

# BUSINESS FOCUS

## Briefs

### Federal money will help laid off N.C. workers

U.S. Sens. Elizabeth Dole and Richard Burr and Rep. Robin Hayes have announced that the U.S. Department of Labor has awarded the North Carolina Department of Commerce with \$2.43 million in grant funding to aid 1,620 North Carolina workers affected by mass layoffs at Freightliner Trucks in Cleveland and Jevic Transportation in Concord.

"I am glad that the Department of Labor has extended this grant to provide much-needed help for those who are facing tough times," Burr said. "North Carolina's workers and communities are resilient and talented, and this support will help in the economic recovery of the area. As our local communities roll up their sleeves, I believe the Congress must play its own part in promoting pro-growth policies to strengthen our economy."

The funding comes from the Department of Labor's National Emergency Grants Program (NEG), which is designed to supplement the resources and service capacity at the state and local levels by providing emergency funding in response to large dislocations and disasters.

According to the Department of Labor, affected workers will have access to a full array of dislocated worker services, including a nation-wide network of career centers to prepare them for new jobs, career counseling services, and supportive services like child care and transportation. For workers needing to upgrade their skills, training for high-growth and high-demand occupations will be available.

### Millionaires in Training holds Spring graduation in Raleigh

The Millionaires in Training (MiT) youth entrepreneurial program held its 2008 spring graduation ceremony on Wednesday, June 18 at the downtown Sheraton Raleigh Hotel. Every semester, the MiT students establish and manage their own businesses and develop business plans to support their ideas. The 2008 spring graduates' businesses consisted of two companies: Sweet Tooth Lemonade, a specialty food eatery, and Colors of Music, a jazz dining club.



Fields

Matthew Moore Jr., executive director of the MiT program, said, "This has been an

exciting and challenging group, and I am looking forward to the future plans we have for the program. This is an important and significant program, and the reward of assisting these future business leaders in setting their goals and discovering their entrepreneurial spirit."

Founded in October 2004 by local businesswoman V.K. Fields, the Millionaires in Training program is an entrepreneurial training and development program specifically targeted to adolescent boys and girls (12-15 yrs.). For more information, visit [www.millionairetraining.org](http://www.millionairetraining.org).

### Smithfield plants earn environmental kudos

Fifty-four Smithfield Foods facilities in 23 states have been honored by the American Meat Institute (AMI) for their significant environmental stewardship efforts in their local communities during the past year.

Sites honored include the company's North Carolina plants in Clayton, Clinton, Tar Heel, Wilson and Kinston. The 54 Smithfield Foods facilities earned AMI's Environmental Recognition Award, which singles out companies that assess their own environmental challenges and develop unique solutions that encourage continuous improvement.

The AMI awards ceremony was held in Kansas City, Mo. last week.

"Once again our employees all across the Smithfield Foods family of companies have demonstrated their commitment and dedication to preserving our natural resources," said C. Larry Pope, Smithfield Foods' president and chief executive officer.

### Marshall joins Wachovia Wealth Management

Debbie Marshall has joined Wachovia Wealth Management as a senior vice president and private banking relationship manager. In this role, Marshall will serve as the primary point of contact to affluent and high net worth clients. Wachovia Wealth Management's private bank is focused on meeting the complex financial needs of clients with investable assets of between \$250,000 and \$5 million. Private banking clients are typically working professionals, such as executives, doctors, lawyers and business owners.

Marshall has worked in the Winston-Salem financial services market for 25 years and previously worked as a client advisor with SunTrust and its predecessors.

In addition, Marshall serves on the boards of the Winston-Salem Chamber of Commerce as Vice Chair of Education and the Central NC Chapter of the National MS Society.



Marshall

## Star lawyer is new NCBA leader

CHRONICLE STAFF REPORT

The North Carolina Bar Association has installed its first African-American male president.

It happened Saturday in Atlantic Beach during the association's annual meeting when Charles L. Becton, a Raleigh attorney and longtime Durham resident, succeeded Greensboro attorney Janet Ward Black as the 114th president of the NCBA.

Judge Allyson K. Duncan of the Fourth U.S. Circuit Court of Appeals, who served as president of the NCBA in 2003-04, conducted the formal swearing-in ceremony.

"I am honored beyond your imagining to be president of this great organization," Becton stated in his installation address. "And I am equally humbled by an internal sense of gratitude to the many whose help, sacrifice and encouragement allowed me to do a lot of different things and placed me in a position so that I could even be considered for this honor."

