

BUSINESS FOCUS

Briefs

Money Jungle for teens

Parents and guardians of all area students in grades 9 through 12 are being encouraged to register their youngsters for Consumer Credit Counseling of Forsyth County's "Money Jungle," a first-time financial-education experience, to be held Saturday, April 19, at Winston-Salem State University's C.E. Gaines Gymnasium.

Between 10 a.m. and 2 p.m., area high-school students will get a chance to test their knowledge of money and finance. Each student will undergo a real-life, 20-minute "simulation," under the guidance of CCCS staff and financial-professional volunteers, involving a series of financial trials: Applying for housing, going through credit checks, balancing checkbooks and other real-life situations. At the end of the simulation, students will take an exit exam and receive a Money Jungle "diploma" (T-shirt) representing their participation.

CCCS developed the Money Jungle to increase students' financial awareness using everyday situations in an entertaining, non-threatening environment. The event is free and open to the public. For registration information, call Shenell Thompson at 837-0641, or email her at shenell.thompson@cccsforsyth.org.

The "Money Jungle" is sponsored by Blanco Tackabery & Matamoros PA, Brown Jenkins & Oneyear PA and Weston & Associated.

McDonald's exec featured in advertising campaign

One of McDonald's top African American executives is featured in new advertising highlighting career opportunities within McDonald's. This is the latest in an Employment Opportunity campaign that was first introduced in 2005.

James Collins is vice president and general manager of McDonald's Greater Southwest Region and oversees marketing, finance, operations, franchising, training and human resources for over 700 restaurants located throughout Oklahoma, New Mexico, northern Texas and Arkansas. Collins is featured in this year's campaign. Collins started as a McDonald's crew member back in 1976, went to work for other places and rejoined the company in 1985.

"I came back to McDonald's as a store management trainee because I recognized all of the opportunities that were available for me, not just at this one Cleveland-area restaurant, but also at other restaurants and the company itself," said Collins. "I recognized then that McDonald's creates an environment for people to be successful. The company will make available resources - training, mentors and development opportunities - all of which motivate and inspire employees to excel."

The advertising campaign includes print ads in March issues of Rolling Out and JET magazines, and the April issue of Black Enterprise, as well as radio and online advertising, to showcase the great employment opportunities available at McDonald's.

Retired judge named head of N.C. DMV's hearings

North Carolina Commissioner of Motor Vehicles William C. Gore Jr. has named retired Court of Appeals Judge Joseph R. John as Director of Hearings for the division.

John oversees the work of 60 hearing officers who conduct the wide variety of motor vehicle and driver hearings required by North Carolina law. Hearings are held at many of NCDMV's driver license offices across the state and also by telephone when possible.

Judge John served on the North Carolina Court of Appeals for eight years before retiring in 2001. Since then, he has been an emergency recalled judge for the Court of Appeals and a North Carolina Superior Court emergency judge and certified mediator. He has been recorder for the North Carolina Superior Court Judges' Pattern Jury Instruction Committee since 2005.

State Farm Insurance gives scholarships to N.C. A&T

North Carolina Agricultural and Technical State University recently received a \$59,000 gift from State Farm Insurance for scholarships and equipment.

The gift will provide scholarship opportunities in the College of Engineering and help to purchase new equipment in the computer science department.

State Farm insures more cars and homes than any other insurer in the U.S., the leading insurer of watercraft and is also a leading insurer in Canada. State Farm's 17,000 agents and 68,000 employees serve over 76 million auto, fire, life and health policies in the United States and Canada, and more than 1.7 million bank accounts. State Farm has also been selected as one of the "Top 100 Employers" by The Black Collegian, placing 19 out of the 100 ranked employers. Each year The Black Collegian conducts a survey of major employers to determine the most active recruiters of college graduates. The results were published in the February 2008 issue.

WSSU's LeGrande receives promotion

Former admissions director is now assistant vice chancellor

SPECIAL TO THE CHRONICLE

Tomikia LeGrande, director of admissions at Winston-Salem State University, was recently named assistant vice chancellor for enrollment services.

"Mrs. LeGrande has done an outstanding job in her role as director for undergraduate admissions," said Dr. Melody Pierce, WSSU vice chancellor for Student Affairs and Enrollment Services. "She has demonstrated that she is ready to assume increasing responsibility and we are pleased she has accepted the challenge of her new role."

LeGrande will provide leadership in the following Enrollment Services areas: Undergraduate Admissions, Financial Aid, Recruitment, Peyton T. Hairston Visitor's Center and the Solutions Center. She was previously employed as the director of Undergraduate Admissions and as the director of Graduate Enrollment Management.

LeGrande received her Bachelor of Science in chemistry from Savannah State University and her Master of Science in chemistry from North Carolina A & T State University.



Tomikia LeGrande started her new job this month.

