

THE CHRONICLE

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Volume 45, Number 31

WINSTON-SALEM, N.C.

THURSDAY, April 11, 2019

Businesses 'Stake their Claim' in new Renaissance East Corridor

BY TEVIN STINSON
THE CHRONICLE

On Tuesday, April 9, businesses in the heart of East Winston unveiled new signage marking the beginning of a partnership known as the Renaissance East Corridor.

The idea for the businesses in the vicinity of Laura Wall Blvd. and East Third Street to unite came shortly after representatives from Ayers Saint Gross, a Baltimore-based design firm, unveiled plans for the East End Master Plan. The design calls for the complete redevelopment of the portion of East Winston bounded by Martin Luther King Jr. Drive, Business 40 and U.S. 52 to include a new retail center, multi-use space for housing and retail, restaurants and more.

Rasheeda Shankle, who serves as the community coordinator for the Simon G. Atkins Community Development Corporation (SGACDC), said one of the driving forces behind the partnership was the need to uplift the businesses that already call East Winston home and show support for the East End Master Plan. She said the signage project dubbed 'Stake Your Claim' was designed to let the community know they're there for the long haul.

"The Renaissance East Corridor is a newly formed organization of minority-owned businesses in the area. We wanted to bring together the businesses that were already here and build on what was outlined in the East End Master Plan," said Shankle. "The project itself is called 'Stake Your Claim' be-



Photos by Tevin Stinson

On April 9, businesses in East Winston unveiled new signage. This marks a new partnership known as the Renaissance East Corridor.

cause we as business owners within the community want to make sure that we claim our stake and own the property in the area. And to do that we have to

come together as one."

Following a brief ceremony, business owners and representatives from the City of Winston-Salem, SGACDC, and Winston-

Salem State University, walked around the neighborhood unveiling the new signage on each of the minority-owned businesses. Businesses represented in

the Renaissance East Corridor that participated in the signage project include Other Suns Event Center, 4th Street Taxes, Eliza's Helping Hands, Triad

Cultural Arts, Back Out Bail Bonds, Johnathan D. Weston, M.D. OBGYN, and The Chronicle.

WSSU Career Development Services hosts business fashion show

BY TEVIN STINSON
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When preparing for a job interview, your appearance can be a determining factor in the interviewer's decision to hire you. Before you even speak, they may have made the decision on whether to hire you or not, based on your attire.

To make sure their students are prepared for interviews and life after college, last week Winston-Salem State University's Career Development



Photos by Tevin Stinson

Last week WSSU hosted the D.R.I.P. (Dressing Responsibly is Professional) Spring Business Fashion Show.

Services hosted the second annual D.R.I.P. (Dressing Responsibly is Professional) Spring Business Fashion Show.

Held at the Donald Julian Reaves Student Activities Center, the event featured models

from on-campus modeling troupes Mozik and Epiphany sporting business and business casual attire. Throughout the fashion show, Johnathan Morris and Christina Harris, Mr. and Miss WSSU, gave tips on the do's and don'ts when preparing for

an interview. The fashion show also included food and prize giveaways.

WSSU job location and development coordinator, Linwood Skinner, said the idea for the fashion show came last year after meeting with several students and noticing many of them didn't have the proper attire to wear to an interview. A 2001 graduate of WSSU and a native of Winston-Salem, Skinner said he felt it was his duty to prepare the students for their futures now. He also mentioned that James Johnson, a 1987 WSSU graduate, paid for the entire event.

WSSU's Career Development Services works with students during all phases of the career development process. Offering a full range of resources



Miss WSSU Christina Harris gives tips on how to dress for an interview during the D.R.I.P. Fashion Show.

and services to assist students in developing the necessary strategies and skills that will distinguish them as a professional. CDS staff members help students learn about their skills and interests and articulate them confidently

in resumes, cover letters, interviews, and personal statements; identify and explore career options that students might pursue; and implement an effective strategy to attain their desired career outcomes.

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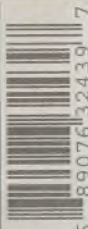
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