

# BUSINESS FOCUS

## Briefs

### Lawrence to get honorary degree

J. Reid Lawrence, the executive director of the Housing Authority of Winston-Salem, will receive an honorary doctoral degree from CAP Bible College and Seminary. The college is a fully-accredited theological institution through the Worldwide Accreditation Commission of Christian Educational Institutions.



Lawrence

Lawrence, a native of Cleveland County, has been the leader of HAWS since 1998. He served as deputy director before taking over the helm at the agency.

Lawrence joined the Navy soon after graduating from high school and earned a business degree from Limestone College in Gaffney, S.C.

After working with young people at several agencies, Lawrence beat out 10 other candidates to win the executive director position at the Morganton Housing Authority in 1986. He stayed there until 1993 when he left to take over the Hickory Housing Authority.

During his time at HAWS, Lawrence has been instrumental in securing millions in federal grants and has guided the city's first-ever HOPE VI revitalization.

### Transportation authority is awarded \$10,000 grant

The Piedmont Authority for Regional Transportation has been awarded a grant of \$10,000 by The Winston-Salem Foundation, to match a two-year state grant to start PART Connections: the Regional Human Services Transportation Coordination Program. Sandy Carmany, chairperson of the PART board and member of Greensboro City Council, announced the grant last week.

PART has been developing the regional work programs of regional rail/mass transit initiatives, Regional Express Bus, Regional RideSharing and Vanpooling (RSVP), highway and air quality planning since the inaugural meeting of October 1998.

Carmany said, "Our citizens are beginning to realize that transportation is vitally important to the good quality of life we enjoy here in the Triad. Members of the board are working hard to provide new roadways and transportation choices to meet all the needs of our residents. The grant from the Winston-Salem Foundation will give us additional resources to develop a network of medical transportation services to citizens of the Piedmont Triad."

The funds are made available from the Harriet Taylor Flynt Fund.

The Piedmont Authority for Regional Transportation was incorporated by the N.C. secretary of state in July 1998 under enabling legislation of the General Assembly.

PART's board of trustees is made up of 18 representatives that include Alamance, Davidson, Forsyth, Guilford and Rockingham counties, and the cities of Burlington, Greensboro, High Point and Winston-Salem. Also, included on the PART board of trustees are appointed officials of the Piedmont Triad International Airport, the Airport Commission of Forsyth County and the N.C. Department of Transportation.

### LSB gains national recognition; earnings and dividends increased

LEXINGTON - LSB Bancshares Inc., the parent company of LSB TheBank, has achieved a significant milestone. Effective July 1, it was listed on the Russell 3000 index, which measures the performance of the 3,000 largest U.S. companies based on market capitalization.

LSB also is listed on the Russell 2000 index, which measures the performance of the 2,000 smallest companies in the Russell 3000 index.

"Being included in the Russell indexes will give our stock a broader audience and more regional and national appeal," said Robert F. Lowe, chairman and CEO. In June, LSB announced a second quarter dividend of 45 cents per share payable July 15, 2002, to shareholders of record July 1, 2002.

Lowe credited the introduction of the biggest marketing initiative in the 52-year history of the bank as contributing to its continued success. Beeline Banking is a branding concept introduced in December 2001 that has increased LSB's visibility in the Piedmont Triad. As LSB's marketing foundation, Beeline indicates straightforward, uncomplicated, responsive service consistently provided to LSB's customers.

LSB is the largest community bank based in the Piedmont Triad, with 24 offices in Davidson, Forsyth, Guilford and Stokes counties.

### Discount store comes to Clemmons

Rugged Wearhouse Inc. will hold a grand opening for its Clemmons store Friday. The 12,000-square-foot store is located in the Westwood Village Shopping Center at 2442 Lewisville-Clemmons Road. The store is known for carrying a wide selection of brand name merchandise at prices up to 70 percent off what consumers might pay at department stores.

The grand opening and ribbon-cutting ceremony will take place at 9 a.m.

"We are excited to bring the Rugged Wearhouse concept to the Clemmons market and look forward to a great reception from area residents," said Walter Holbrook, vice president of operation for Rugged Wearhouse Inc. "We have had great experiences with our North Carolina stores. The opening of the Clemmons store is just the next step in what we expect to be continued successful growth in the state of North Carolina."

