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Winston-Salem Chronicle

The Twin City's Award-Winning Weekly

Vol. XIII, No. 29

U.S.P.S. No. 067910

Winston-Salem, N.C.

Thursday, March 12, 1987

50 cents

34 Pages This Week



Myron M. Chenault: Headed for the business world (photo by James Parker).

WSSU vice chancellor to resign post next month

By ROBIN BARKSDALE
Chronicle Staff Writer

■ Related story on A14.

Myron M. Chenault will leave Winston-Salem State University at month's end to open his own business.

Chenault, 38, WSSU's vice chancellor for development and university relations, officially announced his resignation at an executive session of the school's board of trustees last Thursday. His resignation becomes effective March 31, when

Chenault will leave the university to open Triad Leasing Inc., of which he is the president. He says he felt the time was right for him to explore opportunities in the business world.

"You might say I've been bitten by the entrepreneurial bug," says Chenault. "Probably for the last year or so, I have thought about going into business. It's tough for me to go that direction because I've been in education for 12 years. But it's something I've considered for more than a year now."

Chenault's firm, whose offices are located on

North Point Boulevard, will specialize in leasing heavy-duty equipment and preparing long-term leases, but he says it will also lease "anything from cars to computers." Local businessmen George Atmore and Jim Bramer are Chenault's partners in the venture.

Chenault, who received his law degree from Valparaiso University in Valparaiso, Ind., says he is not entering the business world blindly. He has conducted extensive research, he says, and found a favorable market.

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Golf course PR campaign is proposed

By CHERYL WILLIAMS
Chronicle Staff Writer

James E. Mack, a local public relations consultant, says the Winston Lake Golf Course is a diamond in the rough that needs polishing with an intensive promotional campaign.

And the Recreation and Parks Commission, at its Tuesday afternoon meeting, agreed, approving Mack's proposal to do just that.

The proposal must now go before the Board of Aldermen's Finance Committee, which will meet March 16, and then to the full board.

Mack, president of Human Resources Consultants Inc. and a golfer who frequents the course, said he wants to promote Winston Lake through a marketing campaign that, if approved, would begin around the end of this month and continue through September.

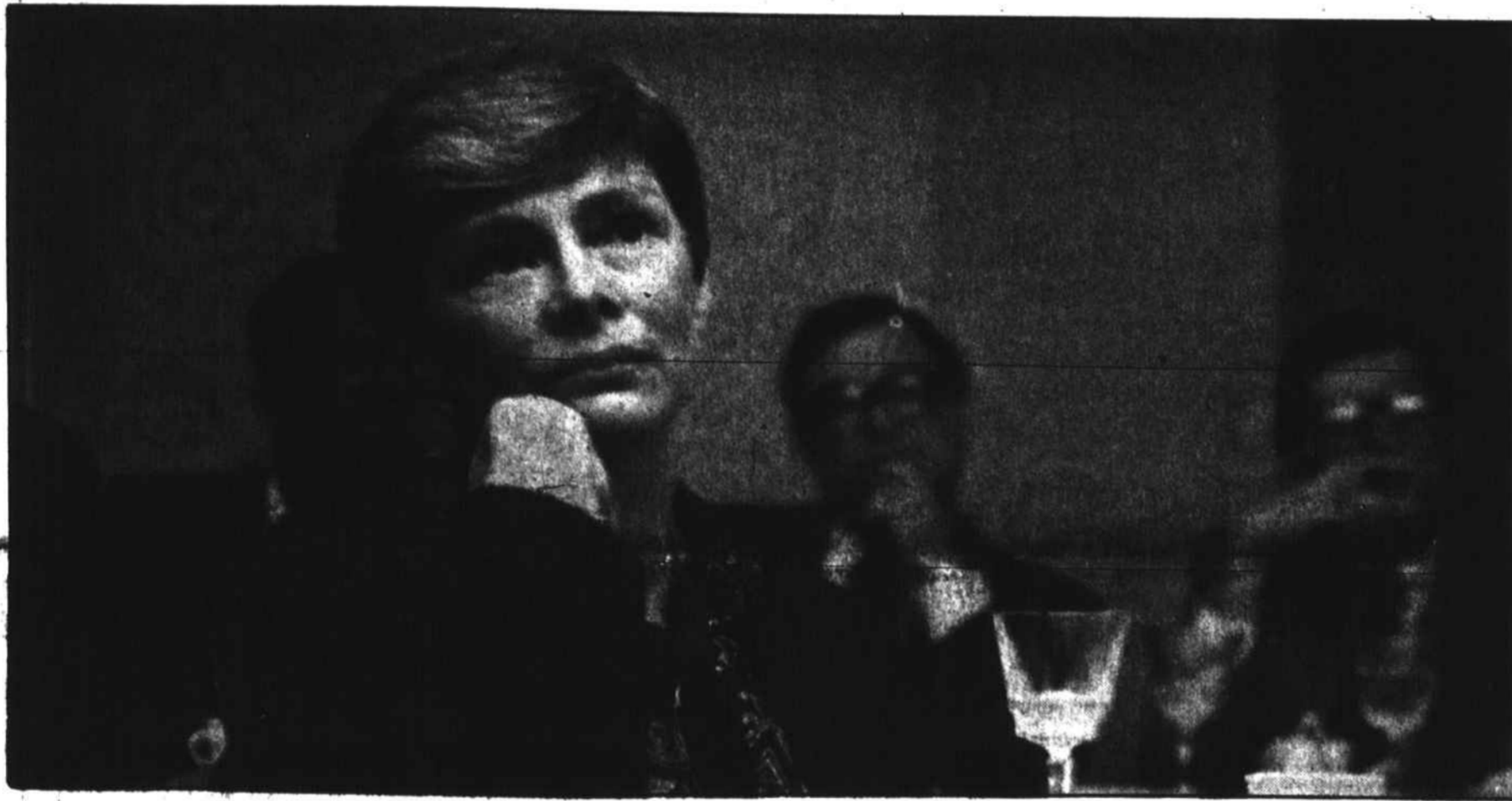
Some of the campaign's goals, he said, would include making the public more aware of the golf course, increasing the rounds of golf played there, attracting players who have never played the Winston Lake course and enhancing the reputation of the course.

