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In Our 31th Year

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Associate Consultants

Serving the Triad

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Triad Commute Challenge Getting Underway

Time to ditch some old habits and spring into a new way of saving money and helping the environment! The 8th Annual Triad Commute Challenge, hosted by the Piedmont Authority for Regional Transportation (PART) and Triad Air Awareness, challenges you to NOT drive alone! By trying an alternate mode of transportation like riding the bus or train, carpooling, vanpooling, cycling, walking or teleworking at least one time between April 5th and July 5th, you will fulfill your pledge and be eligible to win prizes like gift cards, electronics or entertainment tickets compliments of event sponsors!

According to Chantale Wesley, PART TDM Manager, last year more than 6,000 people took part in the Triad Commute Challenge to Share the Ride and Clean the Air! Highlighting the 2014 kickoff will be the free 5K Run/Walk Commuter Dash event held at 9AM on April 5th at the Leonard Recreation Center, 6324 Ballinger Rd in Greensboro. All those who register will be pledging to take the Triad Commute Challenge!

Persons wishing to register for the Com-

muter Dash event or pledge to take the Challenge can do so by visiting a Triad Commute Challenge event table, www.commuterchallenge.com or by calling 336-291-4321.

Who Said Black People Don't Read?

By John Raye



Cassandra Baker-Durham, Tawana Lemon and Ella McCollum

Have you read a good book lately? Now, tell me some truth: do you or don't you like to read? Mention reading a book to some people and they suddenly develops collective amnesia. They might actually think you have bumped your head, or lost control of your five senses.

Well, you could call Karen Waiters, Lasheera Lee and Ella McCollum three bona fide soul sisters who just love to talk, share and read books. These are some down home, warm-

Everyday is an Opportunity to Learn

blooded, friendly, outgoing but serious-minded women who have share a common thread; they love to read books, all kind of books.

Instead of profits, these women read for the sheer joy that springs from reading a good book, and meeting to chat and exchange information about what they read or what revelations they derived from reading certain books. Some of them read with such passion and single-minded dedication that they often refer to themselves as "book junkies" or "book addicts".

So somebody, a lady said recently, told a big fat lie when they said, "Black people don't read". Then she went to point out another popular, but untrue and politically incorrect expression; "if you want to hide something from Black folks, just put it in a book!"

This sordid tale of half-truths, sorry dialogue and mis-information has been making the rounds for years, almost unchallenged. Now, it is true that some black people, like some other groups, will quickly opt for the radio, TV, internet or

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Urban League Employment Training Program Helps Seniors Succeed



Patricia Sadler, Program Director refers Zoyla M. T. Hernandez to a clerical assistant position

While the North Carolina unemployment rate shows some minor improvement, it doesn't give much hope to a segment of the population that is among the highest rate of the unemployed... They are mature adults 55 and older. The Winston-Salem Urban League operates an employment and training program which some seniors have called a "life line" to address this group's employment needs. The Urban League Senior Community Services Employment Program (SCSEP) is offered in 18 counties and will serve 210 seniors by June, 2014. This innovative program recruits, enrolls, trains and places seniors in non-profit host agencies to gain work experience. While in the employment training program they are paid at the minimum wage for 20 hours per week. Program participants are assessed to determine their skills levels, and to identify any barriers that might prevent them from becoming gainfully employed. Based on the assessment, an Individualized Employment Plan is developed for each senior to follow.

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