PepsiCo giving \$1 million to UNCF

SPECIAL TO THE CHRONICLE

NEW YORK - PepsiCo has committed \$1 million to UNCF - the United Negro College Fund - to help provide financial support to UNCF's 39 member institutions and scholarships to students at more than 900 colleges and universities around the country.



Nooyi

PepsiCo, one of the world's largest food and beverage companies, made the donation on March 7 at UNCF's 64th Anniversary Dinner in New York, where it was the presenting sponsor. The event raised a total of \$2.7 million.

The dinner presented UNCF's highest honor, the Frederick D. Patterson Award, to Denzel and Pauletta Washington for their support for UNCF member colleges and for Denzel Washington's recent film, The Great Debaters, about the history of UNCF member Wiley College.

"PepsiCo is a proud supporter

of UNCF and has been for 60 years. We are committed to expanding opportunities to help minority students secure higher education," said Indra Nooyi, CEO and chairman of PepsiCo. "That's why we're excited to present this gift of \$1 million to UNCF to ensure that deserving young people continue to get a chance to go to college and earn degrees - and have the opportunity to make their mark in the world."

Minority education has long been a funding priority for PepsiCo's Foundation.

In 1981, PepsiCo donated \$1 million, the largest multi-year corporate donation ever pledged to UNCF's Annual Campaign at that time. Last year alone, the PepsiCo Foundation provided grants for education programs in excess of \$8 million dollars to fund education programs that promote academic excellence for all students.

"Over and above the amount



Dr. Michael L. Lomax heads the UNCF.

committed by the company, PepsiCo's African-American employees also raised \$75,000,

creating a UNCF/PepsiCo African American Legacy Fund, which will be matched by the PepsiCo Foundation, for a total of \$150,000. This new educational endowment fund will provide scholarship support for students at UNCF member schools.

"This fund honors the many African-American employees who have made contributions at the company and most especially those who broke through barriers in the 1940s," said Ron Parker, PepsiCo senior vice president and chief global diversity officer, referring to corporate America's first all-black sales team at Pepsi.

"UNCF is grateful for PepsiCo's investment in young minority men and women," said Michael L. Lomax, Ph.D., UNCF's president and CEO. "PepsiCo's commitment will enable thousands of students to secure degrees that will help them to launch careers in fields like science, math, technology, business, medicine, law and education; and prepare them to become leaders in an ever-changing global economy."



Photo by Jason Pitt

Wachovia was among several companies honored by the BBB.

LOCAL COMPANIES WIN BBB ETHICS AWARDS

CHRONICLE STAFF REPORT

The Better Business Bureau of Northwest North Carolina handed out its second annual BBB Marketplace Ethics Awards last week.

Several awards were handed out in categories based on a company's size. There was also a non-profit award presented this year. The winners, all of whom are based in Winston-Salem, are: Lusk Tree Service, Inc.; Anderson-Moore Builders, Inc.; BB & T Corp.; Wachovia Bank; and Partnership for a Drug-Free NC, Inc.

The 2008 Honorable Mentions are: Dry Cleaning Station, Winston Personnel Group, Winston-Salem; Flow Companies and Children's Center for the Physically Disabled.

The winners were picked by judges Deanna K. Ray of Forsyth Technical Community College;

Alice B. Sineath of Forsyth Technical Community College; Ananda Mitra of Wake Forest University; and Jessica Bailey of Winston-Salem State University.

"The judges had a tougher time this year than last," said David Dalrymple, president of the BBB of Northwest North Carolina. "Our goal each year is to increase the competition - to make it harder for them to make their decisions. If we are doing that, then we are building a marketplace of trust."

Only a select few companies/agencies nationwide are honored with the award, the BBB said. The winners were feted at the Benton Convention Center. The guest speaker for the event was Rusty LaRue, a former Wake Forest University basketball player and the athletic director at Forsyth County Day School. LaRue spoke on the importance of integrity and ethics in athletics.



LaRue

Veteran educator Johnson has a new title

She was recently named head of alternative education for the school system

CHRONICLE STAFF REPORT

Dr. Gwendolyn S. Johnson has been named Winston-Salem/Forsyth County Schools' director of alternative education.

The veteran educator began her new job March 10, leaving her position as dean of students at Griffith Academy, a school on Clemmonsville Road.



Johnson

Johnson has spent more than 32 years in the education field. Nineteen of those years have been in the local school system. She also served as a classroom teacher in High Point City Schools for 13 years.

In addition to serving as dean of students and a classroom teacher, Johnson has also been an assistant principal, curriculum/test coordinator and a district-level technology specialist. In 1991, she was named Walkertown Middle School's Teacher of the Year.

Johnson earned her undergraduate degree from Winston-Salem State University and her master's degree from N.C. A&T State University. She holds a doctorate from North Carolina State University.