"So first, let me thank you for the opportunity to serve. Law is the vehicle through which I have sought to serve the public. I love the law. I love people."

Education, service and professionalism will provide the foundation for Becton's platform as president in 2008-09. He will call upon various sections, divisions and committees of the organi-

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Judge Allyson K. Duncan administers the oath of office to Charles L. Becton and his wife, Brenda, holds the family Bible.

## A SHADY DONATION



John S. Clark Company Photo

Habitat for Humanity of Forsyth County Executive Director Sylvia Oberle accepts a donation from Jim Walker, the president of Mount Airy-based John S. Clark Company. The two are surrounded by other officials of well-known contracting and design firm. The group is outside of one of the new homes Habitat has built in the Glen Oaks community. The donation will be used to plant 50 trees in the community, formerly the Kimberly Park public housing development. The donation is part of several the John S. Clark Company has made to observe its 50th anniversary.

## Non-profit leaders told how to shape public policy

CHRONICLE STAFF REPORT

More than 50 non-profit professionals attended seminars earlier this month sponsored by the Winston-Salem Urban League and the N.C. State University Institute for Non-Profits.

"Giving Voice to Mission: Nonprofit Advocacy Strategies You Can Use" was designed to

train non-profits in developing strategies to shape public opinion and policy.

Organizers say that often misinformation and fear prevent non-profits from taking a place at the policy table. Presenters made the point that non-profits should be a part of the public policy debate since many deliver important services and programs to their constituents and communities and thus have a first-hand view of the systemic issues that affect people.

The seminar provided an overview of advocacy rules for non-profits, the legislative process to determine the various entry points to effecting public policy, as well as an overview of time-tested strategies such as direct lobbying, administrative advocacy,



Urban League Photo

Advocacy for the Poor's Dianne Dawson, right, and Nancy Young with Consumer Credit Counseling's Peter LaRouche.

mobilizing a base, working in coalitions and influencing policy makers and the public.

Jocelyn Taliaferro, assistant professor in the NCSU Department of Social Work, led the panel of presenters. Taliaferro has expertise in social policy and program/policy evaluation and more than 15 years of professional experience working in and with non-profit organizations. NCSU's Deena Bayoumi also provided information at the seminar.

Board and staff members of several non-profits took part in the seminar, including ones from: United Way of Forsyth County,

Exchange Scan, Enrichment Center, Consumer Credit Counseling; Guildford Non-Profit Consortium, Winston-Salem State University, Union Baptist Church, Ujima CDC, Triad Cultural Arts, the Institute to Eliminate Racism, Ministers Conference of Winston-Salem and Vicinity, Shepherd's Center of Greater Winston-Salem, Mediation Services, Bethesda Center, Triad Mental Health, Hospice & Palliative Care Center, Fellowship Home, Advocacy for the Poor, Experiment in Self Reliance, the Salvation Army and the Mediation Center.

## Cook named vice chancellor

She has raised millions as head of the school's foundation

SPECIAL TO THE CHRONICLE

Michelle M. Cook, executive director of the Winston-Salem State University Foundation, has been named vice chancellor for University Advancement at WSSU, effective July 1.

Cook, who will also continue in her role as executive director of WSSU's Foundation, has more than 25 years of experience working in the areas of fund development, institutional advance-

ment and training. She served in a variety of progressive

responsibilities in fundraising and institutional advancement positions and has a proven track record in developing prospect relationships, managing successful solicitations, engaging prospects and donors and heightening awareness of organizational priorities.

She will replace Terrence Hines, who has served as interim vice chancellor for university advancement since January 2008, following the retirement of Lee Weaver Richardson, who had served in that role since 2001. Hines will resume his role as director of development for WSSU's Department of Athletics.

"We thank Mr. Hines for the contributions he has made to the university during his interim role and look forward to his continued service to WSSU," said WSSU Chancellor Donald J. Reaves. "I am very pleased that Mrs. Cook has agreed to accept the position of Vice Chancellor for University Advancement. The university is indeed fortunate to have someone of her vast experience in the area of fundraising and administrative management on our team. She will play a vital role in the university's efforts to attract increased investments that will help boost enrollment and enhance academic programs."

Cook said she is excited about working to make WSSU the best that it can be. "I look forward to my new role in attracting gifts to support the university's strategic goals and initiatives," said Cook. "As the executive director of the

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