Another objective would be to develop the course as a tourist attraction in East Winston, Mack said.

"Needless to say, East Winston needs a tourist attraction that will help make East Winston an integral part of this

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THEIR DAY



LOCAL residents gathered at the Hyatt last week to help the Chronicle salute outstanding members of the community during its annual awards program. Alderman Martha S. Wood, Chronicle Woman of the Year, above, and local NAACP President Walter Marshall, Chronicle Man of the Year, below right, were among the featured guests at the luncheon. Also pictured with Marshall are, from the left, his daughter, Krista, and his wife, Paulette. Honored also at the luncheon were Ray Agnew and Jenee Cross, the paper's Male and Female Athletes of the Year (photos by James Parker).



COVER STORY

"... We may never get a black mayor. Blacks have never gotten anything out of 'the overall city.'"
-- Alderman Patrick T. Hairston

Annexation would dilute black votes

By ROBIN BARKSDALE
and CHERYL WILLIAMS
Chronicle Staff Writers

BLACK voting power will suffer if an annexation resolution passed by the Board of Aldermen Monday night becomes reality, say three of the city's black aldermen.

North Ward Alderman Patrick T. Hairston, Southeast Ward Alderman Larry W. Womble and Northeast Ward Alderman Vivian H. Burke say blacks stand to lose voting strength and possibly black elected representation if the city redraws its boundaries to absorb new, predominantly white communities into its jurisdiction.

"The proposed annexation plan will cause me or whoever will run in this ward some trouble unless black people come out 100 percent (to vote), which we really don't do," Hairston said Wednesday of the resolution, which passed by a 5-4 vote, with the board divided along racial lines.

Mayor Wayne A. Corpening cast the deciding vote.

Mrs. Burke said that only her ward and the East Ward would be assured of having black representation if the annexation occurs. The other two wards now represented by blacks -- the Southeast and the North -- would be "shaky," she said.

The plan, which proposes to annex more than 21 square miles of Forsyth County, would require the city to redraw its ward boundaries, reducing the percentage of black residents in each of the four wards represented by black aldermen.

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East Winston Shopping Center: Good, but residents want more

Jenkins: Addition of a department store is unlikely

By CHERYL WILLIAMS
Chronicle Staff Writer

■ This article is part of a continuing series on the East Winston Area Plan.
■ Related articles on A4 and A12.

It may not be perfect, but the East Winston Shopping Center is hardly a disappointment, said the center's manager in a recent interview.

In fact, said Wilbert T. Jenkins, the 5-year-old

"We have exceeded all expectations as far as sales are concerned," said the store's manager, Waverly Martin.

What's more, nearly all of the center's other stores are doing well, Jenkins said, and not one of them has had to close or relocate for lack of business.

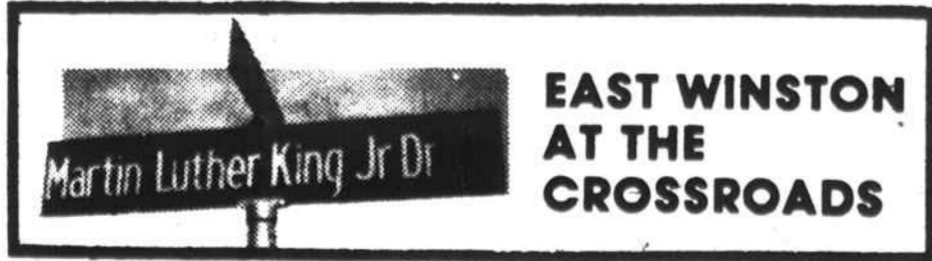
Tangela Battle, assistant manager of the Revco drugstore in the shopping center, said her store is doing "pretty good." She said she feels

that the store's location in the center has helped

Unsatisfied residents

Still, community residents want more, says the draft of the East Winston Area Plan, which was based in part on residents' concerns.

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Wil Jenkins: The East Winston Shopping Center is an accomplishment in itself (photo by James Parker).