

L.D. Purdy and his Savvy Group Entertainment business partner, James Gardner (far right) sit beside NOMA's Chuck King. Photo by Layla Farmer

PARTYING 'TIL THE SUN GOES DOWN

Daytime parties are hit in Winston-Salem

BY LAYLA FARMER
THE CHRONICLE

The owners of Savvy Group Entertainment are bringing some sunshine to nightlife in Winston-Salem.

Co-Owners James Gardner and L.D. Purdy are making a name for the company by hosting their signature parties during the daytime. The soirees usually begin around and noon and end roughly at 6 p.m.

"I don't think there was ever a day party here in Winston-Salem until we did it," Purdy said. "We saw a niche ... (something) that could bring a different atmosphere to Winston."

The day parties have had their biggest success when events like festivals and sporting events have drawn scores of out-of-town visitors looking for something different to do. While there are several local nighttime venues vying for attention, Savvy has a virtual monopoly in the daytime.

The Red Carpet Party, Savvy's most recent day party, was held at NOMA Urban Bar and Grill, the newest downtown hotspot, during the National Black Theatre Festival. Party-goers were asked to dress in "savvy" attire. At the venue, they paraded down a real red carpet, pausing to pose for "paparazzi" photographers commissioned by the Savvy Group.

Once inside, guests were invited to choose between a live jazz area upstairs and a deejay area downstairs, or flit from one area to the other. A VIP "cool down" area was set up in the basement of the establishment. It drew the likes of NBTF celebrities like actor Lamman Rucker.

Giving party-goers options at their events has become one of the trademarks of the Savvy Group.

"Having the two (music) venues ... gives a person a choice," said Purdy, who formerly produced First Friday events - parties held at various Triad venues on the first Friday of each month - in collaboration with his wife, Tonyia. "At a lot of events, they don't give you a choice."

The Red Carpet Party drew a crowd of nearly 400; as did its predecessor, the company's debut event, a day party at NOMA during the MEAC Tournament last spring.

The posh, modern appeal of NOMA lends itself well to the ambiance needed for the upscale parties, Purdy said.

"The reason we did it here is because of the atmosphere," he stated. "NOMA came to downtown and put a whole new spin on the restaurant business in Winston-Salem."

Operations Manager Chuck King says the parties have helped promote the restaurant, which opened late last year.

"It gives us great exposure," he remarked. "When these guys approached us, it



Partygoers Karla Wilson and Cynthia Rice. Photo by Kevin Walker

was just easy to tell that it was going to be a good event."

NOMA bartender/server Sandra Barnes says she's been impressed with the caliber of the day parties.

"He's brought in some upscale, well-dressed events," she said of Purdy. "We need lots more of that ... in Winston."

Cynthia Rice of Winston-Salem was among the day-partygoers at the NBTF event. She said it was of little concern to her that sun was still high in the sky.

"As long as I can dance, I don't care what time it is," she said.

While party-goers pay a cover charge, Savvy Group owners admit that so far their events have not been a money-making venture. They say their main motivation is a desire to broaden the entertainment scope in the city, which has taken a beating in the realm of public opinion.

"We've had a history of having events here (such as the CIAA Tournament), and they often leave," Gardner said. "A lot of times, when they leave, I hear people say, 'Winston was okay, but there wasn't a lot to do.'"

Purdy makes ends meet with his Part Time Kids Kare, a before-and after-school care and summer-camp service that operates out of Forsyth Academy Charter School.

He says Winston-Salem has all of the elements to win over its critics.

"Everybody goes to Greensboro, Raleigh or Charlotte ... we're trying to change that," he remarked. "And so far, we're doing very well."

While Gardner and Purdy are closed-lipped about their next event, they promise that day-party fans won't have to wait too long.

For more information about Savvy Group Entertainment, contact Purdy at 336-692-0902 or visit Savvy's page on www.facebook.com.



