

Working to be No. 1

Company wants to cater to your needs

BY JOY ROSEBORO
THE CHRONICLE

Planning a party? Well the folks at Ideal Catering say just sit back, relax and leave all of the cooking to them. Located off Akron Drive inside the Comfort Inn Hotel in Winston-Salem, Ideal Catering Co. is an African-American-owned and operated business that has been serving the Triad for six years.

Co-owners Frankie Williams-Howell and Calvin B. Williams first opened their business in Kernersville before relocating to Winston-Salem this past April.

As business started boommin' at their former location, The Ideal Catering and Meeting Center in Kernersville, news of their tasty talent spread like wildfire throughout the Triad.

The Kernersville Chamber of Commerce awarded Williams-Howell the 2001 Minority Small Business Person of the Year Award.

"Receiving that award was one of the best things that had ever happened to me. I was honored and encouraged. Kernersville has been real good to me," said Williams-Howell. Aside from catering personal parties, weddings and banquets, Ideal Catering provides daily lunches for children who attend private and charter schools. Their clients include the Downtown Middle School, Forsyth Country Day School and Forsyth Academy.

A modest woman when it comes to her success, Williams-



Photo by Sybil Lynch
Frankie Williams-Howell (from left), Lisa Williams-Burns, and Calvin Williams prepare an ideal meal.

Howell said that she is very optimistic when it comes to her goal of becoming the most successful minority-owned business in the Triad.

"Our primary goal when we started the company was to become the premier minority caterer in the Triad," Williams said.

She admitted that planning a party can sometimes be a little expensive, especially when it comes to providing quality food for hundreds of people. But Williams-Howell said Ideal Catering offers reasonable prices to fit any party planner's budget.

Prices may start as low as \$13 per person and this includes hors d'oeuvres, tossed salad, a beverage, and the main course of the evening, she said.

"Our prices aren't bad at all when you consider a great menu, great quality and exceptional service," she said.

She added that Ideal Catering really takes time to build lasting relationships with its customers by making sure that their every need is met accurately. She takes pride in walking customers through each process and offering helpful suggestions to make events a success.

"We have one of the best customer experts around, and she makes sure that everything goes smoothly with our customers, and that's what keeps them coming back," Williams-Howell said.

For more information about Ideal Catering, call (336) 661-1661.

Whites leaving major cities

SPECIAL TO THE NNPA

Census 2000 data show the word "minorities" could not be used now as an expression to refer to ethnic groups in large cities.

The Brookings Institution's Center on Urban and Metropolitan Policy in Washington, D.C.,

revealed the white population has fallen considerably in 48 large cities. Cities such as San Diego, Philadelphia and Boston that were predominantly white in 1990 now have multi-racial populations.

"It has been going on for a long time. The white population has been moving to the suburbs,

while blacks moved from rural areas and the immigration of Latin Americans and Asians increased. ... This would change urban politics," William Spriggs, director of the National Urban League Institute for Opportunity and Equality, told the NNPA News Service.

Juneteenth

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event. They were encouraged to let their creativity loose in a special activities area. Youths also were featured in the program. They also roamed freely around the events.

Linda Hollingsworth brought her children to the celebration. She hopes the event will help to open their eyes and expose them to positive black

images.

"I am trying to teach them to support black festivities and black businesses and things that go on in the black community," she said. "A lot of people have gotten away from who we are and where we came from. In order for our children to know where they are, they have to know where they came from."

A New York native, Hollingsworth said she feels she received cultural enlightenment by attending black

events in Harlem as a youngster. She said she is pleased that African Americans in Winston-Salem are taking it upon themselves to ensure that young blacks get their fill of positive events.

"In the past three years, we have been exposed to so many things, without having to go to Greensboro or Charlotte," Hollingsworth said. "The black community is coming together more, and I am so impressed with that. There is no fighting, no rioting; it's just good old-fashioned fun."

EAST WINSTON PRIMARY SCHOOL

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The East Winston Primary School will open in the Fall of 2001. The school is open to any Pre-K, Kindergarten - Grade 4 student in Winston-Salem/Forsyth County, who is eligible for enrollment in a North Carolina public school. Residents of the East Winston Community are especially encouraged to consider the East

Winston Primary School as an alternative choice for their children's public school education.

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- Technology

For additional information contact:

East Winston Primary School
P.O. Box 16734
Winston-Salem, NC 27105-6734
(336) 725-7507

Voting

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your vote doesn't matter, that you don't count, then why should you go to the polls?" asked the Rev. Charlene Hendricks, pastor of Solid Rock Missionary Baptist Church in Charlotte.

