

CAREERS

Briefs

Grant will help UNCF students deal with recession

UNCF—the United Negro College Fund—has received a \$500,000 grant from The Andrew W. Mellon Foundation to support UNCF's Emergency Student Aid Campaign, an initiative to help thousands of recession-impacted students at UNCF colleges graduate from college. Mellon has committed \$250,000 immediately to the campaign. The second half of the Mellon donation is a dollar-for-dollar challenge grant, which will match contributions to the Emergency Student Aid Campaign up to \$250,000 through December 1, 2009.

"The Mellon Foundation challenge grant is both a generous contribution to some of our most vulnerable students and a wise investment in their future and in the national economy," said Michael L. Lomax, UNCF president and CEO. "Job loss and pay cuts have sharply reduced their families' ability to contribute to their education, and the credit crunch has squeezed student loans off the market. And as badly as they need help to finish college and graduate, the country needs the teachers, scientists, business leaders and public servants these students will become. The Mellon Foundation challenge grant and the Emergency Student Aid Campaign are for them."

The Emergency Student Aid Campaign kicked off in March at UNCF's 65th Anniversary Dinner with a \$1,000,000 commitment from ExxonMobil. To date, the campaign has raised \$2,354,824 and has helped more than 1,200 seniors pay their unpaid balances and graduate. UNCF expects to raise a total of \$5 million through individual, corporate and foundation donations in order to help students stay in school and graduate.

To make a donation, visit www.UNCF.org and click on Emergency Student Aid or call 1-800-332-UNCF (8623) to help keep kids in college.



Lomax

Local men named to PICA board

Forsyth County's Al Hutchinson, of Hutchinson Allgood, and Phil Kelley Jr., of Salem Printing, are among the members of the 2009-2010 board of directors of the Printing Industry of the Carolinas, Inc. (PICA).

Hutchinson is the immediate past chairman; Kelley is the board's Area 3 director for the Triad. Ralph C. Moore of Commercial Printing Company in Raleigh is the chairman of the board.

PICA's mission is to protect and promote the common interest of the printing industry; and to help its members prosper, both individually and collectively, through fellowship, education and cooperative action.

PICA is a trade association representing the graphic communications industry in North and South Carolina. North Carolina ranks as the 14th largest state print market in the United States with \$4.0 billion in sales, 975 total printing establishments and 26,328 employees. Headquartered in Charlotte, PICA has been serving the print industry for over 75 years.



Hutchinson



Kelley

Home sales rebounding

WASHINGTON (AP) — New home sales rose last month at the fastest clip in more than eight years as buyers eagerly took advantage of bargain prices — a clear sign, economists said, that the real estate market may finally be bouncing back.

Historically low interest rates and a federal tax credit for first-time homeowners also helped push home sales to their highest level since November, the Commerce Department reported Monday.

While home prices are still falling around the country, sales have now risen for three months in a row. Construction of new homes is at the busiest level since last fall. And home resales rose in June for the third straight month.

Scott named to board

North Carolina A&T State University's Dr. Mable Springfield Scott is one of the newest additions to The Community Foundation of Greater Greensboro's board of directors.

Scott, who serves as the special assistant to the vice chancellor for Development and University Relations, will serve on the Marketing Committee, which is charged with providing expert input on ways to best communicate to the community what The Community Foundation is and how residents can help make Greensboro a better place by giving back through permanent gifts.

The Community Foundation's board of directors is a diverse body consisting of 34 members who serve three-year terms. The Foundation is a charitable organization dedicated to strengthening the community for present and future generations.



Scott

Leader hired for ECHO Council

CHRONICLE STAFF REPORT

The ECHO Council has hired its first executive director.

Natasha Gore takes the position after spending the last three years at Smart Start of Forsyth County, where she led communications, development and outreach efforts.

The ECHO (Everyone Can Help, Out) Council was established by the Winston-Salem Foundation in 2003 as a part of its social-capital-building efforts. The Council works to build enriching, trusting and long-lasting relationships among the city's diverse population.

One of the ECHO Council's programs, StoryLine, features a mobile recording unit to collect and share stories of everyday people in the community. Another emerging program, Timebanking, is a system that connects unmet needs with untapped resources by allowing community members to exchange their skill for the use of another.

As executive director, Gore is responsible for expanding the Council's presence in Forsyth County as well as overseeing its programs.

"Natasha brings to the Council a valuable mix of skills in the areas of project management, strategic planning, marketing and fundraising," said Doug Easterling, who has provided consulting services to the ECHO Council since its inception. "The work of the organization — building bridges across lines of difference and encouraging people to step beyond their customary roles — requires an executive director who is able to connect effectively with people throughout the community. The ECHO Council is fortunate to have someone with Natasha's knowledge, experience and dedication."