A crowd packs NOMA for the recent NBTF party. Photo by Kevin Walker

News Clips

Compiled from staff, wire and submitted reports

Battle of the Bands takes place Sept. 6

The 6th, annual North Carolina Battle of the Bands will take place on Sunday, Sept. 6 at 4 p.m. at Bowman Gray Stadium. High-stepping, college marching bands from across North Carolina and South Carolina have been invited to participate. Several high school marching bands will take part as well. Gates open at 3 p.m. Admission is \$15 in advance; \$20 the day of show. Those who bring school supplies will get \$2 off of their ticket purchased at the door. The supplies will be given to local children. Groups of 10 qualify for a group discount, and a family four pack is available for \$50.

For more information, go to www.teievents.com or call Donna Montgomery at 336-965-9016.

WSFD receives federal dollars for fire prevention measures

The U.S. Department of Homeland Security's Federal Emergency Management Agency (FEMA) awarded \$707,487 from the Assistance to Firefighters Grants (AFG) program to local fire departments and organizations in the state of North Carolina. Nationally, the fiscal year (FY) 2008 AFG awards will provide approximately \$500 million to fire departments and nonaffiliated emergency medical service organizations

throughout the country.

The Winston-Salem Fire Department has been awarded \$21,996 to use for fire prevention programs.

The Department of Homeland Security's Assistance to Firefighters Grants (AFG) program is designed to enhance response capabilities and to more effectively protect the health and safety of the public with respect to fire and other hazards. The grants enable local fire departments and emergency medical services organizations to purchase or receive training, conduct first responder health and safety programs, and buy equipment and response vehicles.

Carver grad Burl completes Air Force training

Air Force Airman Michael Burl graduated from basic military training at Lackland Air Force Base, San Antonio, Texas.

The Airman completed an intensive, eight-week program that included training in military discipline and studies, Air Force core values, physical fitness, and basic warfare principles and skills.

Airmen who complete basic training earn four credits toward an associate in applied science degree through the Community College of the Air Force.

He is the son of Lisa Burl of Winston-Salem and a 2007 graduate of Carver High School.



Burl

rating

Crisis Control Ministry has received a 4-star rating by Charity Navigator, one of the nation's top charity evaluators, for its ability to efficiently manage and increase its finances and demonstrate exceptional fiscal responsibility.

According to Charity Navigator, less than a quarter of charities they evaluate receive this highest rating. This rating demonstrates to donors and the public that Crisis Control Ministry is worthy of their trust and that donations are used efficiently to assist people in crisis in our community with rent/mortgage payments, utilities, food and prescription medication.

Maile Vest Philpott, director of development for Crisis Control Ministry, said, "We are very pleased to receive this high rating, which substantiates the value of the services we provide to our community and the efficiency in which we operate."

