

BUSINESS FOCUS

Briefs

NCCU professor named American Correctional Assoc. president-elect

DURHAM - N.C. Central University's Gwendolyn C. Chunn, criminal justice professor and executive director of the Juvenile Justice Institute, has been named the American Correctional Association president-elect.

Founded in 1870 as the National Prison Association, ACA is the oldest correctional organization in the country, developed specifically for practitioners in the correctional profession and to advocate correctional effectiveness. Former President Rutherford B. Hayes was the first ACA president.

The position of president of the ACA is so coveted that the election winner will serve as president-elect for two years before officially taking over the presidency. The president serves for a term of two years, and each former president also serves as immediate past president for two years.

Chunn recently held the position of ACA vice president. She graduated from N.C. College at Durham in 1964 and received a master's degree in Spanish from the University of North Carolina at Chapel Hill in 1971. In 1977, Chunn became a specialist for the N.C. Division of Youth Services, where she assisted in the design and delivery of training for direct care staff. By 1979, she was chief of staff development and training.

She continued up the ranks until she was named Division of Youth Services director in 1989. In addition to leading the state-funded Juvenile Justice Institute at NCCU, Chunn teaches a course on administration and management of criminal justice organizations.

Southern Community Financial Corp. ranked in top 150

American Banker announced that Southern Community Financial Corp. ranked 44th in home equity loans out of the top 150 bank holding companies in the country. The list is based on statistics provided by Thomson Financial/Sheshunoff Information Services.

As of March 2002, Southern Community had an 11.5 percent concentration of home equity loans, for a total of \$43.6 million. Total loans for Southern Community as of March 2002 were \$379.5 million.

F. Scott Bauer, chief executive officer, said: "This reflects our commitment to our customers and the community. We are pleased to be recognized in this group in less than six years of operations."

Southern Community has its headquarters in Winston-Salem and operates eight banking locations through its subsidiary, Southern Community Bank and Trust.

The Wall Street Journal ranks Babcock School No. 23 overall

Wake Forest University's Babcock Graduate School of Management ranks No. 23 among the world's top 50 business schools in the second annual survey of corporate recruiters conducted by The Wall Street Journal.

Recruiters who participated in the survey rated Babcock's Career Management Center No. 6 in the world and No. 5 among U.S. Schools. The survey, which was published in the newspaper's Sept. 9 edition, named the Babcock School No. 7 among 10 schools regarded as "hidden gems."

The survey, which was conducted with Harris Interactive Inc., included responses from 2,221 corporate representatives who recruit full-time MBA school graduates. The recruiters compiled a total of 3,641 school ratings, which were based on perceptions of the school and the school's students (80 percent) and on the school's "mass appeal" (20 percent), defined by the total number of recruiters who recruit from that school.

The survey included 187 U.S. business schools accredited by the AACSB - The International Association for Management Education and 73 non-U.S. business schools. The goal was to identify school and student characteristics that recruiters consider most important when they make decisions about which schools to recruit from and which students to recruit.

"We are excited that The Wall Street Journal survey has recognized the hard work being done by the school, Babcock's outstanding faculty, our alumni and friends, and by our Career Management Center in particular," said R. Charles Moyer, dean of the Babcock School and GMAC Insurance chair of finance.

U.S. Justice Department is investigating Cracker Barrel chain

NASHVILLE, Tenn. (AP) - The U.S. Justice Department is investigating discrimination claims against Cracker Barrel Old Country Store Inc., the restaurant company's parent said last week.

Cracker Barrel's parent company, CBRL Group Inc. of Lebanon, said it is responding to questions posed by the Justice Department under the Civil Rights Act of 1964.

"It's an attempt to clarify the company's policies and procedures," company spokeswoman Julie Davis said. "They've asked for a variety of information, ranging from store locations to training programs."

Davis said she did not know if the investigation stemmed from a civil lawsuit, filed last year, that accuses Cracker Barrel of widespread racism.

But plaintiffs' attorney David Sanford said the class-action federal lawsuit, which seeks \$100 million, prompted the Justice Department probe. At least 42 plaintiffs, including the NAACP, claim Cracker Barrel, which owns and operates 450 restaurants in 41 states, segregated black customers in the smoking section and denied them service.

WSBCC Street Fest will kick off Friday

Renowned black economic expert to appear at event

SPECIAL TO THE CHRONICLE

The Winston-Salem Black Chamber of Commerce will kick off its Black Business Street Festival Friday, Sept. 20, at noon at the Ivy Arms Apartment Clubhouse, 1115 E. Second Street.

A film titled "The Heyday of Black Businesses in Winston Salem" will be shown by The Society for the Study of Afro-American History in Winston-Salem/Forsyth County Inc. Effley Howell Sr. of Thankful Heritage will have artifacts from his traveling black history museum on display.

The evening will conclude with a reception from 6 to 9 p.m. for sponsors, vendors and WSBCC members. James Clingman, a nationally known author, will be the guest speaker. He is the founder and first executive director and president of the Greater Cincinnati African-American Chamber of Commerce. He is the author of the book "Economic Empowerment or Economic Enslavement - We Have a Choice."

Clingman is an adjunct professor on black entrepreneurship at the University of Cincinnati's department of African-American studies. Clingman's economic empowerment doctrine stresses consumer education and alliances among African-Americans.

