

BUSINESS FOCUS

Briefs

Group will meet Aug. 12

The Winston-Salem Chapter of International Association of Administrative Professionals (IAAP) will meet Aug. 12 at the Ramada Plaza Hotel on University Parkway beginning at 5:45 p.m.

The program will be meeting planning presented by Diane Pearce of Adams Hall Group.

All those interested in learning about what IAAP has to offer are encouraged to attend. To make a reservation, call Mashelle Odum at 716-3482.

Mewhinney elected chair of Elder Law Section

Kate Mewhinney, clinical professor of the Elder Law Clinic, has been elected chair of the N.C. Bar Association Elder Law Section for 2003-2004.

Mewhinney has been the managing attorney for this clinic since its inception more than 10 years ago. She has been a national leader in elder law.

The Elder Law Clinic is a program provided by the School of Law in partnership with Wake Forest University Baptist Medical Center. It provides free legal assistance to low and moderate income citizens aged 60 or older. Law students, working under the supervision of Mewhinney, represent clients, gaining practical experience and providing a much-needed community service.

Toyota Motor Sales honors Winston-Salem dealership

Modern Toyota was named recipient of the 2002 Toyota Motor Sales President's Award. The 17th annual award was presented to a select group of dealerships across the country.

It is the fourth year Modern Toyota has received the President's Award.

The Modern Toyota ad will be featured in subscriber copies of the Aug. 11 issue of Time Magazine, available this week.

Toyota Motor Sales recognizes its finest dealerships with the prestigious President's Award. It is the highest honor a dealership can receive from Toyota and is awarded only to those dealerships that have demonstrated a commitment to maintaining Toyota's high standards for customer satisfaction.

In order to qualify as a President's Award winner, dealerships must excel in delivering great products and proving stellar customer care in all areas of dealership operations.

Modern Toyota also has been recognized for ongoing community support for the American Red Cross. Dealership employees give blood at the dealership's quarterly blood drives.

The Seattle Medium publisher dead

SEATTLE (AP) — Connie Bennett Cameron, editor and publisher of The Seattle Medium newspaper, radio host and black community activist, died Monday of a heart attack. She was 51.

Her brother, Chris H. Bennett founded The Medium in 1970. She started work there as a summer volunteer in 1973 and helped to make it one of the largest black-owned communications companies in the Pacific Northwest with newspapers and radio stations in Seattle, Tacoma and Portland, Ore.

Cameron's passion for minority issues took root when she was among the first black students to be allowed to enroll at the high school in her hometown, Waynesboro, Ga., her brother said. She earned degrees in English and broadcast journalism at Savannah State University in Georgia in 1973 and was offered a job as weather announcer at a television station in Texas.

Besides writing, she hosted "Rhythm and News," a weekly radio show, with her nephew, Chris B. Bennett, and helped organize the city's annual African-American Community Soul Festival.

In recent years Cameron wrote a set of poems called "Preacher Man" and followed that series with another, "Brother Man."

Cameron recently received an award for editorials from the National Newspaper Publishers Association.

Minority auto dealers are touting Enterprise Rent-A-Car

The National Association of Minority Automobile Dealers (NAMAD), which represents 550 minority auto dealers nationwide, has signed a national marketing agreement with Enterprise Rent-A-Car that positions Enterprise as the preferred source for replacement auto rental services for NAMAD member dealers.

The agreement, signed in July during NAMAD's annual conference in La Costa, Calif., also strengthens the business relationship between Enterprise and NAMAD members. Enterprise has agreed to enhance its ongoing program to purchase vehicles from minority dealers and continue to use the parts and service units at minority dealers.

Enterprise agreed that minority dealerships will be able to acquire used cars from Enterprise.

Law firm cited for diversity

Constangy Brooks & Smith LLC is one of three law firms nationwide named by Sara Lee Corp. as preferred partners, based on commitment to diversity. The selection was announced in the May issue of Chicago Lawyer, a publication of The Law Bulletin.

