

BUSINESS FOCUS

Briefs

Adam Clayton Powell III to head Howard University station

(Special to the NNPA) - Adam Clayton Powell III has been named general manager of Howard University's public broadcast station, WHU-TV.

"We are delighted that Adam Clayton Powell III will be joining us as general manager of WHU-TV," said Patrick Swygert, university president.

"He is an outstanding broadcast journalist and educator."

Powell, son of the late congressman Adam Clayton Powell II, will start his new position on April 16. He is a media manager and analyst with more than 30 years of experience, has won awards for media and journalism, including Associated Press awards for international and regional reporting and major awards in radio, including the Peabody.

"I am truly excited about the possibilities that exist at Howard University television," Powell said. "In joining this team, my colleagues and I will have an opportunity to strengthen and advance a great legacy, not only in public broadcasting, but in continuing the many significant contributions of African Americans in media."

Powell recently known co-produced the Paramount/Showtime cable television drama "Keep the Faith, Baby," a biography of his father.

WHU-TV was the nation's first African-American-owned public broadcast station.

Southeastern Hospitality hotel group acquires Brookstown Inn

The Brookstown Inn, a historical downtown hotel, has been acquired by Southeastern Hospitality Services, a subsidiary of the Angell Group.

Speaking on behalf of local investors, Don G. Angell, chairman of the Angell Group, emphasized, "This acquisition represents our belief in downtown Winston-Salem."

Angell said, "Winston-Salem created the nation's first arts council in 1949, and that this historical property would now truly become 'The Arts' hotel of our community."

Angell was especially appreciative of the support offered by the city of Winston-Salem.

The Brookstown Inn is near the N.C. School of the Arts, the Southeastern Center for Contemporary Arts (SECCA), Winston-Salem State University, and Salem College. The property also is convenient to the Winston-Salem business district and Wake Forest University.

Anchored in history, the Brookstown Inn was built in 1837 as a textile mill and is on the National Register of Historic Places. It is within a short walk of the restored 1766 Moravian village of Old Salem. The cozy inn exudes the essence of Southern hospitality with exposed brick walls and wooden beams. Its 71 guest rooms and suites are ideal for the business traveler and feature early American antique furnishings typical of the Old South.

The property will be cross-marketed with the Wingate Inn under the direction of Kathy Moseley, who will serve as general manager of both hotels. The inn will focus on service and offers an ideal setting for business meetings, conferences and weddings.

First Citizens Bank was the lead local lender, and the real estate transaction was closed by Chris Ramm of the Meridian Realty Group, working with attorney George Holodick of Blanco, Tackabery, Combs & Matamoros, P.A.

Southeastern Hospitality Hotels owns and operates five other local properties: the Village Inn Golf and Conference Center, and the Super 8 in Clemmons; and the Ramada Plaza, Super 8 and Wingate Inn in Winston-Salem.

Partnership will hold a workshop on Planning Downtown Events

The Downtown Winston-Salem Partnership will hold a workshop on Planning Downtown Events on April 23 from 3-5 p.m. in the Arts Council board room, 305 W. Fourth Street.

A resource panel of representatives from the city, Forsyth County Health Department and the state Alcoholic Law Enforcement Division (ALE) will be available to discuss each of their individual requirements and to answer questions.

Those attending the workshop will receive all the information necessary to have a smooth-running, successful special event - whether it takes place downtown or elsewhere in Winston-Salem. It will be especially helpful to nonprofit, civic and community groups that plan fund-raisers, parades, rallies, concerts, etc.

The cost of the Planning Downtown Events workshop is \$5, which includes a 33-page resource guide. The guide provides all necessary contact information, copies of permits required, illustrations for vendors, and parking details. Call 724-1399 to register.

The mission of the Downtown Winston-Salem Partnership is to be a unified voice that positively influences public policy and private development related to the revitalization of downtown Winston-Salem, and to identify, obtain and manage the human and financial resources necessary to effectively carry out a revitalization program that benefits the entire community.

