

Center

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affiliated with Winston-Salem State University, oversees the Conference & Banquet Center's operations, which is one of the many benefits that set it apart from a traditional venue, Davis said.

"The proceeds all come back into the CDC's budget, and we are a nonprofit community development organization, so all the proceeds are going right back into the community," Executive Director Carol Davis noted.

The community-mindedness of the CDC was part of what inspired the Winston-Salem Foundation's Michael Clements to bring the Black Philanthropy Initiative's annual fundraiser event to the Center on Oct. 3. The Foundation is a longtime financial supporter of Simon Green Atkins and a handful of other CDCs in the community, Clements explained.

"We thought it would be a good idea to use a facility that we actually supported and we were very pleased with the organization," he said. "It's demonstrating the Foundation and Black Philanthropy's priority of making sure we give back to the community. Going back into the community says something about the work that we're trying to do."

Clements, who serves as vice president of Community Investment for the Foundation, said he is already making plans to bring the event back there next year.

"It's a beautiful location," he declared. "I wish we could get more and more people of our total community to look at these venues."

Initially, CDC leadership had envisioned the Center as a community gathering place, but it has exceeded their expecta-



WSSU Photo
Above: Carol Davis (center) chats with other Center personnel.



Photo by Layla Garris
Left: Entrepreneur Chris Screen in his studio at The Enterprise Center.

tions, becoming an event venue that area residents are increasingly looking to as their destination of choice.

"I was pleasantly surprised that things have taken off like they have," Davis remarked. "The community has really embraced it."

Like the CDC, the Conference & Banquet Center has served as an economic driver. It is currently home to roughly five part time employees, and regularly utilizes the services of local chefs and caterers, helping them to gain name recognition and exposure in the broader community, Davis said. Brooklyn native Chris Screen credits The Enterprise Center with helping to launch his company, Indatainment Media Consultants. Screen, who left his job as a multimedia specialist at Winston-Salem State University to step out on his own, was among the first tenants in the CDC's small business

incubator.

"I wouldn't have quit my day job if I didn't have The Enterprise Center. I was just doing it for the extra money," admitted Screen, whose products range from event videography to television commercials and independent films. "...I wasn't taking it seriously. The Enterprise Center made me serious."

Since the Conference & Banquet Center opened, Screen has had the chance to put his talents on full display, managing the audio/visual elements for Conference Center exhibitors and patrons, a gig that has already begun to land him clients outside the Center, Screen said.

"All of my contacts come from The Enterprise Center," he revealed. "I get to meet a whole lot of people through a vast number of programs here."

Davis believes the CDC and the Conference & Banquet Center are living up to the organization's dream of being a source of

empowerment for the surrounding neighborhood and the city as a whole.

"We think there's a good sense of pride in the community about what's going on, the investment and the positive activity that's going on," she said. "I think the neighborhood takes pride in that."

Degraffinreaidt believes the best is still to come for the Conference & Banquet Center, and the people it serves.

"I think the real impact is yet to be seen," she said. "It's like we're on the tip right now. I just feel that there's so much that's about to happen right here with this Southeast community, positive things that are yet to be seen."

For more information about The Enterprise Conference & Banquet Center, contact Patricia Degraffinreaidt at sgatkinscdc2@gmail.com or (336) 734-6916. For more information about Indatainment Media Consultants, visit www.indatainment.com or call 336-734-6920.

Golden LEAF FOUNDATION

Golden LEAF Scholarship applications due March 1

SPECIAL TO THE CHRONICLE

Golden LEAF Scholarship information and applications for 2014-15 are now available at CFNC.org/goldenleaf.

A total of 215 awards will be offered to first-time recipients for the 2014-15 academic year. The awards are valued at \$12,000 (\$3,000 per year for up to four years) for students attending a qualifying North Carolina campus and are funded by a grant from the Golden LEAF Foundation. The Golden LEAF Scholarship Program is administered by the North Carolina State Education Assistance Authority (NCSEAA).

To be considered, an applicant must be enrolled during the 2013-14 academic year at a North Carolina public or private high school or a North Carolina community college, enroll for fall 2014 as a full-time, degree-seeking freshman or transfer from a North Carolina community college at one of the 57 qualifying public universities or private col-

leges and universities in North Carolina, be a North Carolina resident for tuition purposes with a permanent residence in one of 78 qualifying rural counties and demonstrate financial need. Candidates must submit a Golden LEAF Scholarship application, available at CFNC.org/goldenleaf, a FAFSA (Free Application for Federal Student Aid), available at www.fafsa.gov and a current high school or community college transcript no later than March 1. A complete list of program requirements, participating campuses and qualifying counties can be viewed at CFNC.org/goldenleaf.

Golden LEAF Scholarship opportunities may also be available for community college students. Details will be posted under the community college link at CFNC.org/goldenleaf.

For more information, contact College Foundation of North Carolina toll-free at 866-866-CFNC.

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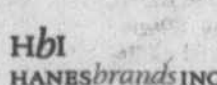
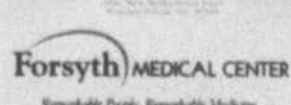
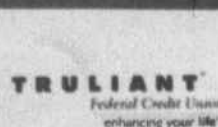
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