According to the announcement made by Sara Lee, Constangy Brooks & Smith LLC, as a preferred partner, will receive preference when Sara Lee seeks outside counsel on legal matters and may use the designation for recruiting minority and women lawyers.

Selection of the partners was based on Sara Lee's analysis of data about its primary law firms, including the number of women and minorities employed and their status within the firm.

Duty — and nature — calls



Sgt. Michael Baex, 28, of Elmont, Long Island, holds the door open for Lance Cpl. Christian Valencia, 21, of Queens, N.Y., during a 27-flush salute to kick off a charity initiative with Charmin and the Marine Toys for Tots Foundation at Chelsea Piers in Manhattan on July 31. For every flush on Charmin's Potty Palooza, a 27-stall mobile restroom that tours the country, Charmin will donate 10 cents to Toys for Tots. From July to November, Charmin anticipates that more than 1 million people will visit the Potty Palooza, amounting to a donation of more than \$100,000.

Forsyth Tech hires new employees

SPECIAL TO THE CHRONICLE

Forsyth Technical Community College has hired the following employees:

• Dr. Robin L. Harvey has been named director of the Winston-Salem Teachers Academy. He received a bachelor of arts degree in elementary education, a master of arts degree in middle grades education and an education specialist degree in educational administration from Appalachian State University.

In 1996 he completed his doctorate in educational leadership and supervision at NOVA Southeastern University.

He has been a teacher, a counselor, a program director and a principal. He also has been an English instructor at Mitchell Community College. He has 24 years of work and teaching experience.

• Patrice B. Mitchell has been named director of admissions for Student Development Services at Forsyth Technical Community

College. She received a bachelor of arts degree in communication from Salem College and a master of arts degree in public administration from UNC-Greensboro. She was most recently the director of admissions for Winston-Salem State University. She has more than 14 years of financial aid and admissions experience.

• Lawrence A. Moretz has been named director of counseling for Student Development Services at Forsyth Technical Community College. He received a bachelor of arts degree in education from Wake Forest University and a master of arts degree in counselor education from UNC-Greensboro.

Over the past 14 years, he has

been a counselor and coordinator for Charter Behavioral Health Services, AIDS Care Services and CenterPoint, all located in Winston-Salem. He has 14 years of work and teaching experience.

• Renarde Earl has been named the director of public safety. He received a bachelor of arts degree in criminal justice from N.C. Central University.

A graduate of the Administrative Officers Management Program at N.C. State University (27th Session, Class of 2000), Earl completed the advanced law enforcement certification and the basic law enforcement training instructor certification.

He also has worked for the Winston-Salem Police Department as a patrol officer and on the downtown bicycle patrol. Before coming to Forsyth Tech, he was a sergeant and supervisor with the Wake Forest University Security Police.

• Robert N. Hall has been



Harvey



Mitchell



Moretz



Earl

See FTCC on A9

Cracker Barrel faces new lawsuits

Blacks in several states say they were treated poorly by restaurant staffs

BY DAVID HAMMER
THE ASSOCIATED PRESS

LITTLE ROCK, Ark. — Twenty-three blacks filed a lawsuit against Cracker Barrel Old Country Store, alleging they received poor service compared with white patrons at the company's restaurants.

A Cracker Barrel spokeswoman said last week that the lawsuit was unfounded and part of a wider attempt to discredit the Tennessee-based company.

Several of the plaintiffs who visited Cracker Barrels in Bryant and North Little Rock said they waited in the chain's signature porch rocking chairs while whites who came later were seated first. They said they were then seated in a back smoking section, served slower than whites and were openly rebuked when they complained.

"When I talked to the manager, he said if I wasn't satisfied, there was a Burger King down the street," said the Rev. Henry Harris.

Harris said the treatment he received reminded him of discrimination he and his family experienced more than 40 years ago, when discriminatory Jim Crow laws were in place in the South.

Plaintiffs' attorney Philip Kaplan said a similar lawsuit filed last year in Georgia will show that these were not isolated incidents but part of an "insidious" pattern. The suit seeks monetary damages and revised policies.