The Clemmons store will be the 35th store in the growing Rugged Wearhouse chain. Rugged Wearhouse will also be opening its 36th location in Statesville.

## Playtex settles in

Headquarters for popular bra company has relocated to city from Connecticut

SPECIAL TO THE CHRONICLE

Winston-Salem now is officially home to one of the country's best known and best selling brand of bras - Playtex.



Besse

Governmental and business leaders on Monday joined Playtex Apparel in a festive ribbon cutting and welcome to the city.

"We are extremely happy to be here," said Ray Nadeau, president of Playtex Apparel. "Since announcing this move in January, we have relocated marketing, human resources, forecasting, replenishment, sales planning, finance and executive administration from Stamford, Conn., to Winston-Salem, creating 40 new positions here. With the move, Winston-Salem adds a highly regarded company to its portfolio of headquarters, and gains a brand that has repeatedly set the standard for its category."

Playtex Apparel had its origins in the International Latex Company (ILC), which was founded in Rochester, N.Y., in 1932. ILC product development focused on an all-new material derived from the sap of a rubber tree called latex. In 1947, the company introduced the Playtex Living Girdle, a revolutionary new garment, followed by an equally revolutionary concept, the Playtex Living Bra, in 1954.

Through the years, Playtex was the first bra to use elastic, the first to be packaged and sold as a brand, the first bra to be advertised on television and the first bra brand to use live models in its television advertising. Playtex created the size chart

See Playtex on A9

## Bob Gibson teaming with food giant to help charities

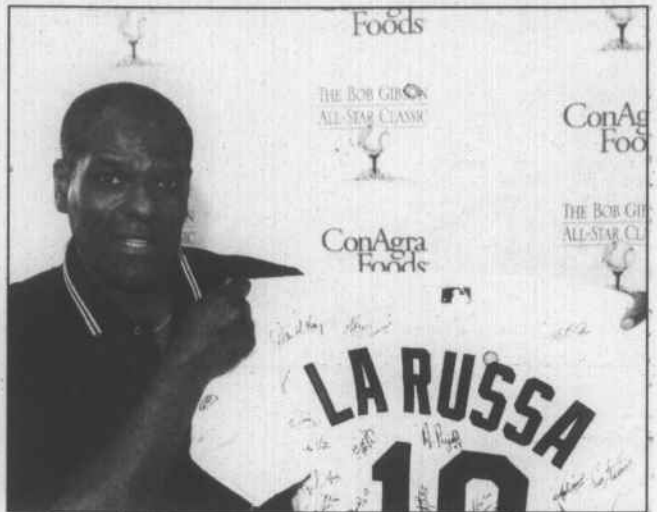
SPECIAL TO THE CHRONICLE

OMAHA, Neb. - For five years, ConAgra Foods, and Baseball Hall of Fame and All-Century Team pitcher Bob Gibson have been bringing some of the greatest names in sports to Omaha to play in Gibson's All-Star Classic Golf Tournament. This year, Gibson is offering sports fans something more - a chance to bid on an incredible collection of autographed memorabilia, with the winning bids helping to raise money for the local and national charities, which are the beneficiaries of the Gibson All-Star Classic.

An online auction of 13 celebrity items is now available for bidding by fans at a special Web site: <http://www.bobgibsonclassic.com/>. All of the money raised from the online auction will be included in the charitable donations to the four charities benefiting from this year's classic: the Arthritis Foundation, Nebraska Chapter; All Our Kids Inc.; Project Harmony; and the Baseball Assistance Team.

Celebrity items available online include:

- Autographed, athletic jerseys from Roger Clemens, Jason Giambi, Bob Gibson, Derek Jeter, Mariano Rivera, Alex Rodriguez, Joe Torre and NBA basketball star Vince Carter.
- A Tony LaRussa jersey signed by all of this year's St. Louis Cardinals team.



Bob Gibson holds up one of the items available through the online auction. The jersey is signed by all of the St. Louis Cardinals.

