

CAREERS

Grads to hear from McDowell

Retired Wachovia Carolinas Banking Group CEO J. Walter McDowell will be the speaker at Forsyth Tech's commencement exercises on Thursday, May 8. The ceremony will be held at 7 p.m. at Lawrence Joel Veterans Memorial Coliseum. It is free and open to the public.

McDowell now serves as chairman of Business for Educational Success and Transformation in North Carolina (BEST NC), which brings together 67 well-respected business leaders from across the state to focus on moving public education, including community colleges, to higher levels.

He is the former chairman of the Community Education Collaborative, a joint program of Winston-Salem/Forsyth County Schools, the United Way, and 30 not-for-profit organizations that intervene with 4,000 at-risk students each year. He is also the former chairman for the Winston-Salem Chamber of Commerce, and former general chairman for the 1997 United Way Campaign in Forsyth County.

He is currently a board member of Bassett Furniture Company, the Research Triangle Foundation, the Wake Forest Innovation Quarter, the Winston-Salem Alliance and the Winston-Salem State University Foundation.

Approximately 1,000 Forsyth Tech students will earn associate's degrees, certificates and diplomas that signify completion of their programs of study during the 2014 commencement exercises.

National honor for WBC

The Women's Business Center of North Carolina at the NC Institute of Minority Economic Development (NCIMED) in Durham has been named the 2014 National Women's Business Center of Excellence Award by the U.S. Small Business Administration (SBA). The WBC of NC has also received this distinction for the North Carolina and the SBA Southeastern Region, which is comprised of Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina and Tennessee.

This award honors a Women's Business Center (WBC) for its excellence and innovation in assisting women entrepreneurs by providing a wide variety of training and counseling. Among the many characteristics examined are a center's record of new business creation, capital infusion, counseling success, job creation and program and training innovation.

Briles Johnson is the director of the WBC of NC. She is responsible for the continued growth, education, certification, training and advocacy of women entrepreneurs across the state.

During 2014, the WBC of NC helped small business access over \$1.8 million in capital, and contract awards totaling \$4.2 million. They helped create and retain over 400 jobs and trained over 4,300 clients.

Praise for WFU Business

Bloomberg Businessweek ranked Wake Forest University's Undergraduate Business program first in the nation for academic quality for the sixth consecutive year and 11th overall. "The Best Undergraduate Business Schools" ranking report was released on April 4.

The Wake Forest University School of Business improved significantly in student satisfaction and recruiter sentiment to drive the ranking up seven spots from 18th overall in 2013.

"The combination of a rigorous education and hands-on internship experience prepares students to succeed in their new careers," said Dean of Business Steve Reinemund.

Recruiter satisfaction also helped Wake Forest achieve its high national ranking.

"We have seen significant increases in on-campus recruiting and job postings and are attracting the very best companies who value the kind of performance-ready professionals Wake Forest produces. While many organizations return year after year, we are also seeing new companies visiting to offer great internships and full-time opportunities," said Mercy Eyadiel, executive director of employer relations at Wake Forest University.

To calculate the ranking, Bloomberg BusinessWeek compiles surveys of more than 28,000 senior business majors and 322 corporate recruiters. The full methodology, interactive tables, in-depth profiles and complete 2014 ranking of the best undergraduate business schools, are available online at: www.businessweek.com/bschools/undergraduate/.



McDowell

He is the former chairman of the Community Education Collaborative, a joint program of Winston-Salem/Forsyth County Schools, the United Way, and 30 not-for-profit organizations that intervene with 4,000 at-risk students each year.

BROWN AMONG AREA'S TOP WOMEN

SPECIAL TO THE CHRONICLE

UNCG Chief of Staff Bonita J. Brown has been included in the 2014 class of "Women in Business" honorees, an accolade presented by the Triad Business Journal to recognize women of excellence and influence.



Bonita J. Brown

Brown brought significant experience directing higher education strategy and policy when she joined UNCG's senior leadership team in 2010. A Winston-Salem native, Brown serves as the primary facilitator between the university's executive staff and the UNCG Board of Trustees, sets and executes strategic initiatives for the university and fosters campus/community collaboration.

A sought-after speaker and consultant, Brown is the author of the chapter "Shelter in the Time of Storm," from the book "Managing the Unthinkable: The Role of Management in Challenging Times," which details her experience as a higher education administrator in North Texas during a natural disaster and ways the university supported the community through the aftermath. She also serves as a mentor, sits on the board of the Greensboro Historical Museum, and has twice been an invited speaker for the national Association of Governing Boards of Universities and Colleges' Workshop for Board Professionals.

Brown is a double graduate of Wake Forest University, earning a bachelor's degree in 1994 and graduating from Wake Forest Law in 1997. She was also selected to attend the Harvard Institute for Educational Management through the Harvard University Graduate School of Education.



Copeland

Belles to hear from bank exec

CHRONICLE STAFF REPORT

Margot James Copeland, executive VP and director of Philanthropy and Civic Engagement at KeyBank, will give the commencement address at Bennett College on Sunday, May 4. The ceremony, which is free and open to the public, will be held at 9 a.m. on the campus quad. More than 100 students will graduate.

