

Minority, small businesses not active From Page A1

to minorities. We have something to offer them. There are a lot of black businesses that are small, and small businessmen, black or white, shouldn't be treated differently because of it. Cash flow, financing, stable markets, they have the same problems R.J. Reynolds has. People are tired of being pinpointed as different. My needs are the same as the service station down the street, it's no different in East Winston (businesses) than elsewhere. I sense we'll get a lot more black businesses."

Chamber Executive Director Fred Nordenholtz said the chamber encourages all small businesses to join. "We estimate there's probably 5,000 to 6,000 businesses in the area and now 2,100 belong," Nordenholtz said. "The small businesses are the target and a lot of them operate within narrow margins."

James R. Grace Jr., president of the Minority Business League, said that group is planning to work closely with the chamber to encourage economic development in East Winston.

"The chamber is willing to work with East Winston, we've just got to ask for something."

Rick Froneberger, advertising representative for the *Winston-Salem Chronicle*, is a member of the chamber President's Club, a group designed to recruit new members, and is the only Afro-American member. He said he was asked to join the group in an effort to attract more Afro-American business owners to the chamber.

In speaking with local minority business owners, however, Froneberger said most do not want to join the chamber because of the cost. An annual \$250 fee is charged to belong to the chamber.

Attorney R. Lewis Ray, like many other minority businessmen, said chamber membership is too expensive. "I just can't justify the expenditure," he said. "When you start setting priorities, that's something I can do without."

Ray said he was once a chamber member but did not renew his membership for budgetary reasons.

Because most chamber members are white and are located on the western side of the city, the east side is neglected when prospective businesses visit the city, looking for a site, Froneberger said. "Their whole objective is locating business on the white side of town," Froneberger said. "The white community doesn't feel comfortable coming to East Winston, and the black community has to go to the other side of town to shop."

But Nordenholtz said the chamber is no longer involved in recruiting businesses to locate in the area. The chamber now leaves that function to a relatively new group called Winston-

Salem Business Inc., a nonprofit organization owned by supporters who invest more than \$10,000 a year in the organization.

Begun in September 1987, the goal of the organization is to convince large businesses to locate in Winston-Salem, Rick Weddle, director of Winston-Salem Business, Inc., said. They currently have no Afro-American shareholders.

But the group got started to improve the city as a whole, "because economic welfare is basic to civic welfare," Dr. Thomas Hearn, president of Winston-Salem Business Inc. and Wake Forest University, said.

Chamber to help From Page A1

The city Board of Aldermen will vote on which consultant to hire at its Sept. 9 meeting, keeping plans on schedule.

The firms to be interviewed do not include a local minority-owned firm, Perry C. Craven & Associates, Inc., which submitted an application. Task Force member Evelyn Terry, however, said she was happy the firm "threw its hat in the ring."

Task force members said at a meeting Thursday that they would prefer to hire a consultant who understands the people living in East Winston.

"It's important they have some sensitivity, because they'll have to sell it to the community," Task Force Chairman Ernest H. Pitt said.

Pitt was especially impressed by Hammer, Siler, George and Associates, a firm with an Afro-American principal, he said. "I was very

impressed with him."

Alderman Virginia K. Newell emphasized the importance of hiring a firm familiar with the needs of the Afro-American community. "To talk about economic development for blacks, you must know blacks," Newell said. "Not everybody black has had the black experience. If they haven't, they must know it from A to Z."

One of the four firms to be interviewed, Urban Partners, proposed to use Siler and Associates to conduct the study, a firm which often works with Turner Development Services,

Turner Development Services, however, is involved in a proposed shopping center development within the area to be studied. The task force decided to interview the firm anyway, but said they would not hire a firm who might have a conflict of interest.

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SESSION #1 Tuesday, Sept. 13, 1988
FEELINGS AND FAMILY ISSUES 1-3 P.M.
Film: "Caring for Aging Parents"

SESSION #2 Tuesday, Sept. 20, 1988
COMMUNICATIONS TECHNIQUES AND FAMILY DECISION MAKING 1-3 P.M.
Workshop Coordinators and Participants

SESSION #3 Tuesday, Sept. 27, 1988
ALZHEIMER'S DISEASE & RELATED DISORDERS
Speaker: Jan Sawyer, Executive Director, Triad ADRDA 133A
Film: "Someone I Once Knew"

SESSION #4 Tuesday, Oct. 4, 1988
WHEN THEY CAN'T LIVE ALONE 1-3 P.M.
Resource Consultant: Susan Kern, Adult Home Specialist with the Forsyth County Dept. Social Services

SESSION #5 Tuesday, Oct. 11, 1988
THE MEDICAL ASPECTS OF AGING 1-3 P.M.
Speaker: Dr. Peggy Noel, M.D., Geriatric Fellow, Bowman School of Medicine

SESSION #6 Tuesday, Oct. 18, 1988
COMMUNITY RESOURCES AND LONG DISTANCE CAREGIVING 1-3 P.M.
Resource Consultant: Mr. Yoshi Nagashi, Therapist with Family Services, Inc. Workshop Analysis and Evaluation

REGISTRATION FEE OF \$30 includes handbook and all material for all six sessions of workshop.

All of the workshops will be held at Senior Services' main office on the third floor of Tobacco Square. To register for the workshop or for information, please call Val Forcier at 724-2155.

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