronica C. Black

Things will be different at this year's Chicago Night

Special To The Chronicle

You can bet that things will be a little different at Chicago Night this year. Don't ask how they plan to do it (actually, you can ask, but they won't tell you), but the Wachovia Volunteers are adding horse racing to their annual fundraiser for the Sawtooth Center Scholarship Fund.

Another first this year is that the event will be held on a Saturday night (Nov. 18, from 8 p.m. until 1 a.m.) rather than Friday. Otherwise, it will be flappers, gangsters, gambling and general mayhem as usual.

This will be the eighth annual Chicago Night, during which the parking garage of the Sawtooth Building is converted into a 1920s-style speakeasy and gambling casino. Tickets are \$10 in advance or \$15 at the door. Guests receive \$2,000 in "Chicago Night Bucks" which can be multiplied (or lost) at games of chance such as craps, blackjack, roulette -- and now horse racing.

Networking

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Hanes said she is particularly excited about the session with the elected officials because it will offer an opportunity for residents to air their concerns and to explain their needs to the Board of Aldermen.

"We want to encourage people to come to the Board of Aldermen meetings when decisions are being made," said Ms. Hanes. "That's why we're scheduling a meeting with the candidates just elected to office. They can get an understanding of what the community wants, and they can explain where they stand on issues."

Those lucky enough to win some "bucks" can use them to bid on donated items to be auctioned off during the evening. There will be two silent auctions and a called auction.

The Wachovia Volunteers is an informal organization of Wachovia employees who volunteer for a variety of events in the community. In 1982 the group sponsored the first Chicago Night to start a scholarship program to allow talented children to attend classes at the Sawtooth Center for Visual Design. Over the past seven years, Chicago Night has generated more than \$36,000 for the Sawtooth Scholarship Fund.

Over the years Chicago Night has expanded from primarily a Wachovia function to become more of a community-wide event. Two years ago volunteers from Sara Lee Corporation began to help out, and this year IBM and Ernst and Young also have provided support.

Costumes have grown more elaborate with each passing year. At

the first Chicago Night, only a few volunteers came dressed in period costume. In recent years, a large number of volunteers and guests have come in elaborate regalia, including authentic dresses of the '20s era. The basement atmosphere of the Sawtooth Garage, period music and some classic automobiles complete the Roaring Twenties atmosphere.

Despite the prohibition-era theme, cash bars will be open for business. Advance tickets may be purchased at the Sawtooth Center, 226 N. Marshall St., or call 723-7395.

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Nov. 15, 1989

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- Girl's Sweaters \$4.99-\$6.99 Sizes 8-18

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'83 PONTIAC FIREBIRD \$6995	'86 CELEBRITY \$5695	'87 ESCORT \$4995
'85 PONTIAC BONNEVILLE \$6988	'85 CELEBRITY \$5495	'88 FESTIVA \$4988
'85 ACCORD LX \$7995	'85 CELEBRITY \$3988	'84 FORD T-BIRD \$3995
'88 VW JETTA \$9988	'86 CAPRICE \$7995	'84 TERCEL STATION WAGON \$4988
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'83 HONDA ACCORD \$5995	'87 CHEVETTE \$3995	'88 MEDALLION \$4988
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'86 HYUNDAI EXCEL \$2995	'87 NOVA \$4995	'84 CUTLASS \$3995
'85 BMW 318i \$9995	'82 CORVETTE \$9995	'85 CALAIS \$6495
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'85 OLDS CALAIS \$8488	'86 PONTIAC GRAND AM \$4988	'88 OLDS DELTA \$11,988
'85 OLDS TORONADA \$8988	'86 BUICK SKYHAWK \$6988	'88 OLDS CIERA \$9488
'85 OLDS CUTLASS \$7995	'85 MONTE CARLO SS \$5988	'86 CAMARO IROC \$9995
'86 OLDS DELTA \$7995	'86 CAVALIER \$5995	'85 CAMARO 228 \$7988
'87 HORIZON \$4888	'86 CELEBRITY \$6995	'86 CAMARO \$7995
'85 PONTIAC STATION WAGON \$7488	'82 BUICK REGAL \$2988	'89 CAMARO \$10,995
'85 BONNEVILLE \$6995	'85 PONTIAC GRAND PRIX \$5988	'86 CAMARO \$6995
'85 FIERO \$8995	'84 FIREBIRD \$4995	'84 CADILLAC \$7998
'85 GRAND PRIX \$6488	'87 ESCORT WAGON \$5488	'84 CADILLAC ELBORADO \$7295
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'87 PONTIAC FIERO \$7995	'87 CELEBRITY \$7995	'84 SKYLARK \$2988
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Mr. Goodwrench