- Autographed baseball bats from Stan Musial and Reggie Jackson.
- A sheet of \$2 bills autographed by billionaires Warren Buffett and Bill Gates.
- A Skins Game poster signed by Tiger Woods.

"For the past several years, we've collected sports memorabilia, which has been auctioned off to participants of the Classic during the evening banquet," said Gibson. "This year, working with ConAgra

Foods, we've been able to obtain autographed jerseys and bats that rival anything you could find on the Internet. The online auction gives sports fans here in Omaha and around the country a chance to purchase these great items, with every dollar raised going to help our charities."

Gibson noted that over the past five years the Classic has raised more than \$1.5 million for local and

See Gibson on A9

## Lawry's celebrates soul food with contest

SPECIAL TO THE CHRONICLE

CHICAGO - Lawry's Foods and Showtime recently held the Lawry's Soul Food Cook-Off Recipe Contest. Five finalists were randomly selected for a trip to the Lawry's Test Kitchen in Los Angeles, to prove their original soul food recipe cooking skills, competing to woo the taste buds of a crew of celebrity judges.

Cori Lopez, consumer promotions and public relations manager for Lawry's Foods, said, "I am excited to see people celebrating soul food and its significance to the tradition of family within the African-American community. It is great to have so many people using Lawry's products in their soul food recipes."

The winner of the cook-off won a \$3,000 kitchen upgrade, and the four finalists, not going away empty handed, received \$200 for groceries along with an assortment of prizes from the Showtime series "Soul Food" and Lawry's Foods.



Judges (left to right): Chef Greg Dulan of Dulan's Restaurant and Catering; and Kellita Smith, co-star of "The Bernie Mac Show"; Terri J. Vaughn of "The Steve Harvey Show" and Chef Derrick Angus of Derrick's Jamaican Cuisine.

## Teens increasingly shun summer jobs

BY LEIGH STROPE  
THE ASSOCIATED PRESS

1970.

WASHINGTON - When the lifeguard job Matt McClelland had lined up for the summer didn't work out, he wasn't crushed.

McClelland, 19, decided he didn't really want to work after all. The Springfield, Mo., teen had saved some money from a job waiting tables at a Chinese restaurant during the school year, so working wasn't a necessity.

"I can be lazy ... in-between my senior year and college," he said. "All my friends in college are working all the time. I want to slack off while I can."

He's not alone. Growing numbers of teen-agers are spending their summers in school or hanging out by the pool or at the mall instead of flipping burgers, mowing yards or even looking for jobs. This summer, economists expect the rate of teens who shun summer jobs to hit an all-time high.

Just 56.9 percent of 16- to 19-year-olds worked or looked for jobs last summer - the lowest percentage since 1964, according to the Labor Department's Bureau of Labor Statistics. The rate has been declining steadily since 1978, when it peaked at 69.1 percent.

The trend seems to be continuing. In May, the latest figures available, 46 percent of teens were in the work force, the Bureau of Labor Statistics said. That's down from 47.6 percent in May 2001 and the lowest since

But some young people must work. Adam Hemingway, 20, is socking away money from his full-time job at a Radio Shack in Washington, D.C., so he can take community college classes next year.

Work is "part of life. It's something you have to do," said Hemingway, who is sharing a house with his father and stepmother to save money. He'll contribute about \$400 a month toward the rent.

Yet school appears to be a major reason a smaller percentage of youths want jobs, said John Stinson, a Bureau of Labor Statistics economist. More are spending summer in school because of increasing academic standards and a calendar change to year-round school in some districts. Also, intense competition for colleges means more students are taking summer classes to build their resumes and skills.

Last year, 31 percent of teens were enrolled in school in July, the peak month of summer employment. In 1994, just 19.5 percent of teens were in school in July.

Joseph Onyebuchi, 14, of Arlington, Va., is taking some prep classes this summer to get a jump on his sophomore year. He also is finding time to work part-time as a cashier at McDonald's.

"It can be tiring sometimes, but it's kind of helpful," he said. "It helps me with my math."

Onyebuchi, paid \$5.75 an

See Teens on A9



Managers at fast food restaurants are finding it hard to get young employees this summer. A study says teens would rather enjoy the lazy days of summer than go to work.