On the Mark



Target Stores unveiled its redesign and renovation of The King Center's new Gift Shop/Resource Center this week along with Corretta Scott King. As they unveiled the new Gift Shop/Resource Center, Rev. Bernice King, Corretta Scott King and Laysha Ward of Target Stores (pictured left to right) donated a portrait of Dr. Martin Luther King Jr. and a collection of his books to students from Martin Luther King Jr. High School, accepted here by school principal Horace C. Dunson Jr.

Hotel sues over canceled meeting

THE ASSOCIATED PRESS

DENVER - The Adam's Mark Hotel in Denver is suing a group that canceled hundreds of reservations there after the Justice Department sued the hotel's parent chain for discrimination.

In 1998, the American Association of Colleges for Teachers Education booked 1,100 rooms for nine days for a March 2001 meeting. The association canceled a year before the meeting was scheduled.

The cancellation came after the Justice Department and the National Association for the Advancement of Colored People sued the hotel's chain and parent company, HBE Corp.

"When the Justice Department sued them, we concluded we couldn't continue the contractual relationship with them," said David Imig, president of the college association.

The Justice Department and NAACP sued after five black guests attending a reunion in Daytona Beach, Fla., said they were overcharged, forced to wear wristbands to enter an Adam's Mark hotel and made to carry their own luggage.

The company later agreed to submit to four years of monitoring by the department to settle the suit.

See Hotel on A9

Denny's - from zero to hero

Denny's restaurant chain buries racist image

BY PAGE IVEY
THE ASSOCIATED PRESS

SPARTANBURG, S.C. - A decade ago, the restaurant chain Denny's was nearly synonymous with racism.

Some of the restaurants were accused of making blacks prepay, not serving them as quickly as whites and sometimes not serving blacks at all. In one case, black Secret Service agents assigned to protect the president said they sat unserved until the whites around them had finished eating.

What resulted was a class-action lawsuit that was settled for \$54 million in 1994 and pushed Denny's to make an amazing transformation.

Today, approximately half of Denny's parent company's 46,000 employees are minorities, 11 percent of them black. Thirty-two percent of the supervisory positions are held by minorities, and for two straight years Fortune magazine has named it the "Best Company in America for Minorities."

"You will hear us all say here that that lawsuit was one of the best things to happen to Denny's," said Ray Hood-Phillips, chief diversity officer for Denny's parent, Advantica Restaurant Group Inc.

"Although it was a historic low point, I think there were huge opportunities. We had no place to go but up."

As part of the lawsuit settlement, the company agreed to operate under a U.S. Justice Department consent decree and signed a Fair Share diversity pledge with the National Association for the Advancement of Colored People.

Through the agreement, the company increased the dollar amount of contracts with minority suppliers from zero in 1992 to \$100 million a year. That accounts for 17 percent of the company's supplier purchases.

Meanwhile, the number of black franchisees has increased from one in 1993 to 64 this year. About 42 percent, or 450, of the company's franchised restaurants are currently owned by minorities.

