

CAREERS

New downtown shop

Photographer John Raines will open a home accessories, art and gift shop that will be named for its location – Fourth and Trade.

The new store will also offer jewelry, original photography and many one of a kind items.

“Our unique twist however, will be our custom fabrication services for original home and retail fixtures and projects, creative classes in photography, art and crafts, wine and beer bar and live music,” said Raines.

Fourth and Trade is expected to be open for business around Dec. 1, after an extensive renovation that is currently underway. Much of the construction will be to reclaim the original architectural integrity of this wonderful historic asset to downtown Winston-Salem.

“We are very excited to become an integral part of the vibrant downtown Winston-Salem community. We will strive to be a creative asset and to become a must see for a truly unique shopping experience,” said Raines.

Fourth and Trade is a division of Atlantic Photographics, Inc., which Raines founded in 1984. Atlantic Photographics previously operated a commercial photography studio, located in High Point dedicated to the home furnishing, textile and catalog industries.

Benedict at White House

Engineering student Brianna Benedict was slated to present an aircraft prototype at the White House Maker Faire in Washington, D.C. on Sept. 24. The event celebrates students learning STEM skills and entrepreneurs launching new businesses to innovators powering the renaissance in American manufacturing.

“I am extremely excited about the opportunity to present the futuristic Boeing Urban High Rise Rescue Vertical Take off and Lift System (VTOL) prototype at the White House Maker Faire. I was not expecting this, but I am honored,” Benedict said.

Benedict was responsible for researching regulatory compliance, safety and human factors as a part of a collaborative senior project with engineering students from N.C. A&T and Iowa State University. The aircraft cabin prototype will be the physical model presented at the Faire, and is designed for an urban high-rise rescue based on probable technologies available for production in 2040.

A Goldsboro native, Benedict is a graduate student in the department of industrial and systems engineering.

Decker in Japan

North Carolina Commerce Secretary Sharon Decker promoted the state's advantages as a business location in remarks delivered last Friday at the high-profile Southeast U.S./Japan Annual Joint Meeting in Tokyo.

During the conference, now in its 37th year, Japanese business and government leaders will learn about investment and trade opportunities in North Carolina and six other states in the Southeastern United States. Atsutoshi Nishida, former Chief Executive Officer of the Toshiba Corporation and co-chairman of the conference, invited Secretary Decker to Japan on behalf of the Japanese-based association that is hosting this year's meeting.

While in Japan, Decker also conducted business development meetings to promote North Carolina exports and attract investments to build new facilities in the state. The Secretary visited Japanese retailers selling North Carolina products such as furniture, honey, and pork and has met with business investment prospects throughout the week.

“Japanese investments in North Carolina created more than 3,000 jobs in our state just in the last four years,” said Secretary Decker. “Maintaining and strengthening our relationships with Japan helps facilitate these opportunities.”

North Carolina is a founding member of the Southeast U.S./Japan Association (SEUS/Japan), formed in 1975 to promote trade, investment, understanding and relationships between Japan and the Southeast. Current member states in the association also include Alabama, Georgia, Florida, Mississippi, South Carolina, and Tennessee. Japan is an important economic partner for North Carolina, both as a market for North Carolina made products and as a source for foreign direct investment into the state. In 2013, North Carolina exports to Japan totaled \$1.67 billion. Chemicals, food, and beverage and tobacco products were the top three export industries in the state. Japan places fourth in market rank for North Carolina exports, following Canada, Mexico and China.



Raines



Benedict



Decker

LWS Board under new leadership

SPECIAL TO THE CHRONICLE

Leadership Winston-Salem has six new board members and new leaders for 2014-15.

Dr. D. Kathy Stitts of Winston-Salem State University is the chair. The vice chair is Kathy Goliszek of Carolina Urological Associates; the secretary is marketing consultant Cynthia Charles; the treasurer is Andrew Dreyfuss of the Piedmont Angel Network. Peter Juran of Blanco Tackabery is the immediate past chair.

The newly-appointed board members are Brad Bennett of Wildfire; Cynthia Gordineer of the United Way of Forsyth County; Drew Hancock of Frank L. Blum Construction Co.; Lisa Snowden of Atrium Windows and

Doors; Yvette Stackhouse of the Winston-Salem Office of Legal Aid of NC; and Forsyth County Manager Dudley Watts.

The board acknowledged the contributions of outgoing board members John Bost, Dr. Sharon Covitz, Raymond Gatland, Maureen Hall, Harold Holmes and Cheryl Joyner.

