

BUSINESS FOCUS

Briefs

Goodwill Industries of NWC Inc. is awarded grant from Kate B. Reynolds

Goodwill Industries of Northwest North Carolina Inc. has been awarded a \$63,900 grant by the Kate B. Reynolds Charitable Trust of Winston-Salem, Sherry Carpenter, vice president of employment and training services, said April 23.

The funds will be used to provide the Goodwill-Works curriculum, which will address the life/career development (personal growth) needs of frontline/hourly employees of Winston-Salem employers who are interested in investing in creative job retention initiatives. "Businesses are struggling to continue providing goods and services in an environment of extremely low unemployment. They are receptive to ideas that reduce turnover and raise productivity. Employers now recognize that the world of work is not an end to itself - that employees who participate more fully in the life of the community and have more balanced controllable lives are ultimately more motivated, loyal and productive workers," said Carpenter.

The mission of Goodwill Industries of Northwest North Carolina Inc. is to provide innovative education and workplace training to individuals seeking personal development and economic opportunity. Carpenter said, "The grant from Kate B. Reynolds will give us additional resources to continue to be an avenue for independence and achievement for individuals in the community."

Goodwill Industries of Northwest North Carolina Inc. was founded in 1926 and serves more than 2,500 individuals annually. Dr. Bob H. Greene is chairperson of the board of directors. The Kate B. Reynolds Charitable Trust was created in 1947 by the will of Mrs. William N. Reynolds of Winston-Salem. Three-fourths of the income of the trust is designated for use for health-related programs and services across North Carolina and one-fourth for the poor and needy of Winston-Salem and Forsyth County.

Gannaway named president and CEO at Sara Lee Branded Apparel

Michael Gannaway has been named president and chief executive officer of Sara Lee Branded Apparel customer business teams and megabrand division. In his new position, Gannaway has responsibility for retail sales to key customers across Sara Lee Apparel and for consumer marketing of the Hanes, Hanes Her Way and Just My Size brands. He reports to Paul Lustig, chief executive officer of Sara Lee Branded Apparel.



Gannaway

Gannaway joined Sara Lee in 1993 as vice president of sales for Sara Lee Intimates' Bali brand, and was later promoted to vice president and general manager for the department store business. In 1996, Gannaway joined Sara Lee Underwear as president of the Polo Ralph Lauren underwear business and was promoted to president of the mass channel business earlier this year. Before joining Sara Lee, Gannaway was president of department store sales for Revlon Products based in New York City. Gannaway is a graduate of the University of Minnesota with a degree in sociology. He and his wife, Susan, have three children, Stacy, Thomas and Sean.

Sara Lee Branded Apparel is a division of Sara Lee Corp., a global branded consumer packaged goods company with more than \$17.5 billion in annual revenues. Its leading brands include Hanes, Hanes Her Way, Bali, Douwe Egberts, Hillshire Farm, Just My Size, L'eggs and Playtex.

Scott Somerville is named vice president of Kmart Business Team at Sara Lee Branded Apparel

Scott Somerville has been named vice president of the Kmart Business Team at Sara Lee Branded Apparel. In his new position, Somerville has responsibility for sales of all Sara Lee Branded Apparel products, including underwear, activewear, intimates, socks and hosiery, to Kmart stores nationwide. He reports to John Piazza, vice president of Sara Lee Corp.



Somerville

Somerville joined Sara Lee Branded Apparel in 1991 as a national account manager for Sara Lee's Team Hanes business. In 1994, he moved to national account manager for the Kmart Business Team and was later promoted to director of sales in 1997 and then director of business development in 1998. Before joining Sara Lee, Somerville was a national account manager for Armstrong World Industries, based in Lancaster, Pa.

Somerville is a graduate of Bucknell University with a degree in business administration, and a native of Doylestown, Pa. He and his wife, Renee, have three children, Hunter, Tanner and Olivia.