Copeland is also the national president of The Links, Inc. and serves as a member of the Executive Leadership Council.

At KeyBank - one of the nation's largest bank-based multiline financial services companies - Copeland is also chair and CEO of the KeyBank Foundation, guiding the company's strategic philanthropic investment, financial education and workforce development programs that encourage people and communities to achieve economic self-sufficiency. Formerly, Copeland served as chief diversity officer at KeyBank. Under her leadership, the company was consistently ranked as a Top 50 or "Most Noteworthy Company for Diversity" by DiversityInc.

Recognizing that business and community prosperity go hand in hand, Copeland leads Key's commitment to transforming and sustaining communities.

Bennett will hold its annual Baccalaureate service on Saturday, May 3 at 7 p.m. in the Annie Merner Pfeiffer Chapel. The Baccalaureate service is a religious convocation that precedes the Commencement Convocation. It too is free and open to the public. Dr. Clifford A. Jones Sr., senior pastor of Friendship Missionary Baptist Church in Charlotte, will be the guest speaker.

Dr. Jones has organized and led numerous medical and religious mission teams of preachers, doctors, nurses, technicians and teachers to provide needed healthcare, medical supplies and educational training in Jamaica, Africa and Guyana, South America for children and families struggling in poverty. He has been a strong supporter of senior citizen programs. Under his leadership, Friendship provided the first satellite center for the Charlotte-Mecklenburg Senior Centers, offering exercise and other classes for older citizens living in the area.

He is married to the former Carolyn Brenda Reynolds, a 1964 graduate of Bennett College. Dr. and Mrs. Jones are the proud parents of Mrs. E. Renee Darity, Rev. Michelle A. Jones, Pastor C. Anthony Jones Jr. (pastor of Winston-Salem's United Cornerstone Missionary Baptist Church) and Alexa Mariah Fortune-Jones.



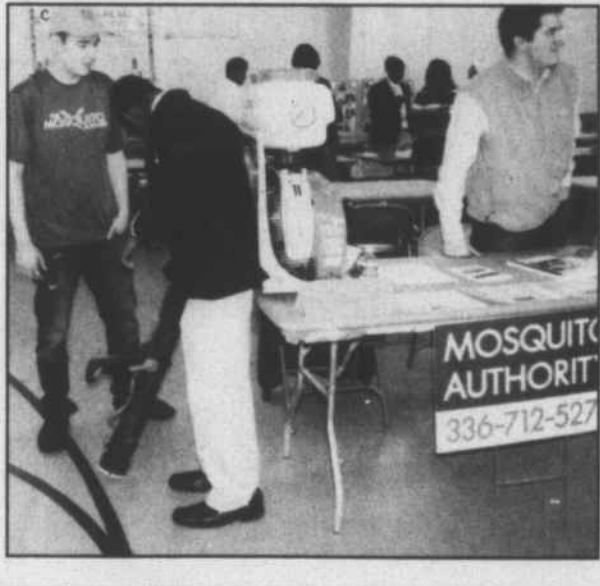
Jones



Show & Tell

Submitted Photos

Professionals from a variety of fields and from across the Triad gave Carter G. Woodson students insight into their jobs during the school's most recent Career Fair. Above, noted sports trainer Kenneth Bates, owner of L.A.A.B. Work, speaks to students about improving their physical health through daily workouts. In the other photo, Jeff Alspaugh and Jay Andrews of Mosquito Authority give students a hands-on demo on how they kill pesky insects.



Campaign touts state's retail industry

CHRONICLE STAFF REPORT

The North Carolina Retail Merchants Association (NCRMA) has teamed with the National Retail Federation (NRF) for "This is Retail," a new initiative to broaden and enhance perceptions of the retail industry in the state.

Launched in 2012, the campaign proposes to boost the profile of retail and highlight the lifelong, diverse career opportunities that exist in retail. Additionally, the campaign promotes the impact of retail in local communities and demonstrates the critical role retail plays in driving innovation.

"There are many misconceptions about the retail industry," NCRMA President and General Counsel Andy Ellen said. "Many only see retail as seasonal employment; however, it is much, much more. We want to show the true face of retail and how it drives the economy and supports our communities in the North Carolina."

Four videos touting the campaign were unveiled last week during NCRMA's annual meeting at the Charlotte Marriott City Center. The videos include personal stories from retailers around the state, including Belk, Food Lion and Family Dollar, as well as independent retailers like the Winston-Salem based Monkee's franchise, third generation family-owned Ashworth's Clothing in Fuquay-Varina, and the privately-held regional Kimbrell's Furniture chain. Aspiring retailers from Wake Forest University's Center for Retail Innovation are also highlighted.

Nationally, retail supports 42 million American jobs. In North Carolina, the industry employs over 800,000 in direct retail employment and generates 17 percent of the labor



See Retail on A7