

Doctorates

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ascension in the business world and his role as a community servant.

Alston is assistant vice president of employee/community relations at GMAC. In addition to the many programs he manages, Alston has become one of the city's most well-known volunteers. He serves on the boards of Forsyth County Early Childhood Partnership, Leadership Winston-Salem, the United Way of Forsyth County, the Forsyth County Department of Social Services and the advisory board of Centura Bank.

Alston is also a popular motivational speaker, who writes a weekly column for The Chronicle and hosts a weekly show on WSNC.

Ruffin's success in many different areas was pointed out during the ceremony. He is the president of the Ruffin Group and the former vice president of corporate affairs for RJR.

A graduate of N.C. Central University, Ruffin went on to earn a master's degree from UNC-Chapel Hill.

Ruffin has served on many different boards and committees, including the Congressional Black Caucus Foundation and the National Urban League.

Ruffin made history when he was elected chairman of the UNC Board of Governors. No African American had held that position before. Ruffin is currently serving his second term as chair.



Photos by Mai Li Adams/Livingstone College
Vivian Burke, above, and Nigel Alston, below, receive their honorary degrees at Livingstone College last week.



Joyner

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to the program and will kick off the fund-raising at each gala by presenting the school with a check for \$10,000.

The first to respond was Knoxville College of Knoxville, Tenn. Bowie State University has signed on for a gala in May.

"We are pleased to partner with Tom Joyner to continue our support for historically black

colleges and universities," said George Franklin, vice president of external affairs for Kellogg Co. and president of Kellogg's Corporate Citizenship Fund. "We've worked with the Tom Joyner Foundation for the past three years to support students at HBCUs, and helping strengthen their schools is a great next step. As a global company, we know our future success depends on young people having the necessary skills to take the lead, and education is

key to preparing them for this challenge."

In addition to the Tom Joyner commitment, Kellogg's is a supporter of African-American organizations, including the National Urban League and the NAACP.

Joyner, the host of the "Tom Joyner Morning Show," a nationally syndicated radio show and product of ABC Radio Networks, to date has raised more than \$9 million for the Tom Joyner Foundation Inc.

BET

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to reach further, dig deeper and better serve its audience with the highest quality journalism."

Before joining WWOR-TV, Wright was vice president/news director of KRIV-TV Houston

(1987-92). He was assistant news director of KYW-TV Philadelphia (1984-87) and, before that, worked for CNN when that cable channel was being created, initially as a senior copy editor and later as a senior producer (1980-84). Wright began his broadcast journalism career at CBS News as a

desk assistant and worked his way up to producer before leaving the company (1972-79).

He is the recipient of 13 Emmy Awards, 20 Associated Press Awards and eight International Film Festival Awards. He lives in New York with his wife and daughter.

New Endeavors

Former director of Today's Woman Health and Wellness Center looking to make headway at substance abuse agency

BY COURTNEY GAILLARD
THE CHRONICLE

Linda Carter, former director of Today's Woman Health and Wellness Center, has joined STEP ONE Substance Abuse Services in Winston-Salem as the director of youth and family services. Carter joins STEP ONE after spending seven years at Today's Woman, where she nurtured the burgeoning wellness program and served women throughout the community.

STEP ONE is a nationally accredited nonprofit agency that provides preventive treatment services in Forsyth County and surrounding communities. In her new duties, Carter will be responsible for overseeing the women's program, adolescent program and older adults program. In addition to those tasks, Carter will manage a satellite office of adolescent counselors in Stokes County.

"While I put my heart and my soul into creating Today's Woman, it was time for my next step. God orders all of my steps. I know I'm here for a reason and I truly plan on making a difference," Carter said.

Another challenge Carter must face in her new position is that of filling a position at her new office, after the recent and sudden death of a STEP ONE employee in the women's program several weeks ago. But tragedy and multiple tasks will not slow Carter's drive or spirit where obstacles are concerned.

"All of my challenges are equal because the need is so great. Unfortunately, a lot of people are using substances," said Carter, who describes STEP ONE as "a fabulous agency."

Carter is glad to be at STEP ONE because she believes it will allow her to expand her skills and give her a chance to generate new ideas and strategies to reach a larger population. Individuals seeking assistance at STEP ONE vary in socioeconomic background and Carter looks forward to working with a large gamut of people from all walks of life in the community.

Bert Wood Jr., president and CEO of STEP ONE, is happy to have someone like Carter on the STEP ONE team who can serve as an advocate for the agency and people in substance-abuse recovery.

"As long as we have a stigma (about drug prevention and treatment), and we do, and shame, guilt, denial and anonymity, members of Congress are not going to listen to us. We're glad to have people like Linda Carter here who are advocating for us and helping other people understand that it's not bad people trying to get good but sick people trying to get well," Wood said.

Diving straight into the health care pool



Linda Carter

after majoring in public health at the University of North Carolina, Carter says she always knew she wanted to work in the health arena. Carter's résumé includes positions in public health, medical research and health-care administration.

"I've always enjoyed health and I've always enjoyed working with underserved people," said Carter, who believes, representing and assisting people battling substance abuse is her calling.

"I believe my calling is to help the disadvantaged populations, irrespective of race. I think I relate well to all people and I have a compassion for people who otherwise aren't always cared about," Carter said.

Heightening awareness about substance abuse that affects all kinds of people and fostering relationships with other local providers are at the top of Carter's agenda. She also welcomes the chance to advocate for substance abusers, dispelling myths that substance abusers are usually poor and minorities.

The source of addiction is another factor Carter wants to educate people about, saying that drug abuse involves more than just marijuana, cocaine or heroine. Prescription drug abuse, a hidden killer that is on the rise, is crippling and controlling many people's lives.

"(Substance abuse) is not just a class problem; it certainly crosses all classes and all races," Carter said. "The problem is not going to go away. As long as there are problems, people will turn to other things to cope."

If you or someone you know need preventive treatment services, call STEP ONE at 725-8389.

Target

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Brucker," according to the lawsuit, and Target officials called to set up an interview.

As for Edgeston, she attended a job fair at the University of Wisconsin-Milwaukee, where she applied for a management

job. She set up a date for an interview with Target, but the recruiter never called her and refused to return her calls after the interview date, according to the lawsuit.

The lawsuit claims Target has recruited and interviewed other people, including blacks, for positions in Madison and the Milwaukee area, but has failed

and refused to hire blacks for those positions because of their race.

Target Corp. operates nearly 1,400 stores in 47 states, including 1,000 Target stores. The company also operates Marshall Field's and Mervyn's department stores.

Target has 60 days to respond to the allegations.

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