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BET plans to offer digital television network package

NNPA NEWSWIRE

WASHINGTON - When Black Entertainment Television (BET) was created, it pioneered a new approach to music and entertainment programming. Some 21 years later, BET continues its ground-breaking approach to satisfying viewers with the creation of BET Digital Networks - a new channel grouping with digital cable offerings under the headings of BET on Jazz, The Jazz Channel, BET International, BET Gospel, BET Classic Soul and BET Hip-Hop. BET President and Chief Operating Officer Debra Lee announced the new digital group, along with Paxton Baker, senior vice president of BET on Jazz and the individual who will lead the new BET Digital Networks organization.

"Digital cable and satellite systems have always catered to viewers with very diverse and discriminating tastes in entertainment programming," said Lee. "Our BET on Jazz network has established a successful presence on both the digital and analog service tiers. With BET's new digital offerings, we will continue that momentum and cultivate new audiences with an affinity toward gospel, hip-hop and R&B music."

Launched in 1996 and now reaching 7 million homes, BET on Jazz: The Jazz Channel has achieved critical acclaim as the primary destination for jazz enthusiasts with a mixture of in-studio performances, festivals, concerts and celebrity interviews. Many of the shows feature original programming as well as historic footage unavailable on any other television network.

BET International, also established in 1996, features a hybrid of programming from BET on Jazz and the core BET cable network. The reach of BET International extends to 66 countries worldwide, including 36 African nations.

"In the short term, we're broadening the range and scope of the overall BET brand and the connection we have with our viewers," said Baker. "What we hope to



achieve in the long term is a permanent multi-genre presence in the digital universe, which clearly is the future of television programming and technology."

Baker added that the BET Digital Networks organization would take shape from the impending restructuring of the existing BET on Jazz organization. "This will allow us to utilize expertise already in place, and capitalize on all synergies with our colleagues at MTV Networks," he said.

Gospel programming has long been a favorite of BET viewers since the network's inception. The creation of a channel dedicated exclusively to gospel is something that Dr. Bobby Jones, host of BET's "Bobby Jones

Gospel," thinks audiences will welcome.

"With 21 years of gospel programming at BET, having it put into this new media of digital television is an additional plus for gospel music," said Jones. "Avenue to provide exposure for the Word is a true blessing. I am proud to be a major part of this launch and this network."

The following are descriptions of the new channels to be added to the group:

- **BET Classic Soul:** From the immense BET library of R&B programming, this network will feature a montage of classic BET favorites, including "Video Soul" and "Caribbean Rhythms." Interspersed will be vintage performances, concerts, interviews and music videos from some of the greatest names in R&B - past and present. Spicing things up for the channel will be vintage comedy performances straight from BET's top-rated "Comic View" show.

- **BET Hip-Hop:** Non-stop urban lyrics and street beats will make this channel the ultimate source for hip-hop flavor. Included on the menu will be today's popular artists along with "old school" rap stars who gave this art form its genesis.

- **BET Gospel:** This channel will showcase the best in gospel performers and ministries providing spiritual fulfillment. Programming will include contemporary and legendary gospel artists through concert performances, music videos and interviews. BET Gospel will also feature inspirational speakers and motivational programming.

Ketchup to Salsa

Marketing to the new America takes new approaches, panel says

BY T. KEVIN WALKER
THE CHRONICLE

A roomful of mostly business students knew the right answer when Lafayette Jones asked them to name the top-selling condiment in the country today.

"Salsa," many of them shouted in unity.

"It used to be ketchup...The flavor palate has shifted over time," said Jones, president and chief executive officer of Segmented Marketing Services Inc., a Winston-Salem-based company that helps businesses market to minority populations.

Jones used the question to illustrate to the students how important marketing to minority communities must be to businesses. His words came at a roundtable discussion on the topic at Wake Forest University's Babcock Graduate School of Management. The school is said to be the only one in that nation that offers a course of study that specifically focuses on marketing to minority communities.

"This market is large, important and growing," Jones said. "Soon the minority will be the majority."

In some parts of the country, that has already come to fruition, a point that was stressed frequently during the roundtable. In several areas of several different states, the Hispanic population is greater than any other group, said Sebastian Correa, a Hispanic American who recently started a Raleigh-based company that markets to Hispanics.