Angelo Sharpless, a 40-year-old black truck driver from the Charlotte area, said he doesn't vote because "everybody lies and tells you what they're going to do, and then when they get up there, they don't do nothing."

Yet Duane Muhammad, a leader of Hickory's predominantly black Ridgeview community, said

he votes out of respect for his family. His mother marched in Detroit with Dr. Martin Luther King Jr., and other relatives also felt passionately about civil rights.

"Those who have gone before us literally died for us to be able to vote," Muhammad said. "For that alone, we should vote."

Also contributing to the gap is the fact that a disproportionate number of people in prison, probation or parole in the Carolinas - about 59 percent - are black. They cannot apply to vote until their sentence has expired, which contributes to the gap.

Because politicians reflect

their voters' agendas, experts said the gap means that black interests are underrepresented in city halls, legislatures and Congress.

Add the fact that lower-income voters are less likely to contribute to campaigns or get active politically and you have the makings of a system geared toward the wealthy, said Claudine Gay, a Stanford University political scientist who studies ethnic voting patterns.

"One should be concerned about how to engage otherwise unengaged Americans," she said. "And among the most unengaged Americans are African Americans."

Jakes

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cards." The name for the "Loose Your Spirit" line was inspired by Jakes' best-selling book, "Woman Thou Art Loosed." "Loose Your Spirit" is intended to express an idea the book encourages, which is that turning over life's worries to God allows a person to free, or loose, the spirit from burden.

Visually, the colorful cards interpret the essence of Jakes' messages while allowing the words to remain center stage. The bold, bright designs showcase images of spiritual symbolism, such as doves flying, flowers blooming, stars shining, and the sun rising. Unique die-cut shapes used throughout the card line include a circle and a stained-glass window

shape. Each "Loose Your Spirit" card features a brief biography of Jakes on the back, as well as his photo.

The cards combine the words of Jakes with passages of Scripture and sentiments from Hallmark writers. The front of one "thinking of you" card says, "A friend is a partner of the heart" - T.D. Jakes. Inside it reads, "He guides the humble in what is right and teaches them his way" - Psalm 25:9 (NIV). And it continues, "You're on my mind today just as you are so many days, and so I'm lifting you in prayer and giving God the praise for making you so special, for guiding all you do. I hope you're blessed, for I feel blessed each time I pray for you."

"The Loose Your Spirit" collection from Mahogany contains 48 card designs. Individual cards are priced from \$1.99 to \$2.99. Three different multi-card packages are priced at

\$4.99. The line will be available in stores carrying Hallmark Expression from Hallmark or Ambassador products (including supermarkets, discount stores, drugstores, Christian bookstores and Hallmark Gold Crown® stores) through October 2001.

Mahogany also is producing an exclusive line of four boxed card designs that will be available only at T.D. Jakes' conferences and events, which will be held in select cities throughout the nation this year.

Microsoft

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create a more diverse work force to ensure our products and services genuinely reflect the needs and priorities of all our customers."

Whiting will lead Microsoft's corporate diversity efforts, which are focused on attracting, developing, promoting and retaining employees from diverse communities and backgrounds. In addition, she will be responsible for outreach to diverse populations.

"This is a very exciting opportunity for me," Whiting said. "I am impressed by Microsoft's commitment to really making a difference in the area of diversity - not just within the company, but also as a leader in the broader industry. Microsoft understands that a culturally-diverse work force is important to the company's long-term success and will enable the company to anticipate and respond to the needs of a global marketplace."

Whiting most recently was director of diversity and work/life at DuPont Worldwide. She joined the company in 1981, and the programs she developed at DuPont are recognized nationwide and have become models for many private and governmental agencies.

Whiting is considered an industry expert in work-force diversity initia-

tives, is a frequent lecturer on leading change in corporate America, and serves on a wide range of task forces and committees regarding organizational change.

She also played a major role in developing and launching The Conference Board's first Diversity Conference. Most recently, Whiting was named to the board of advisers of Catalyst, one of the nation's premier non-profit organizations striving to advance women in business and the professions. She also serves on Catalyst's Women of Color Advisory Board.

In recognition of her professional contributions, Whiting has received a number of awards. In 1995 she was named Outstanding Achiever in Private Industry by the Brandywine Professional Association, and in 1997 she was recognized for her outstanding contribution to business and community by the Wilmington Chapter of The National Political Congress of Black Women Inc.

Whiting replaces Microsoft's former director of diversity, Santiago Rodriguez, who died unexpectedly last fall. According to Willingham, Microsoft took great care in finding Rodriguez's successor because it was looking for someone who possesses that "rare ability to open people's eyes about the importance and the value of a multicultural workplace."

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