

WSSU chancellor, 600 youth package meals for needy

SPECIAL TO THE CHRONICLE

Winston-Salem State University (WSSU) Chancellor Elwood Robinson joined about 600 teens from the East Coast as they packed more than 100,000 dehydrated, high protein and highly nutritious meals for local agencies and the hungry in developing countries worldwide on the morning

of Wednesday, July 1. The young people were taking part in the 61st Annual Lott Carey Youth Seminar, which is designed to empower young people to make a missionary impact worldwide. The 600 mostly teens were visiting WSSU from the District of Columbia and seven states (N.C., N.Y., N.J., D.C., MD., PA., VA) for a week of serving, learning, wor-

ship, and fellowship. The Annual Lott Carey Youth Seminar promotes community impact, biblical study, dynamic worship and Christian fellowship with new generations of leaders for the world. Second Harvest Food Bank of Northwest N.C. and the Salvation Army of Winston-Salem will each get 5,000 meals. The other 90,000 meals will be distributed globally.



Locally, Second Harvest Food Bank of Northwest N.C. and the Salvation Army of Winston-Salem will get some of the packaged food.

Photos by Erin Mizelle for the Winston-Salem Chronicle

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Winston-Salem State University (WSSU) Chancellor Elwood Robinson, third from left, joins about 600 Lott Carey Summer Camp teens as they package meals for Stop Hunger Locally and Globally on Wednesday, July 1, at the Anderson Conference Center on the campus of WSSU.



Lott Carey Summer Camp youths and volunteers pack more than 100,000 dehydrated, high protein, highly nutritious meals.

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BOOK REVIEW

Book depicts the sometimes 'hair-raising' evolution of a business

'Miss Jessie' was born in N.C.

BY TERRI SCHLICHENMEYER FOR THE CHRONICLE



mini-empire with products named after their grandmother.

But, like many fledgling entrepreneurs, the sisters made mistakes — one of which led to a split, lawyers, and a months-long parting that hurt Branch in more ways than one. It took two years, two moves, and too much money to fix what broke.

Business book or memoir? Though it may appear more the latter, the answer is that "Miss Jessie's" is both.

Sometimes, of course, the story of a business is the story of its creators, and author Miko Branch takes her readers back nearly 100 years to see where the very roots of her company began.

That's a very interesting tale but if it's not what you read a business book for, well, Branch has that part covered, too.

She subtly includes business advice for entrepreneurs in nearly each chapter, and a nicely succinct epilogue as a final takeaway.

That serves to entertain and inform readers on one hand, while steadily encouraging entrepreneurship on the other.

Though I thought there was a bit too much repetition here, I did enjoy this by-the-bootstraps story of a growing company, and I think you will, too — especially if you're up for the unique format of it.

Still, business book or memoir, "Miss Jessie's" is something you won't mind curling up with.

The Bookworm is Terri Schlichenmeyer. Terri has been reading since she was 3 years old and she never goes anywhere without a book. She lives on a hill in Wisconsin with two dogs and 14,000 books.

labor and gave her a sense of what owning her own business might entail.

When it was time to enroll in college, Branch decided on a career in fashion but her schooling taught her what she didn't want.

Upon graduating from Fashion Institute of Technology, she'd realized that she needed to work with hair; specifically, she wanted to work in a high-end salon that catered to a certain kind of clientele.

"There is a long, rich... complex history surrounding African-American women's hair that ties to... self-image," Branch says.

As a woman with curls, she knew she could make a better product than what was available.

She experimented with gels, crèmes, and technique before she and her sister opened a salon that ultimately grew into a full-fledged, hip and trendy

Starting a business is not for the faint of heart.

It takes brains and guts enough to step out of a comfort zone.

It requires going against the grain, letting go of pride, and a dash of innocence. Starting a business is the worst, most difficult, wonderful, magnificent thing you'll ever do — but as in the new book "Miss Jessie's," by Miko Branch, sometimes it's also quite hair-raising.

Jessie Mae Pittman was born in 1919 to a sharecropper family in North Carolina, and grew up hating fieldwork.

To avoid picking cotton, she taught herself to cook and later became renowned for her skills.

That independent self-sufficiency impressed her granddaughters; Miko Branch and her sister, Titi, were raised knowing that they'd someday be businesswomen.

Throughout their childhood, the Branch sisters learned and dreamed.

They also toiled long hours with their father at various family businesses, which was work they did for free.

That eventually taught Branch the value of her



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Monday, July 13
6 p.m.
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