

Area's first Hispanic yellow pages should be available by Christmas

BY WALI PITT
CHRONICLE INTERN

At last the 800,000 plus Spanish-speaking population of North Carolina will have a reference book to hundreds of businesses by picking up the Spanish Yellow Pages.

"Las Super Guias," which may hit the streets by late this year, will be the first all-Spanish phone book in the state. The yellow pages will feature three sections, all in Spanish, which will make it incredibly valuable to any Spanish-speaking person or business.

Digital Imaging Solutions Center (DISC) is the company that is producing the book. DISC has been servicing the Triad for more than 12 years, starting as a photo developing shop and eventually developing into a graphic design center for businesses of all sizes.

The owner of DISC, Jorge Correa, said, "We are very excited to be producing the first yellow pages publication dedicated to the needs of the growing Triad Hispanic community."

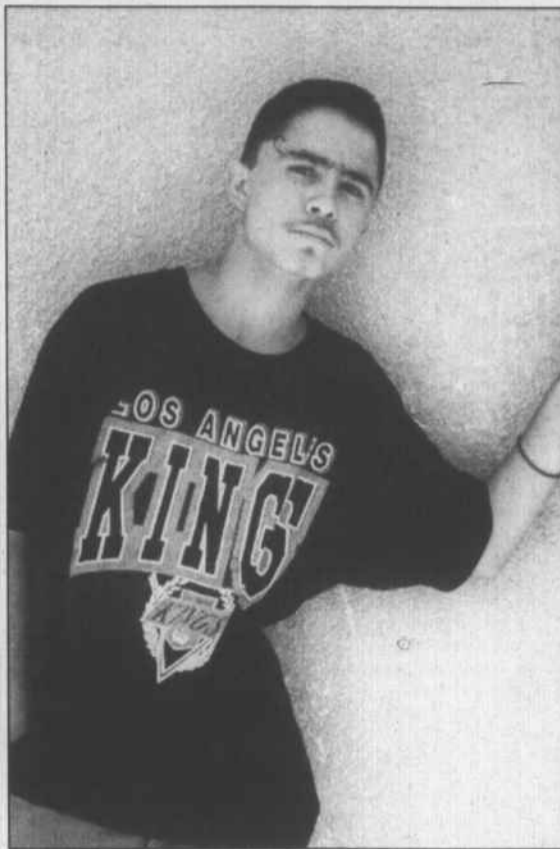
Charlotte, Raleigh, and Greensboro rank one, two, and four, respectively, as the fastest growing Hispanic cities in the United States, according to the 2000 census. Numbers like this show that a phone book entirely in Spanish is needed, said Correa. Figures also show that 86 percent of

N.C. Hispanics can read and write only in Spanish.

"Las Super Guias" is first targeting three specific areas of North Carolina that have the highest concentration of Hispanics, Charlotte, the Triad and the Triangle will receive more than 90,000 phone books, which will be distributed throughout the three areas. The Triad and the Triangle will each receive 25,000 books, and Greater Charlotte will receive 40,000. The books will be distributed at many Hispanic centers such as churches, schools, restaurants. "Las Super Guias" will be mailed to all Hispanic organizations, city/county offices, federal/state government, and legislative offices.

The full-color white and blue page sections will provide detailed information on more than 75 topics that will be useful for everyday living, such as first-aid tips, public school enrollment, and driver's license requirements. The yellow page section will include the listings of businesses that offer Hispanic products and services as well as companies that provide Spanish-speaking customer service. The book is also a way for businesses to tap into the nearly \$10 billion that Hispanics spend each year.

According to census figures, in 2003 the Hispanic population of North Carolina will go from 828,981 to 1,036,265.



File Photo
Three cities in North Carolina are among the places with the largest growth of Hispanics in the nation, according to census figures. Figures also show that many Hispanics can speak and read only Spanish.

Community group to start clean-up in Happy Hill Saturday

SPECIAL TO THE CHRONICLE

The Happy Hill Community Association has launched a major project in the Happy Hill community to revitalize the community and foster neighborhood pride.

The first phase of the project was to relocate and secure the historic shotgun houses. The second phase is to begin a neighborhood clean-up and beautification program that will provide residents an opportunity to actively participate in the revitalization efforts.

This phase is The Community Pride Project, which includes extensive community clean-up and beautification activities. The kickoff will take place on Aug. 3 at 9 a.m. on the corner of Humphrey and Free streets.

This project is made possible by a grant from Neighbors for Better Neighborhoods. Keep Winston-Salem Beautiful is also a partner. The organization Right Turns for Youth will participate by having 10 young people helping to clean up and beautify the Happy Hill neighborhood.