For more information about the ECHO Council visit www.wsfoundation.org/leadership-initiatives.



Gore



Bennett College Photos

Institute participants along with guest speakers, sponsors and program interns.

Girls learn entrepreneurial spirit at Bennett College

CHRONICLE STAFF REPORT

Bennett College for Women recently hosted its First Entrepreneurship Institute for Young Women. The event, sponsored by McDonald's East Division, is the brainchild of Bennett President Julianne Malveaux and is one of the highlights of her young administration.

Eighteen young women from North Carolina, Arkansas, Georgia and Maryland were selected to participate in the one-week Institute, where they learned business-planning skills, gained marketing techniques and enhanced their networking prowess.

The Institute ended with the girls taking part in a business plan competition. Aryn Manson won the first-place cash award of \$750; Jada Powell won second place and a \$500 prize; third-place winner Aesha McCoy won \$250. The other participants were: Akua Adu-Nyako, Devin A. Barksdale, Victoreah Brunson, Andrea Cole, Elisia T. Farrar, Shannon N. Graham, Jasmin J. Graves, Monique Jackson, Megan Jeffries, Mahogany Manor, Candace McCray, Kiara I. McNair, Brittany Moody,



From left: McDonald's James and Debra Smith with winners Aesha McCoy (3rd place), Aryn Manson (1st place) and Jada Powell (2nd place), along with Rhonda Butler and Eric Cole, executive directors of the Institute.

Christian Petty and Charlesa D. Washington.

Ursula Dudley Oglesby of Ursula Dudley Products was the featured speaker at the luncheon and awards program. Sponsors James and Debra Smith, who have owned and operated McDonald's restaurants since 1984, were also on hand to present the winners with their awards. The girls also received advice from Malveaux, a nationally-noted economist, and several other successful entrepreneurs, including Adrian and Debra Smith of McDonald's; Michael Brunson of

Executax'N Fax; Kimberly Brown of Basketdoodle/Kimbee's Gourmet Sweet Tea; Tammy McNeil-Rankin of N'Spired Business Solutions; and Cassandra Johnson of Destined to Be Great, LLC.

Each young woman left the Institute with a plaque and gift bag containing Business Plan Pro Software, a USB Drive, a Business Portfolio, an Executive Pen, an Entrepreneurship Institute Oxford Shirt and several items donated by local area entrepreneurs.

HIGH-TECH BUNCH



PRNewsFoto/Boys & Girls Clubs of America

Dozens of members of the Boys & Girls Clubs of America from across the nation gather in Atlanta recently. Microsoft provided the youngsters with free trips to the city for the Boys & Girls Clubs National Club Tech Digital Arts Festivals, where some of the country's most creative and tech-savvy kids honed their skills.

Movement asks: God gets 10 percent, why not banks?

CHRONICLE STAFF REPORT

The grassroots social action organization CHANGE has signed on to a national campaign to reinstate national usury laws capping interest rates at 10 percent. Nationally-chartered banks have been exempt from such interest rates caps for nearly three decades.

Winston-Salem-based CHANGE and several other similar organizations representing other North Carolina cities announced the campaign last week in Durham. The details of a theological report on the current economic crisis was also released.

The research that spawned the report was conducted by religious leaders in hopes of getting the church leaders to take part in the campaign.



"First, the development and release of this theological paper will provide our religious institutions a theological basis for our campaign to cap interest rates on

lenders of all shapes and sizes," said the Rev. Michael Broadway of Shaw University Divinity School and one of the co-authors of

See Interest rates on A9

Store will offer freebies at grand opening

Dollar General store relocating to larger building

CHRONICLE STAFF REPORT

Winston-Salem's newest Dollar General store will have its grand opening on Saturday, Aug. 1.

When the store — at 4227 North Patterson Ave. — opens at 8 a.m., the first 50 shoppers will receive a \$10 gift card. The first 200 shoppers will receive a Dollar General tote bag. There will be other giveaways as well.

The store replaces a smaller Dollar General store in the area. The new store has 9,014-square-feet of shopping space and features a layout designed to make shopping easier and simpler for customers. The new store will employ up to 10 people.

The Goodlettsville, Tenn.-based chain has developed a loyal customer base by providing an array of national and private food brands, housewares, seasonal items, cleaning supplies, basic apparel and health and beauty care products at reasonable prices. The store touts that about 25 percent of its merchandise is sold for a \$1 or less.

One of the ways that Dollar General gives back is through its long-standing efforts to fight illiteracy. In 1993, the company founded the Dollar General Literacy Foundation, which has awarded more than \$33.4 million in grants to nonprofit organizations, helping more than 1.5 million individuals take their first steps toward literacy or continued education.