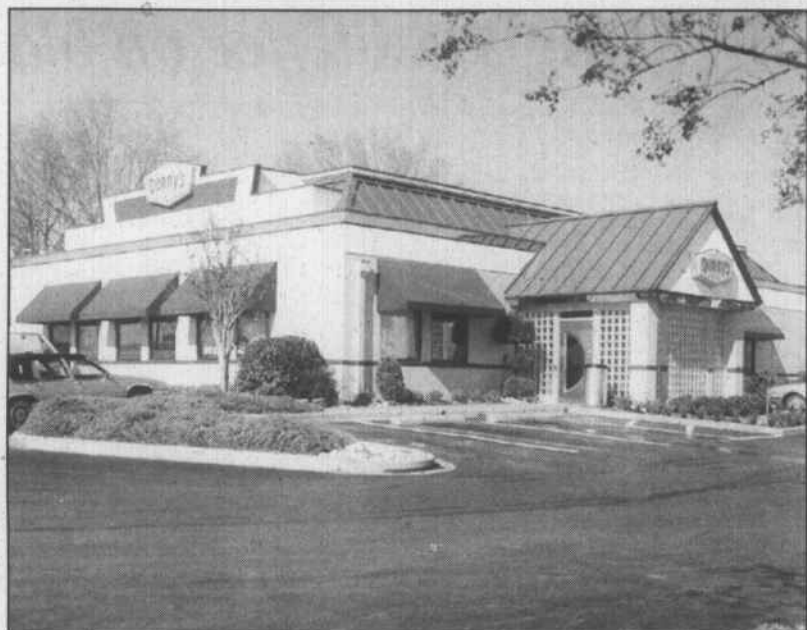


Photo courtesy of Denny's

After being hit by massive discrimination lawsuits in the 1990s, Denny's is making a place for everyone at their table.

"Denny's has stepped to the front," said Leighton Hull, a black franchisee who owns 14 Denny's restaurants in California, Hawaii and Indiana.

Much of the credit has been given to Jim Adamson, a former Burger King executive and turnaround specialist who in 1995 was brought in as CEO of Spartanburg-based Advantica.

Adamson set about changing the perception that discrimination was an accepted part of the corporate culture. He did it by making inclusiveness and diversity parts of the way of doing business.

Every employee, from executives to wait staff, received training that emphasized respect for differences among people. Programs were implemented to recruit minority franchisees and managers. And management began to deal honestly with its problems instead of trying to explain them away.

"The way I gauge whether people are serious is what they do at the top - not what they do with waitresses and cooks, but what they do with the board and the big salary positions," said Darrell Jackson, a black South Carolina state senator who did some public relations work for Advantica during the height of its problems and was approached by Adamson to join the board.

Jackson said he remembers one trip he took to Naples, Fla., with Adamson to help address concerns of residents and the NAACP. Jackson said there were problems

at the local restaurant, but that Adamson managed to convince the people that the company would not tolerate discrimination.

"He held off what could have been a public embarrassment," Jackson said. "There were problems, but they realized it was not at the corporate level."

Jackson said that although Adamson has left Advantica - he's now leading the reorganization of financially troubled Kmart - the infrastructure is in place to keep Advantica on track. Women and minorities make up almost half the company's senior leadership team.

The next step, Hood-Phillips said, is to broaden the company's reach to include social projects. Advantica plans to donate \$1 million a year for human rights or civil rights organizations. This year, the recipient will be the National Civil Rights Museum in Memphis, Tenn.

"This is what leaders do," Hood-Phillips said.

But while Advantica has been successful in dealing with diversity, that success has not yet translated into profits.

The company, which also owns the smaller Coco's and Carrows restaurant chains, still carries a large debt load from a 1989 leveraged buyout that affects its ability to get the most out of its restaurants, said Andrew Ebersole, a securities analyst with KDP Investment Advisors in Montpelier, Vt.

See Denny's on A9

Firefighters union backs Bowles

SPECIAL TO THE CHRONICLE



Erskine Bowles addresses firefighters.

CHARLOTTE - The Professional Firefighters of North Carolina, the state chapter of the International Association of Firefighters (IAFF), announced their endorsement of Erskine Bowles' candidacy for the U.S. Senate. Present for the announcement were David Anders, president of the state chapter of IAFF; Mike Spath, president of the Charlotte chapter; firefighters from across the state and local supporters, all wearing "Firefighters for Bowles" T-shirts.

The IAFF often remains neutral in primary elections; however, Anders said it was important to throw its support behind Bowles. "Erskine is a leader who has proven that he knows how to get things

done," stated Anders. "We trust him to go to Washington and fight for us and all working families. He brings the right experience to the job. He has run a successful business, brought more prosperity to the rural parts of our state and helped balance the federal budget while serving as White House chief of staff."

"He also led the government's response to the Oklahoma City bombing, so he understands the needs of emergency responders and the resources we need to face these new threats to our security. He is absolutely the best candidate to represent us and all of North Carolina."

The IAFF endorsement brings with it support at the grassroots

See Firefighters on A9