

# Enterprise

## LOCAL BEAT

### Minority Economic Development Corp. is making plans

By MARDELL GRIFFIN  
Chronicle Staff Writer

East Winston civic leaders are forming an organization, the Minority Economic Development Corp., designed to aid in strengthening the economic base of their community.

Corporation planners envision drawing support from a "cross section" of people and businesses in the Twin City area who are interested in helping develop East Winston.

James Grace, president of the Minority Business League and one of seven members of the steering committee that is shaping the corporation's charter, said the corporation's planning committee is meeting Oct. 6. And one of the items on the agenda is setting a date for a public meeting concerning the development corporation.

"Then we are going to invite the community -- people who are interested in this project -- to get involved," he said.

The committee intends to submit the organization's articles of incorporation by the end of October. They are applying for non-profit status.

Grace did not want to discuss specific projects the corporation may undertake. He feels it is only the

steering committee's job to set up the corporation.

Projects for the group should be decided by the corporation's board, he said. "The people on the committee aren't necessarily the ones who will be on the board."

But the group plans to attack East Winston's lagging economic development from many fronts, including housing, retail business and industry. "The detail plan, as we see it, hasn't been identified," he said of individual projects the group may tackle. "I just don't want to identify too many projects without market studies to determine what is feasible."

The Minority Economic Development Corp.'s concept is a spin-off from similar type organizations that were popular in the 1960s, Grace said. "It's (the community development corporation movement) something that started in the '60s and is coming into its own in the '80s."

He used Durham's Hayti Corp. as an example of an organization similar to the local group he is helping to plan. The Hayti Corp. was formed in 1981 and has brought about renovations in Durham's blighted Hayti community.



James Grace

No matter what projects the local group eventually embarks on, the first order of business will be financing. "First of all you've got to get funds," Grace said, adding that the group's members intend to apply for assorted grants to pay for necessary studies and administrative costs.

The Minority Economic Development Corp.'s concept is being received favorably in various quarters. Allen Joins, Winston-Salem's economic development director, and Wachovia Bank officials have been especially receptive to the idea, Grace said. "I've been getting a very favorable response."

In addition to local business and government sources, area colleges and

universities are being tapped for their resources, Grace said.

Steering committee members have also spoken with W. R. "Bill" Dowe, director of the Northern Piedmont Regional Center at Winston-Salem State University. The center is a member of the state's network of North Carolina Small Business and Technology Centers, which is administered by the university system.

Grace said the development corporation hopes to use WSSU's center personnel as "facilitators." Dowe said the university is ready to commit the resources of his facility to the project.

Dowe expects the minority organization to generate a broad base of interests from manufacturing to service-oriented concerns. The center is prepared to offer assistance in everything from marketing to time study reports.

"Our whole being is that we provide one-on-one counseling for prospective entrepreneurs or for small businesses that have problems," Dowe said when asked what services the WSSU center could provide for the development corporation. "We are prepared to use all our resources to provide that in-depth, one-on-one counseling."

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## PEOPLE ON THE MOVE

### Devlin makes President's Club

Lewis Devlin recently earned membership in the 1987 President's Club, an elite group of insurance professionals from United Family Life Insurance Co., based in Atlanta.

As a member of the President's Club, Devlin joined other qualifiers at the company's 1987 Presidential Sales Conference, a Caribbean cruise aboard the S.S. Oceanic.

Devlin and other members of the United Family force qualified for the conference by meeting and exceeding the increase requirements necessary during a 12-month qualification period. All qualifiers were recognized as "the Best of the Best" at a

special awards banquet held during the conference.



Opal R. Henighan

A manager with the company, Devlin works at the United Family Regional Service Center in Winston-Salem. He is a member of the Deacon and Trustee Board at Shiloh Baptist Church.

Opal R. Henighan has been elected trust operations officer in the First Wachovia Trust Operations Group of Wachovia Bank and Trust in Winston-Salem.

Henighan has been with Wachovia since 1979 and is a training specialist in trust training and development.

A native of Monroe, he is a graduate of Winston-Salem State University.

## BUSINESS CALENDAR

### Retail Merchants Association to offer customer service seminars

The Winston-Salem Retail Merchants Association is sponsoring, in conjunction with Simpson Business Communications, a six-seminar series to be conducted by Ginny Simpson.

This series will last for six consecutive weeks and meet from 8 to 10 a.m. on Oct. 1, 8, 15, 22, 29 and Nov. 5.

Sessions will be conducted at the Retail Merchants Association Conference Center, 711 Coliseum Plaza Court (behind K&W) in Winston-Salem.

This program is designed for anyone who comes in contact with customers, as well as for managers who want to become expert at supervising customer relations.

Though each of the seminars stands alone, collectively they offer full understanding of the skills needed to outperform your competition.

