

# CAREERS

## Briefly

### Leak elected PTEDC chair

The Piedmont Triad Economic Development Council (PTEDC) has elected Bob Leak as chairman for a two-year term starting Jan. 1.

Leak is the President of Winston-Salem Business Inc. and a 23-year veteran of economic development in the Piedmont Triad region. He takes over for Terry Bralley, president of the Davie County Economic Development Commission, who chaired the group in 2011 and 2012.

Todd Tucker, president of the Surry County Economic Development Partnership, will serve as vice-chairman and Alan Wood, director of Stokes County Economic Development, will serve as Treasurer/Secretary.

The PTEDC is a consortium of the economic developers from 12 Triad counties, who work together to market the Piedmont Triad region to site selection consultants and companies with expansion or relocation needs. Matt Harrington, Marketing Director of the Piedmont Triad Partnership, serves as the lead staff person for the organization.



Leak

### Company's holiday party doubles as toy drive

Guests donated toys for about 100 children during the recent Wharton Gladden & Company's Fourth Annual Holiday Party and toy drive at the Piedmont Club.

"As a good corporate citizen, we feel compelled to remember those in our community not doing so well this year," said Algenon Cash, executive managing director of Wharton Gladden & Company, a boutique real estate investment banking firm.

"Our annual toy drive and holiday party is a small way of making a difference in the lives of those who may be forgotten around this time of year."

Wharton Gladden donated the toys to ChristmasToyDrive.com, which was founded by Nathan Tabor. The organization partners with The Salvation Army to provide toys to boys and girls.

For Cash, making a difference is important. In October, Wharton Gladden co-hosted a family movie night with Nature's Select at the BB&T Ballpark and collected more than 2,000 pounds of food for the Second Harvest Food Bank. Next year will be its fifth spring wine mixer to raise money for the homeless.

"Leaders in the community must be made aware of what is happening to the least of us, and we try to educate them via community awareness events, such as our holiday party/toy drive, spring wine mixer and family movie night," Cash said. "I fundamentally believe in partying with a purpose."

### EASE receives grant support

The Nussbaum Center for Entrepreneurship has received a \$15,000 grant from Lincoln Financial Foundation to continue its Entrepreneur Assistance Support and Education (EASE) program. EASE is a partnership between the University of North Carolina at Greensboro Bryan School of Business and Economics and the Nussbaum Center — a nonprofit incubator designed to support non-retail, new or emerging businesses — that provides assistance to local entrepreneurs in the form of graduate level interns in the areas of marketing and accounting. In addition to these services, the program provides graphic design services at a discounted rate.

"Over the past five years, we have been privileged to have multiple interns in the fields of accounting and marketing available to assist the entrepreneurs who seek out the Nussbaum Center," said Nussbaum President/CEO Sam Funchess. "These interns have contributed to the success of the businesses that we serve on a daily basis. From providing basic services such as data entry to the development of full-scale marketing plans, these interns are positively impacting the Triad's economy through their work."

EASE interns work closely with entrepreneurs to identify their business needs and areas of concern and design a plan of action based on the students' education and experience. Since the start of the program in 2007, interns have provided over 1600 hours of assistance to area entrepreneurs.



Cynthia Marshall

## NCCU grads get spirited send-off

SPECIAL TO THE CHRONICLE

North Carolina Central University awarded about 600 bachelor's, master's and law degrees on the morning of Dec. 8 during a ceremony in the school's McDougald-McLendon Gymnasium.

In a spirited commencement address, business executive Cynthia Marshall urged the graduates to "get M.A.D.," as in "Make a Difference."

Marshall, 52, has been president of AT&T North Carolina since 2007, overseeing all of the company's operations in the state and its 7,000 North Carolina employees. In January, she will move to the telecommunications company's headquarters in Dallas to be senior vice president of human resources.

Marshall's address drew heavily on her own compelling personal story. She grew up as one of six children amid violence and turmoil in the housing projects of Richmond, Calif. Her father left the family when she was in her teens, predicting before he left that Marshall and her sister would "end up as hookers on the street, drug-addicted and pregnant."

Her response, delivered to her sister, was that she and her sister would instead graduate from college, get themselves and their mother "out of the projects," and that one day she would be "president of something."

She earned a scholarship to the University of California at Berkeley, and earned degrees in business administration and human resources management — and was also the university's first African-American cheerleader. Joining Pacific Bell soon after graduation, she moved steadily up the corporate ladder. Along the way, she and her husband have adopted three children. And she is a cancer survivor — she took a six-month leave from her job last year to undergo chemotherapy for colon cancer that had spread into her lymph nodes.

"So here I am, by the grace of God," she said. "I am the highest-ranking African-American woman at AT&T. I beat stage-three colon cancer last year. I broke down many barriers. I am AIT — anointed to testify." She then proceeded to share what she described as "things I've learned along the way."