With a mission of educating, connecting and energizing leaders to serve and improve the community, Leadership Winston-Salem was founded in 1984 and offers a nine-month Flagship Program that challenges participants to increase their personal and collective capacity to transform the community through civic engagement, servant leadership and building social capital



Watts



Dr. D. Kathy Stitts

Businesses sought for statewide initiative

SPECIAL TO THE CHRONICLE

Workforce development partners from Forsyth and Stokes County are looking for businesses to visit as part of the “1,000 in 100” initiative, a statewide effort to match the needs of local companies with skilled employees.

Organized by NCWorks, teams from each of the state's 100 counties will identify at least 10 businesses to visit by the end of the year. The visits will give business leaders a chance to talk about their employment needs as well as provide education and workforce development professionals the opportunity to hear and respond to those needs collaboratively.

Workforce development professionals hope to use information gathered during the meetings to address the “skills gap” in North Carolina. Employers tell local and state leaders they cannot find qualified employees for the jobs they have available, an apparent disconnect that workforce professionals are working on around the country.

“This is a great opportunity to collectively uncover the workforce needs of the state,” says Alan Murdock, vice president of Forsyth Tech's Economic and Workforce Development division. “Equally important is the ability to uncover the workforce needs of our immediate area, which may not be the same as the state overall.”

Locally, members of the Northwest Piedmont Workforce Board and Forsyth Technical Community College are work-



ing together to plan visits with businesses in Forsyth and Stokes County.

“The “1,000 in 100” initiative will allow us an opportunity to listen to the needs of business and industry, carefully review their concerns and respond based on our network of partners and services in the most effective and efficient manner,” said Althea Hairston, director of the Northwest Piedmont Workforce Board. “I feel sure this initiative will become a new way of doing business. We all want employers to have confidence in North Carolina's workforce system and for employers to look to the network of workforce partners as strong collaborators in meeting their business

needs.” Information collected during the meetings along with other data could inform potential policy or changes in how North Carolina delivers workforce services in preparation for the 2015 legislative session. Gov. Pat McCrory introduced NCWorks in April to better align state agencies—including N.C. Department of Commerce, N.C. Community College system and N.C. Department of Public Instruction—with the needs of employers.

For more information, visit www.ptcr.org/NCWorks1000in100.



Top state honor for FPP

SPECIAL TO THE CHRONICLE

Financial Pathways of the Piedmont (FPP) received the state's highest honor for nonprofits last week from the N.C. Center for Nonprofits. The Nonprofit Sector Stewardship Awards recognize organizations that use exemplary nonprofit practices to be good stewards of the community's trust and resources. The Center presented the award at its statewide conference in Research Triangle Park attended by 800 nonprofit, business, and government leaders.

FPP has provided consumer education and professional financial and housing guidance to families and individuals in the Winston-Salem area for 40 years. It now helps families and individuals in five counties to address all their financial challenges and aspirations.

FPP President and CEO Peter Laroche says, “I believe everyone deserves an opportunity for financial well-being. We do help people manage financial crises, but we also help them address all aspects of personal finances, such as saving, budgeting, improving their credit, using credit wisely, resolving debt and succeeding at homeownership.”

Jane Kendall, president of the N.C. Center for Nonprofits, said, “We are honoring FPP today for its innovative collaboration with another great nonprofit, The Enrichment Center, to continue vital services to the community that were in jeopardy. The two organi-



Laroche

AGGIE LEADING TRIAD TEACH FOR AMERICA CHAPTER

SPECIAL TO THE CHRONICLE

This summer, North Carolina A&T State University graduate Nafeesha Irby began her new job at Teach for America's newest local chapter.

Irby will serve as the executive director at the organization's first-ever North Carolina Piedmont Triad corps. She is based in Charlotte.

Teach for America has about 570 corps members in North Carolina

with more than 1,000 program alumni that live and work in the state, including 80 in the Triad. The organization's aim is to address issues of equity in public education by sending its corps members to high-need schools.

This year's corps includes graduates of A&T, University of North Carolina at Chapel Hill, and Johnson C. Smith University.

According to Teach for America, 17 percent of all teachers identify as people of color, compared to 46 percent of students. Recognizing that teachers who share the backgrounds of their students have the potential for profound additional impact, the organization aims to be part of closing this gap.

This year, 42 percent of corps members teaching in Greensboro identify as people of color, including 32 percent who identify as African American, 6 percent who identify as Latino, and 3 percent who identify as multi-ethnic/multi-racial.

“Connecting students with teachers from diverse backgrounds is something I find very important, and I am thrilled that we can be a part of doing that,” said Irby.

“These outstanding individuals have been welcomed so warmly by their school communities, and are eager to begin their work alongside so many committed educators, parents, and students,” she said.

Irby graduated from N.C. A&T in 2008 with an undergraduate degree in journalism and mass communication. Since 2009, she has worked for



Nafeesha Irby