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# THE NEWS ARGUS

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Winston-Salem State University

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## FUBU entrepreneurs say love the work, not the money

By Nicole Ferguson  
ARGUS EDITOR-IN-CHIEF

The street-savvy New York team that founded the black-owned clothing label, FUBU, a multi-million dollar operation with sales worldwide, offered WSSU students some simple yet sage advice during a recent lecture on campus: "Make sure you're doing something you love. Trust me the money's not worth it."

This advice came from Carl Brown, who spoke to students as part of the third installment of the James A. Gray Lecture series. He was the featured speaker, along with his business associates John Fullard and Alleycat, who is also his cousin.

FUBU is an acronym that means

For Us, By Us. The company is a \$470-million operation based in New York City. Brown and his associates started the business in 1991, selling homemade tie-top hats on the streets of Brooklyn, Queens, Manhattan, New York and Staten Island. The hats were a hit. "The one thing we had," said Brown, "we had a dream."

Among other things, the trio spoke to students about black entrepreneurship and finance. Brown also stressed the importance of a college degree. None of the founders of FUBU had degrees when the company started, so Brown said they networked with former friends who had been to college and had valuable resources.

Fullard is a college graduate. He graduated from Clark Atlanta

University in 1993 with a degree in financing and radiation therapy. But his first job had nothing to do with his degree. For \$6.50 an hour, he worked in a law office as a clerk during the day, and shoveled snow for \$20 a driveway at night.

He became discouraged. "That was the toughest period in my life. I went home, looked at my degree and cried," Fullard said. "I was probably suicidal. I just couldn't understand how I didn't land a job when I'd done everything I needed to do."

Eventually, Brown and Fullard teamed up and Fullard began promotions and finance work for FUBU.



Argus photo by Nicole Ferguson  
Carl Brown (front), one of the owners of the multimillion dollar company FUBU, stressed the importance of a college degree.

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Argus photo by Nicole Ferguson  
WSSU admissions counselor and 2003 graduate, Shaun Andrews, talks to high school students during a campus tour.

## Alumni Employees

Recent graduates take positions at the University

By Nicole Ferguson  
ARGUS EDITOR-IN-CHIEF

With December graduation approaching in a few weeks, hundreds of Winston-Salem State University students are preparing to receive their diplomas and explore the "real" world. But for some recent WSSU students the real world isn't much different from the campus community they just left. That's because these

alums are now employed by WSSU.

Shaun Andrews is a 23-year-old Lake Waccamaw native. He graduated from WSSU in May of 2002. Now he serves as an admissions counselor in the Office of Admissions. Andrews, who earned his degree in political science, found the job opening on the university's web site. He applied, went through an interview process and landed the job.

"I recruit students for the university," said Andrews. "Answering their questions and concerns and traveling are the biggest parts."

Andrews said his job also includes a lot of telecounseling, or telephone counseling, which is a method of recruitment he helped to implement this academic year.

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## University gets \$400k HUD grant

COURTESY OF THE WINSTON-SALEM STATE UNIVERSITY WEB SITE

The Winston-Salem State University's Center for Community Safety (CCS) has received a three-year \$400,000 U.S. Department of Housing and Urban Development grant to address health care, crime prevention and education issues in the Belview and Happy Hill neighborhoods south of the campus.

The grant comes through HUD's Community Outreach Partnership Center program and will draw faculty and students from the university into a variety of active projects to revitalize and strengthen these neighborhoods.

Through the HUD grant, CCS is spearheading a much larger role for WSSU in community revitalization as a means of sustaining neighborhood stability. "Through our primary mission is in crime prevention," said Sylvia Oberle, executive director of the CCS, "we recognize that education, housing, neighborhood revitalization and health care are inextricably linked to efforts to keep neighborhoods and residents safe and to strengthen communities for the long term. This is an excellent partnership for the entire university and for the community."

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## WSSU winter graduation scheduled for Dec. 12

By Lisa Boone  
ARGUS REPORTER

The December graduation ceremony is scheduled for 4 p.m. on Dec. 12 in the Kenneth R. Williams Auditorium.

Kesha Cogdel, a December graduate, said, "I am very excited to have accomplished this major goal in my life. My next goal is to become a social worker and attend graduate school in 2005."

Dawn Casterlow, another graduate, is glad that

WSSU holds the December ceremony. Not all universities have ceremonies other than the traditional one held in the spring.

"I am glad that WSSU offers a December graduation ceremony. I know of other schools that don't give students the option of graduating in the fall; students at other schools have to wait until spring semester graduation if they do not meet graduation requirements."

December graduates typically fall into one of three

categories: They have excelled in their studies and are graduating early. They are transfer students who've met their required hours before the spring ceremony. Or, they are students who needed an extra semester to complete their graduation requirements.

"I am looking forward to life after graduation," said Riquita Quick, who is also scheduled to graduate during this month's ceremony. But, she added, "I know that I will definitely miss WSSU."