Cracker Barrel spokeswoman Julie Davis denied any systematic discrimination and said the judge in the Georgia case had endorsed the company's training methods after a thorough investigation. That judge ruled in January that would-be joint plaintiffs had failed to show a sufficient pattern of treatment to justify a class-action lawsuit.

Restaurant gets rare NASCAR honor

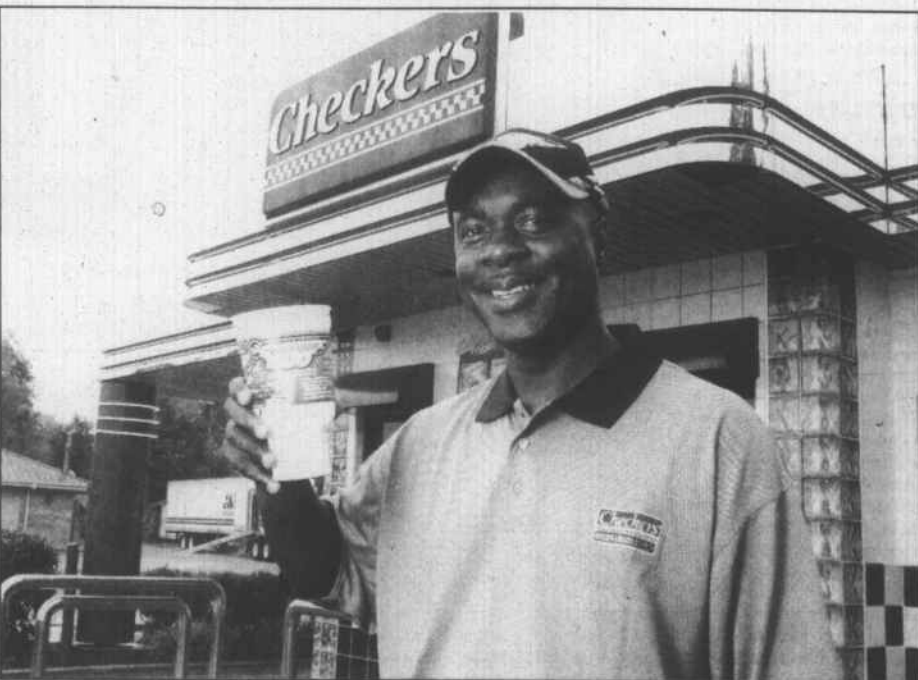
SPECIAL TO THE CHRONICLE

TAMPA, Fla. — Checkers Drive-In Restaurants Inc. announced last week that Larry Rockwell, Checkers/Rally's franchisee of the year, would wave the green flag on Aug. 3 to begin the 2003 Brickyard 400, a NASCAR Winston Cup Series event.

"It is a tremendous thrill to have the opportunity to wave the green flag to start one of the largest sporting events in the world, and I am honored that Checkers Drive-In Restaurants Inc. has presented me with this one-of-a-kind experience," said Rockwell, owner/operator of four Checkers locations in Alabama.

He continued: "I chose to become a Checkers franchisee because of the chain's growth potential, the superior menu choices, and the franchising support the company provides. It has been very rewarding to find that, in addition to the brand's strengths, Checkers Drive-In Restaurants Inc. goes the extra mile to recognize franchisees who do a great job."

Checkers Drive-In Restaurants Inc. and its franchisee community teamed up earlier this year to form a category-exclusive sponsorship with the Indianapolis Motor Speedway. This sponsorship names Checkers/Rally's as the Official Burger of the



Larry Rockwell owns and operates four Checkers locations in Alabama.

Brickyard 400 and the Indianapolis 500.

Rockwell joined Checkers in 1988 as an assistant manager at an Atlanta-area restaurant. Through hard work and excellent performance, he was quickly pro-

moted to the positions of general manager, training manager and then an area supervisor. In 1996, when Checkers offered its top-performing employees the opportunity to own their own restaurants, Rockwell seized the oppor-

tunity and purchased his first store in Tuscaloosa, Ala. Today, he owns four locations in Tuscaloosa, Huntsville and Decatur, Ala., and has a fifth location opening later this year in Tuscaloosa.