They included: "Always remember where you came from."

"Don't just look back. Give back. We make a living by what we get. We make a life by what we give."

"Do the right thing — never compromise your integrity."

"Accept adversity. Bad things happen to good people, so don't give up."

"And get MAD. Find a cause that makes you mad enough to Make A Difference."

NCCU Interim Chancellor Charles L. Becton had special praise for a few grads, including the oldest member of the undergraduate class, Patricia Quinichett, 58, who received a Bachelor of Science degree in environmental science. Quinichett first enrolled at NCCU in 1975, but was unable to stay in school after the



Quinichett



Bailey

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See NCCU on A7

## Companies honored for commitments to wellness

CHRONICLE STAFF REPORT

Nine Winston-Salem companies have been recognized as 2012 Fit-Friendly Worksites by the American Heart Association.

Wake Forest University Baptist Medical Center, Corning Cable Systems, Cook Endoscopy and HanesBrands have earned Platinum-level Fit-Friendly Companies status for showcasing excellence in employee-focused initiatives on wellness. BB&T, Novant Health, Lowes Foods, Salem Towne Retirement Community and Arbor Acres United Methodist Retirement Community have received Gold-level Fit-Friendly Company Awards. In addition, Cook Endoscopy also received a 2012 Worksite Innovation Award for its employee wellness initiatives.

Fit-Friendly Worksites are recognized nationally by the American Heart

Association as employers who go above and beyond when it comes to their employees' health. These companies provide convenient ways for employees to eat better and be more active throughout their work day, including creating walking routes, promoting on-site exercise programs, developing tracking tools and offering incentives for employees that improve their health.

The American Heart Association's Fit-Friendly Companies Program is designed to be a catalyst for positive change in the American workforce by helping companies make their employees' health and wellness a priority.

According to the AHA, American employers face increasing healthcare expenses and health-related losses in productivity that cost an estimated \$225.8 billion a year. Fit-Friendly Companies help change corporate cultures by motivating employees to start walking, which has the lowest dropout rate of any physical activity.



## Honoring Heroes



Photo courtesy of the Office of the Governor

Gov. Bev Perdue is greeted by N.C. Purple Heart Foundation member James E. Hicks last month. The governor praised members and signed a "Recognition of Recipients of the Purple Heart" proclamation. The Purple Heart is awarded to military personnel who have been wounded or killed in service.

## Retiring chief praised for improvements

CHRONICLE STAFF REPORT

Winston-Police Chief Scott Cunningham has announced that he plans to retire at the end of June 2013. Cunningham was sworn in as Winston-Salem's 13th chief of police on June 30, 2008.

Cunningham, a 33-year law enforcement professional, spent 24 years with the Tampa Police Department rising through the ranks and retiring as the assistant chief of operations. Cunningham also served as the chief of police in Cary.

"I am very proud of what we have accomplished in Winston-Salem," said Cunningham. "Our community and citizens enjoy an enhanced quality of life and a closer positive relationship with the police department. The men and women of the Winston-Salem Police



Cunningham

Department are truly outstanding, dedicated professionals. I am honored to have served with them."

Under his direction, the Police Department has grown to a force of 569 officers, while also reducing citizen complaints by more than 30 percent. During his five years as chief, he implemented a new deployment plan that enables neighborhoods to maintain consistent beat officers that work with the citizens to prevent crimes

and improve the quality of life. Cunningham also led the effort to deploy Winston-Salem police officers as school resource officers in the schools; initiated a series of "Ask the Chief" chats in neighborhoods around the city and a weekly press conference to keep local media outlets abreast of the department's goings-on.

"Chief Cunningham has led the department with professionalism and with an unwavering commitment to improving public safety," said City Manager Lee Garrity. "He has worked tirelessly to lower crime and improve police visibility."

A national search that will include "significant opportunities for input from elected officials, police employees and the community" will be launched to find Cunningham's successor, Garrity said.

## Film industry puts North Carolinians to work

CHRONICLE STAFF REPORT

This year has been another record-breaking one for North Carolina's budding film industry.

Year-end projections show productions had direct in-state spending in excess of \$376 million and created more than 4,100 well-paying crew positions for the state's highly skilled workforce. All told, productions created nearly 20,000 job opportunities — including talent and background extra positions — for North Carolinians. These numbers eclipsed last year's record-breaking \$220 million in spending and 3,300 crew positions.

All told, nearly 50 productions registered with the state film office and filmed in North Carolina in 2012. Those productions amassed more than 4,100 production days with filming taking place in more than 30 of the state's 100 counties.

"It is amazing to see what has taken place the past two years in North Carolina," said NC Film Office Director Aaron Syrett. "Not only were we able to exceed our record-breaking numbers from 2011, but we continue to grow throughout the state"



See Film on A7