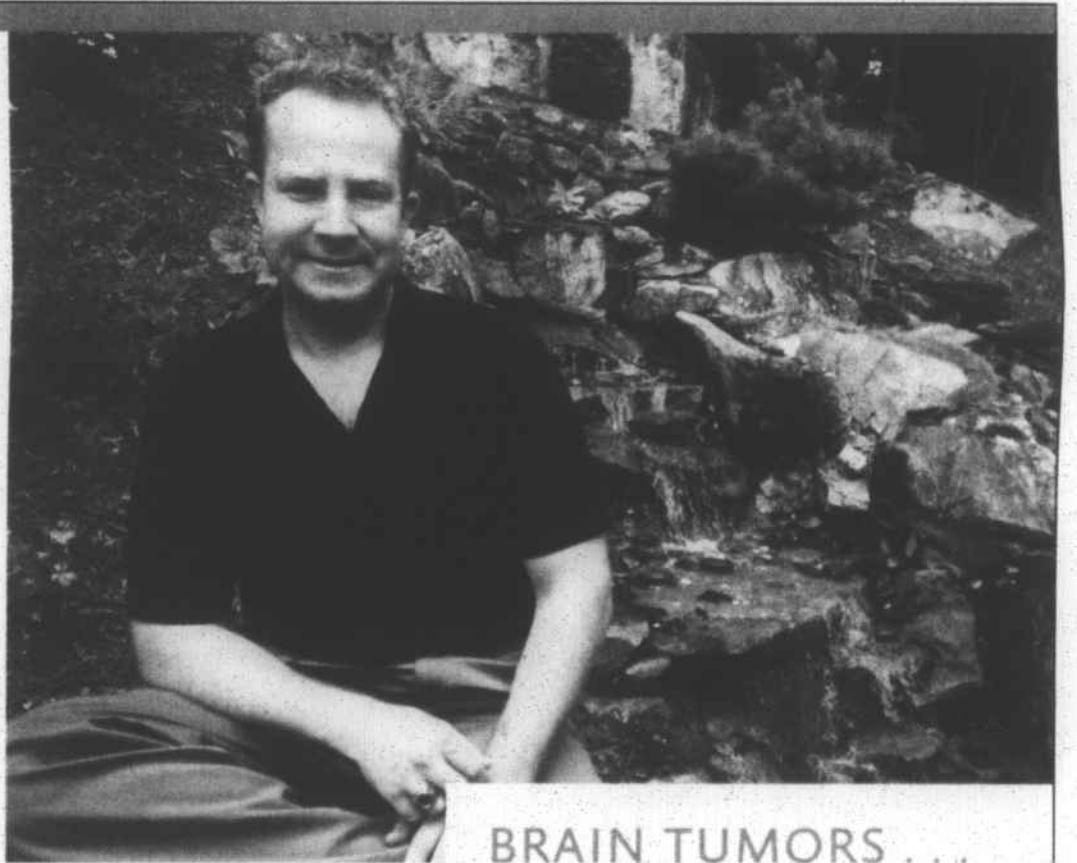
United Way Campaign kick-off planned

The United Way of Forsyth County will kick-off its 2009 Campaign with the family-friendly "United We Can" event from 4 - 6:30 p.m. on Thursday, Sept. 3 in Civic Park, between 3rd and 4th Streets at Trade Street.

The highlight of "United We Can" will be a competition for the most creative and visually captivating sculpture made from cans of food and other basic needs items. The sculptures will be built by employees from local companies who donated the items. It will bring attention to the greatly increased requests for emergency needs.

Crisis Control earns 4-star

- Allergy/Immunology
- Anesthesiology
- Cardiothoracic Surgery
- Cardiology
- Dermatology
- Emergency Medicine
- Endocrinology
- Family Medicine
- Gastroenterology
- General Surgery
- Geriatrics
- Hematology/Oncology
- Infectious Diseases
- Internal Medicine
- Nephrology
- Neurology
- Neurosurgery
- Obstetrics and Gynecology
- Ophthalmology
- Orthopaedics
- Otolaryngology
- Pathology
- Pediatrics
- Plastic Surgery
- Psychiatry
- Pulmonary Medicine
- RADIATION ONCOLOGY**
- Radiology
- Rheumatology
- Urology
- Vascular Surgery



BRAIN TUMORS ...

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AT WAKE FOREST BAPTIST, our **team of experts sees brain tumor patients all day, every day**...unlike many hospitals where a physician sees many types of cancer patients.

"With the **most advanced technologies available** and **specialized training** in diagnosing and treating brain tumors, we offer patients **access to therapies and clinical trials not available elsewhere**," said Michael Chan, M.D., lead radiation oncologist on the Gamma Knife team.

This knowledge is important to 31 year-old Matt Selleck. He was first diagnosed with a brain tumor at age two. Since then Matt has undergone multiple surgeries, radiation therapies and Gamma Knife procedures.

Recently Matt underwent a second - and successful - Gamma Knife procedure. "The doctors and staff have the perfect combination of talent and compassion," said Matt. "I'm glad I came here."

For more information about treating brain tumors, visit wfubmc.edu/gammaknife. And whatever your insurance, chances are we take it.

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