On Saturday, Sept. 21, from 10 a.m. to 4 p.m., vendors will be set up along Highland Avenue between east Fifth Street and Martin Luther King Jr. Drive to provide an opportunity for the community to see and meet black business owners in Winston-Salem and surrounding communities.

For more information about the Black Business Street Festival and/or how to become a member of WSBCC, contact Ed McCarter, membership chair, at 724-0334.



Clingman



Chunn



The first-ever Willie E. Gary Football Classic will pit the Edward Waters Tigers against the Shaw University Bears. Gary is a graduate of Shaw, which is in Raleigh.

Instant Classic

Inaugural Willie E. Gary Football Classic coming to ALLTEL Stadium in Jacksonville

SPECIAL TO THE CHRONICLE

JACKSONVILLE, Fla. - After a combined 57 years on the sidelines the Edward Waters Tigers and Shaw University Bears are returning to the gridiron in classic style - squaring off against one another in a game named after the man responsible for restarting football at each school.

Representatives from each school, joined by city officials and other dignitaries announced Thursday a three-year agreement with the city of Jacksonville to host the annual Willie E. Gary Football Classic at ALLTEL stadium Sept. 28.

Prominent attorney and MBC television network Chairman and CEO Willie E. Gary has contributed hundreds of thousands of dollars to revive the football programs at each school. Edward Waters began play last year after a 34-year absence, while Shaw University played its first game in 23 years last week in Raleigh.

Organizers are hoping to draw 50,000 people to the Sept. 28 game, which will be televised live to a nationwide audience of more than 40 million homes by the Major Broadcasting Cable Network, which is owned by Gary, box-



Attorney Willie E. Gary speaks to the media recently after announcing details about the football classic.

ing champion Evander Holyfield, former baseball great Cecil Fielder and Marion Jackson of the legendary Jackson Five.

MBC is the official network of black college sports.

"We are going to make this the preeminent classic in the country," Gary said. "We're going to build trust into the most anticipated classics of the college football season - one that people will mark down on their calendar to attend each year."

More important, organizers are hoping to help boost enrollment while raising \$3 million to be divided equally between Edward Waters and Shaw University.

Corporate sponsors include Office Depot; ClearChannel Communica-

tions; MBC; the law firm of Gary, Williams, Parenti, Finney, Lewis, McManus, Watson and Sperando; ALLTEL; and the city of Jacksonville.

Gary says both schools are in dire need of financial support to keep their doors open and to continue to provide educational opportunities to our young people.

Both Edward Waters College and Shaw University have battled back from the brink of closing their doors - thanks primarily to the generosity of Gary, who has given more than \$10 million to his alma mater (Shaw) and more than \$250,000 to Edward Waters College. He serves on the board of trustees at each school and plays a large role in the planning process.

The Buzz: LSB workers pitching in



LSB employees, ready for community work, follow LSB "The Bank" President Frank Sherron (left front with net hat and smoker) as they march with food and other goods collected for agencies to the Davidson County United Way's "Day of Caring" rally.

SPECIAL TO THE CHRONICLE

LEXINGTON - When it introduced the theme "Beeline Bank" early in 2002, LSB "The Bank" decided to structure and formally organize volunteer efforts being done by LSB employees in their Triad neighborhoods. The result is LSB's Busy Bee program, which is service-oriented and reflects a commitment of personal time and energy more than money.

To date, 36 Busy Bee hives have formed throughout LSB's community bank branches and at the headquarters in Lexington. Hives are encouraged to initiate and complete four community projects annually, with at least half their Busy Bees participating. That equates to 144 volunteer projects a year in Davidson, Forsyth, Guilford

and Stokes counties.

The LSB Clemmons hive's first project was on March 16, when the staff collected \$250 and walked together in the National Downs Syndrome Society's "Buddy Walk" at Forsyth County's Tanglewood Park. In April, they scoured several Clemmons streets for litter, picking it up for the Community Street Clean.

And when the United Way recently announced the "Day of Caring," the largest community volunteer project in Davidson County, Busy Bee hives at LSB's county offices immediately began selecting projects they could tackle that Saturday. The hives gathered at LSB's home office that morning, swarmed around President (and Big Beekeeper) Frank Sherron and

See LSB on A9

Jones to speak at A&T

SPECIAL TO THE CHRONICLE

GREENSBORO - Lafayette Jones, president and chief executive of Segmented Marketing Services Inc. in Winston, Salem, will be the guest speaker for the orientation session for continuing students in the department of speech and communication at North Carolina Agricultural and Technical State University. The event will be held at 3 p.m. Sept. 26 in the Student Union Ballroom.

Jones is a former sales and marketing executive at Procter & Gamble, Lever Brothers, Pillsbury Co. and Kraft. As a marketing manager for Hunt Wesson, he created the Orville Redenbacher Gourmet Pop-



Jones

ping Corn and Hunt's Manwich market strategies.

He is a former vice president of marketing and sales at Johnson Products Co. and was vice president/general manager of Johnson Publishing's hair care division. He is publisher of Shades of Beauty and Urban Call, a national trade publication that focuses on urban retailing.

The Philip Morris U.S.A. Working to make a difference.

At the 2002 National Association of Black Journalists (NABJ) gala are (from left) Billy Abshaw, manager, media programs for Philip Morris U.S.A.; Constance Pressley, president of NABJ and Larry Waters, Miller Brewing Co., discussing their new partnership established in support of NABJ. Philip Morris Companies Inc. was a proud sponsor of the NABJ Convention this year, which was held July 31 through Aug. 4 in Milwaukee.