The investment for each individual seminar is \$20 per person for Retail Merchants Association members and \$35 per person for non-

members. The special package price for the series is \$95 per person for Retail Merchants Association members and \$175 per person for non-members.

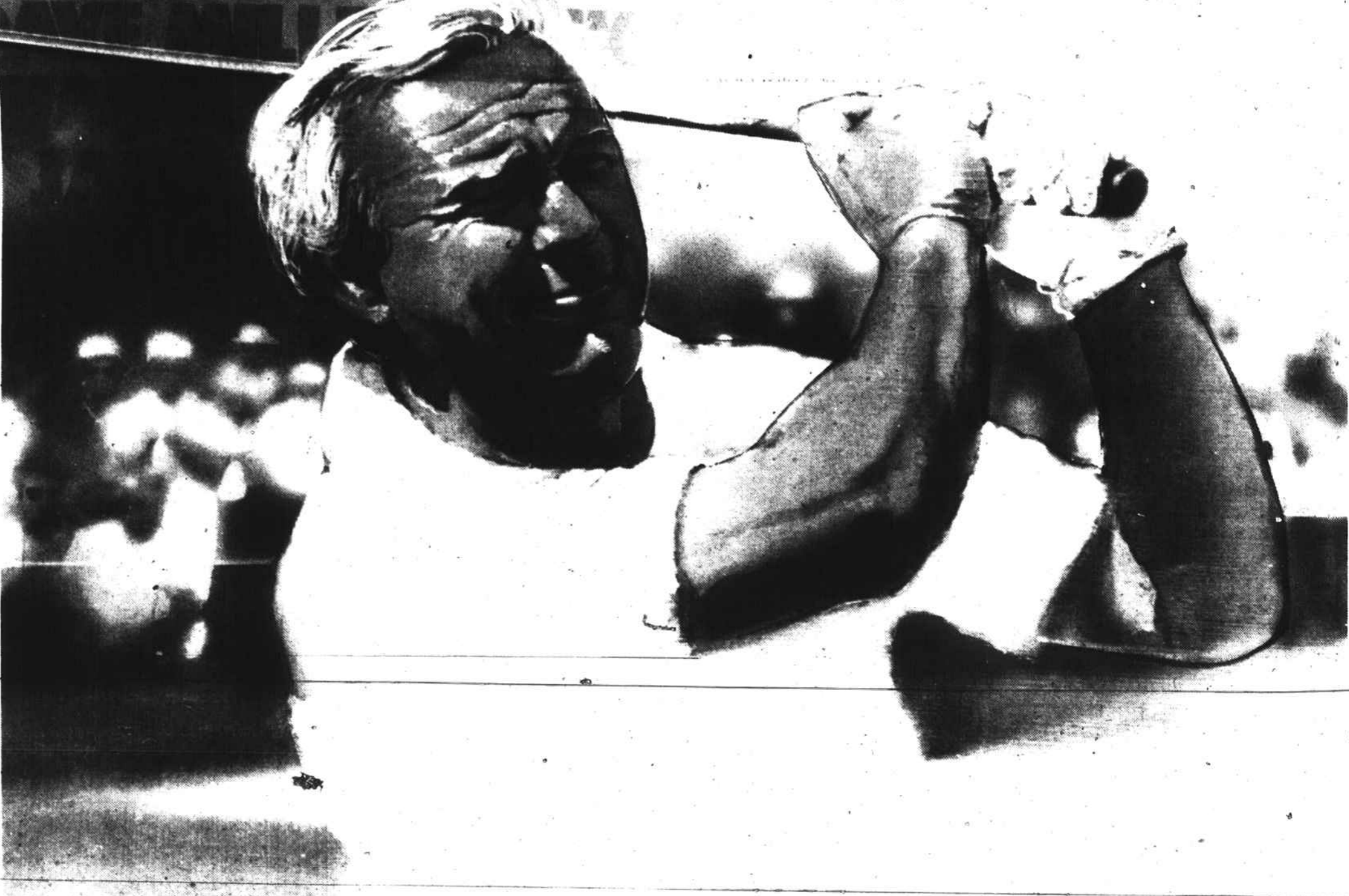
These prices include all course material.

Thomas J. Blair, executive vice president of the Retail Merchants Association, says, "Proper attention to customer service is critical to the success of any business."

"If a particular product is available at approximately the same price from a number of suppliers, the decision about where to buy will be based largely on the consumer's perception of how they will be treated. A customer who is taken for granted will not be a customer for long."

Neal Bedinger of Davis Department Stores agrees and goes on to add that "these out-of-house customer service training programs offer a golden opportunity for our employees to interact with employees from other area businesses. They exchange thoughts and experiences and bring back fresh new ideas to enhance the good service we strive to give our customers."

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## SEE THE GREATEST NAMES IN GOLF

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