"There has been more and more attention paid to the Hispanic community," Correa said. "There are more Hispanic people in this country than there are people in the entire country of Canada." North Carolina, Correa said, is one of the states that are seeing a Hispanic boom.

Correa told students that Hispanics are not easy to pigeonhole. They come in all different colors and hair

from more than a dozen nations, he said. When marketing to Hispanics, other factors have to be considered as well.

For example, according to Correa, Hispanics who are newly immigrated to this country do not necessarily look at things the same way as second- or third-generation Hispanic Americans would.



Jones

Spanish, but Correa said much could be lost in the translation.

"You can't translate words...Connotations are completely different," he said.

Ronnie Fok, a Chinese-born partner in the New York-based Asianese Partnership marketing agency, suggested that close attention be paid to cultural differences when marketing to minority markets, especially the Asian community.

The community is often frugal, although household incomes tend to be, on average, higher than other racial groups. Asians want quality products because it's uncustomary for them to return items that they have already opened and used, Fok said.

Marketing research has been especially helpful in assisting companies with marketing to the Asian community. A study that Fok shared at the roundtable showed that many Asians spend up to three hours a week online, trading stocks and conducting other financial business. The study also revealed that many Asians prefer to use their native languages at home.

As a result of these findings, com-



With the face of America changing, experts say companies will have to change the way they market their product and services in order to be successful in the future.

panies like E-Trade and Charles Schwab have developed Web sites in Chinese.

Jones foresees a day when companies' livelihoods will depend on how well they market to minority communities. He said the signs that large white-owned companies are taking

minority markets seriously are happening every day through mergers and partnerships.

He pointed to multimedia giant Viacom's recent acquisition of Black Entertainment Television and Essence magazine's recent partnership with Time Warner.

Red Flag?

Mississippi faces possible economic sanctions with flag vote

THE ASSOCIATED PRESS

JACKSON, Miss. - Confederate heritage groups are calling on people to accept Mississippi's re-adoption of a flag with a Rebel emblem, but the NAACP's leader says the state is "buried in the past."

"The NAACP will not give up its fight to remove from public property any and all symbols that celebrate the twisted philosophy of bigotry and hatred in this country," NAACP national president and CEO Kweisi Mfume said in a statement last Wednesday.

Mfume did not mention whether the NAACP will lead a boycott against Mississippi, but state president Eugene Bryant of Monticello says the tactic is possible and a decision could be made by

May.

By a margin of 65 percent to 35 percent, Mississippi voters decided Tuesday to embrace the state's 1894 flag with a Confederate X in the upper corner. A defeated alternative design had 20 stars in place of the symbol some see as racially divisive.

The vote left Mississippi as the last state to prominently display the emblem on its flag.

William Earl Faggert of Heidelberg, a state Sons of Confederate Veterans leader, condemned the possibility of boycotts. He said by adopting a new flag, voters had rejected "the rhetoric of hate and divisiveness."

"Our state had withstood yet another unbelievable assault on its culture by a few of its own citizens and other outside

influence that covered toward political correctness carried to the extreme," Faggert said last Wednesday.

NAACP boycotted South Carolina, where a Confederate flag flew for decades over the Statehouse dome until it was moved to the front of the building. A boycott was also discussed in Georgia, until legislators in January reduced a Confederate emblem that had dominated that state's flag since 1956.

While Mississippi lacks the drawing power of a major city like Atlanta, its tourism-related businesses employ 94,000 people and pumped \$6.09 billion into the economy in 2000. Gambling at 30 state-regulated casinos accounted for \$2.62 billion of that.

Darlene Wilson, Mississippi's director of tourism development, said the state

will continue to market its attractions of casinos, music and sports. She said she doesn't know if officials will try to persuade the NAACP not to boycott over the flag.

"We would hate a boycott certainly," Wilson said.

University of Georgia historian James Cobb - whose 1992 book, "The Most Southern Place on Earth," explored social divides in the Mississippi Delta - said Mississippi's hold on the Rebel flag could put it at a disadvantage in economic development.

"Mississippi will be the last Confederate state - that will be the rallying cry for some," Cobb said.

A coalition of business leaders, academics and civil rights groups pushed for a