The Community Pride Project is not just a one-day clean-up and beautification

activity. The Community Association has scheduled monthly Community Pride educational sessions for community residents. Neighbors will be given information, resources and support to assist and empower them in maintaining a clean and safe neighborhood. They will learn how working together in a team effort strengthens communities.

Edith Jones, Happy Hill Association president, said, "Our goal is to get every family involved with the revitalization of this neighborhood. We want them to know that each of them can make a difference in the quality of life in the Happy Hill community."

The Happy Hill Community Association is calling on houses of worship, civic groups and individuals to volunteer one morning a month to help maintain a clean, healthy and safe neighborhood for Happy Hill residents.

Those who wish to volunteer should meet at Humphrey and Free streets Saturday morning at 9 a.m. Clean-up supplies will be provided. Refreshments will be served compliments of Krispy Kreme and Pepsi.

Joe Watson wins scholarship to attend 10-month NAB program

SPECIAL TO THE CHRONICLE

Joe Watson, president of Watson Production Company Inc. - which is the home of WSMX 1500 AM, Watson Sports Marketing and Words of Wisdom - has received a scholarship to participate in the National Association of Broadcasters-Broadcast Leadership Training Program.

This is a 10-month program that will give senior manage-

ment broadcasters the hands-on training to acquire radio and TV properties. The sessions are held one weekend per month from September to June 2003.

Watson is one of 15 recipients of this scholarship, worth more than \$10,000.

Watson said, "It was my faith that opened the door for me to attend this Broadcast Leadership Training Program. I received the information and

application forms a few months ago in the mail. Upon reading, I told my wife that I was going to attend because this was the type training that I needed to move on to the next level. Sure enough, I received my notification in the mail on July 26."

The first phase of the leadership training will begin in September in Washington, D.C.



Watson

Hair

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affairs specialist for the U.S. Equal Employment Opportunity Commission in Washington, said, "Typically hair is a religious accommodation issue." She said religious cases accounted for only 2.6 percent, or 2,127, of the 80,840 bias charges that were filed in 2001; racial discrimination cases accounted for 36 percent, or 28,912, of the charges filed in that same year. Hair discrimination isn't placed in its own category, so it could fall under racial or religious discrimination.

Employers who impose such restrictions may be misguided.

"We are concerned about talent, what is in the head as opposed to what is on the head," said Tom Vines, founder of the Washington-based National Association of African Americans in Human Resources, which provides a national forum where blacks can share experiences and provide leadership on issues affecting their careers.

Continued Vines, "We understand and accept that because of religious cultures people have different hairstyles." The issue hasn't been extensively discussed at the organization.

But policies on natural hair appear to vary across the professions.

U.S. Postal Service employees don't have to worry about their hairstyles. Derrick Richmond, a Washington letter carrier, has had dreads for about 11 years. "I had them before I started working for the post office back in 1995," he said.

According to Bill Kennedy, manager of the Rosedale Branch office in Kansas City, Kan., neat in appearance is the main rule for postal carriers. "Certain areas such as those working around machinery have more restrictions," he said.

Some large firms don't even address the issue. "Microsoft Corporation

does not have a hair policy," said spokesperson Stacy N. Cail.

John Skalko, senior public relations manager at Lucent Technologies in New Jersey, said that there are no regulations on natural hair. "We were ranked number 12 in the Fortune Magazine as being one of the best places for women and minorities to work," Skalko added.

Deidre Parkes, a spokesman for Hallmark, the greeting cards company based in Kansas City, Mo., said there are so many different types of jobs within Hallmark that the main guideline is "proper business attire. There are no hairstyle restrictions at Hallmark."

Ingrid Sturgis, editor of Essence.com, has switched between wearing natural and chemically processed hair. She's now had natural hair for three years, but in the past she has worn it for as long as five years while working in mainstream news organizations. Sturgis doesn't recall ever being discriminated against because of her natural hair.

"I think corporations are starting to accept it now," Sturgis said. "They are accepting of different backgrounds, and hair is a major part of that acceptance."

While some professionals may find common ground, university career counselors are faced with the task of recommending to students what steps to take to secure their first jobs.

"We advise students not to have braids or dreadlocks," said Carly Roberson, Cooperative Ambassador Program manager at Grambling State University in Louisiana. She said some companies accept natural styles but others will not. "It depends on the company."

Wanda McNeil, interim director of career services at Harris-Stowe State College in St. Louis, said, "I tell students a conservative style works better until you're in a company and get a feel for what the company likes."

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