



More than 20,000 fans attended the CIAA Basketball Tournament last week. Pictured above are fans who watched the Norfolk State University vs. St. Augustine's College men's game in the quarterfinal round.

20,000 Say CIAA Huge Success

◆Tourney Draws Celebrities, 99 Vendors to Triad

By JOHN HINTON
Chronicle Senior Staff Writer

More than 20,000 fans descended on Winston-Salem last week to attend the 51st CIAA Basketball Tournament and its related events in the Triad.

The tournament attracted people such as Evander Holyfield, the former heavyweight boxing champion, and L. Douglas Wilder, former governor of Virginia as well as fans from across the country.

The visitors left behind more than \$8 million, which they spent at hotels, restaurants, malls and with vendors at the Lawrence Joel Veterans Memorial Coliseum. Most of the fans — alumni and supporters of the men's and women's basketball teams — watched the competition at the

coliseum.

"This is a great tournament," Holyfield said. "They players are talented. It's sad that they don't get enough exposure."

Other fans flocked to the CIAA Fashion Show, the Cheerleading Exhibition, alumni parties, receptions, and other events sponsored by the CIAA and several of the 13 schools. "This is more than just an athletic tournament," Wilder said. "It's a reunion of alumni of those great schools from across America. It is a testament to what can be accomplished by supposedly inferior schools and by people not supposed to be able to learn."

Hundreds of people attended the cultural exhibits at

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75 CENTS

Black Businesses Get Slice of CIAA Pie



Michelle Mills, left, co-owner of Positivitees, and Andre Ferree, a sales representative for the business, display one of the 800 jackets they provided to the CIAA last week.

By JOHN HINTON
Chronicle Senior Staff Writer

More than 100 local and regional African American businesses got a slice of the \$8 million pie generated by the CIAA Tournament last week in Winston-Salem.

"The CIAA has been very good for our business," said Donald C. McMillan, owner of Simple Elegance Catering. He anticipated sales between \$30,000 to \$40,000.

His business catered several receptions last week. His restaurant, Cafe Piaf stayed open until 2 a.m. McMillan estimated that he served food to more than 3,000 people during the CIAA Tournament.

"The business is there," he said. "It takes people willing to make an effort to get it."

The Budweiser's Pavilion of Vendors drew fans through-

out the week. A group of 99 vendors sold books, T-shirts, works of art, ladies' apparel, and men's accessories to a steady flow of customers. They paid between \$800 to \$1,500 for a booth in the pavilion.

"They had very good products to offer," said Barbara Eure, the coordinator of the vendors and owner of Barbara Eure Ltd. & Co. The pavilion was open last weekend to the people who did not attend the tournament.

The vendors, who were mostly African Americans, traveled from Illinois, Virginia, New York, Pennsylvania, and throughout North Carolina.

"I haven't heard any complaints about the vendors selling products too high," said Eure, who was also the vendor coordinator for the 1991 and

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Don McMillan, left, owner of Simple Elegance Catering, and his son, Andrew McMillan, vice president of management for the business, stand behind the desserts and coffee they donated to the Coca Cola Road Trip event. Their business shared in the \$8 million generated by the CIAA Tournament.

CIAA Fashion Show Highlights African Attire

By JOHN HINTON
Chronicle Senior Staff Writer

More than 1,200 people saw the latest in apparel for women and men at the annual CIAA Fashion Show last week in the Benton Convention Center.

The event, "Fashion with Flair" honored the first ladies of the CIAA, the wives of 12 chancellors, presidents, and CIAA Commissioner Leon Kerry.

The fashion show was sponsored by Hanes Mall. A luncheon preceded the event.

The guests, mainly women who attended the games at Lawrence Joel Veterans Memorial Coliseum, were dressed elegantly for the event. They rivaled many of the models with their appearance.

The fashion show has become an integral part of the CIAA Tournament week, said Denise Franklin, the mistress of ceremonies for the event.

"I heard the rumor that there were basketball games going on," she added.

"It (the CIAA tourney) is a class reunion, a homecoming. It is a show for African Americans who graduated from historically black colleges and universities," Franklin said.

The affair began with a procession of the first ladies. Virginia R. Schexnider, wife of Chancellor Alvin J. Schexnider of Winston-Salem State University, received the loudest applause.

"Her husband says Virginia stays sharp," said Velma Friende of Alpha



Lynette Hawkins, left, and Andrais Brandon served as co-chairpersons of the CIAA Fashion Show Committee. More than 1,200 people attended the event last week.



A pair of models display wedding attire with an African motif at the CIAA Fashion Show. The models wore clothes with African designs throughout the show.

Kappa Alpha Sorority Inc.

The theme of the fashion show was a celebration of African motifs that have influenced American culture, Franklin said. "African styles are influencing

everything these days."

The models began the show with a procession featuring African fashions from Ghana. They walked across the stage as the Otesha Creative Arts

Ensemble played their drums and danced.

The models displayed clothes for

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This Week in Black History
March 13, 1862
Congress forbade Union officers and soldiers to aid in the capture and return of fugitive slaves, ending what one historian called the "military slave hunt."



Abraham Mitchell, left, also known as Mr. CIAA, shares a moment with Norfolk State alumnus William Williams of Hampton, Va., at the Lawrence Joel Veterans Memorial Coliseum during the tournament. Mitchell returned to the tourney this year after being ousted from the 1995 competition.

Mr. CIAA Returns

◆Says Last Year's Incident is Over

By JOHN HINTON
Chronicle Senior Staff Writer

Abraham "Ham" Mitchell, also known as Mr. CIAA, made his 24th appearance at the CIAA Basketball Tournament last week and demanded a public apology from CIAA Commissioner Leon Kerry.

Kerry reportedly had Mitchell escorted from the 1995 tournament because he was changing clothes in the bathroom. Mitchell, who said that he would never attend another CIAA game, insisted that he changed clothes behind the curtains in the media room last year.

Last week, he strolled down the aisles at the Lawrence Joel Veterans

Memorial Coliseum during the tournament. Mitchell was wearing his colorful suits, ties, and shoes.

The public address announcer introduced him to the crowd at the Norfolk State vs. Virginia State men's game. They cheered his return.

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