

BUSINESS FOCUS

Briefs

Atkins to host book fair

Atkins Middle School will kick off its Book Fair this year with a special night, Thursday, Feb. 21. The PTA at Atkins will sponsor a Black History program, beginning at 6 p.m. The program will feature performances by the school's eighth-graders, who will be doing a dramatization of "Follow the Drinking Gourd". The student council will also give a special presentation.

Special guest for the evening, Felecia McMillan, will present "History Through the Eyes of the African American Poet."

Following the PAT program, at 7 p.m. the book fair will open with drawings for free books, free posters, and numerous bookmark giveaways. There will also be displays of some new books, featuring African-American authors. Everyone is invited.

WSSU and Wachovia announce new scholarship program

Winston-Salem State University and Wachovia Corp. have announced the establishment of a \$300,000 scholarship program to benefit students in WSSU's School of Business and Economics, beginning with the 2002-2003 academic year.

The Wachovia Scholars Program will provide scholarship support for top students in WSSU's School of Business and Economics. These students also will be participating in the university's Honors Program, Student Leadership Development Program, and its Lyceum and Distinguished Lecture Series.

"This is an outstanding example of the positive long-term relationship Winston-Salem State University has historically had with Wachovia," said Chancellor Harold L. Martin Sr. "It is also recognition of the school's achievement in receiving the prestigious AACSB International - Association to Advance Collegiate Schools of Business accreditation, one of a select few undergraduate programs to hold this distinction."

Richard E. Shore Jr., Wachovia Forsyth County executive and senior vice president, said, "Wachovia is proud to support the university's School of Business and Economics, and we believe this scholarship program will benefit not only the local business community, but the entire region. Our involvement is a great indication of the confidence we have in Chancellor Martin and the team of senior educators he has put together."

Dr. Arthur King, dean of the School of Business and Economics, said, "This program will play a significant role in the university's goal of producing well-trained future business leaders for the region. We look forward to expanding relationships with our corporate partners as the university pursues the goal of offering students the highest quality academic programs possible."

Wachovia also sponsors its Wachovia Excellence in Teaching Award, given each year to a deserving member of the WSSU faculty.

YMCA of Greater Winston-Salem elects new officers and directors

The YMCA of Greater Winston-Salem elected new officers and directors at its recent annual meeting. Comprised of 11 branches, including YMCA Camp Hanes and Community Outreach Services (COS), the association has 40,000 members and facilities and programs in five counties: Forsyth, Stokes, Davie, Yadkin and Wilkes. Board members include representatives from each branch's board of managers, as well as at-large members:

- Chief volunteer officer, chair of the board of directors: Jean Davis, senior executive vice president of Wachovia Bank.

- Vice chairs: Dave Plyler, Chuck Whitman, David Hjnton, Colon Moore.

- Branch representatives: Robert Nolan, Andy Carmen, Mike McCoy, Karl Lambert, Ron Mobley, Harold Simcox, Mark Johnson, Rod Guthrie, Jeff Gray, Michael Soggs, Jerry Carlton.

- At-large members: Evelyn Acree, Barry Amburn, Pam Angle, David Barnes, Randy Britton, Susan Clapp, Ed Crowder, Tom Dunn, John Gist, Denise Hartsfield, Anne Hennis, Thomas Ingram, Debbie Marshall, Ched Neal, Fred Price, Jim Schenck, Gus Solis, Todd Swofford, Greg Thornton, Mary Turner, Robert Whaling, Ron Willard, John Willingham, Linda Woltz.

Ex-Detroit mayor nominated to ABA

DETROIT (AP) - Former Detroit Mayor Dennis Archer has been nominated for the presidency of the American Bar Association.

If elected, Archer - the only nominated candidate - would become the ABA's first black president, the Detroit Free Press reported.

The association's House of Delegates is to vote on the nomination in August. He would serve one year as president-elect before assuming the top job in August 2003.

Archer has said the presidency of the 400,000-member national legal organization likely would be his last sought-after office.

"Since Sept. 11, lawyers and the rule of law have become increasingly important to policy discussions both at home and abroad," Archer said. "I am proud to be a lawyer at this challenging time, and proud to be the first person of color to be in line to assume the highest office in the association."

Archer was nominated on Monday. After leaving office Dec. 31, Archer became chairman of the Detroit law firm of Dickinson Wright. He also serves on the board of directors of Compuware Corp. and Covisint LLC.

A graduate of what is now known as Michigan State University Detroit College of Law, Archer was a trial lawyer and associate professor of law at his alma mater and adjunct professor at the Wayne State University Law School.

In 1985, he was appointed to the Michigan Supreme Court and later elected to an eight-year term. He was elected mayor of Detroit in 1993 and 1997.

GRRREAT!!

Joyner, Kellogg's to host fund-raising galas for HBCUs

SPECIAL TO THE CHRONICLE

DALLAS - Tom Joyner announced last week the next stage of his plan to increase support for historically black colleges and universities around the country - fund-raising galas. These events, featuring Joyner as keynote speaker and sponsored by Kellogg's Corporate Citizenship Fund, will take place at 11 schools across the country this year.

"The Tom Joyner Foundation is working to help students stay in school, though we also

want to make sure that the schools themselves have the resources to stay competitive," Joyner said. "I hope this new venture with the schools will help energize the local communities to provide much-needed support."

To launch the program, Tom Joyner Enterprises sent a letter to historically black colleges and universities across the country, offering to help the schools organize fund-raising galas featuring Joyner. Kellogg's has committed \$110,000



See Joyner on A9 Tom Joyner passes out bags of food at a charity event.

Report: Minorities turning backs on business

SPECIAL TO THE CHRONICLE

WASHINGTON - Despite a robust economy and greater emphasis on business diversity in the 1990s, African-American, Hispanic and Native-American undergraduate students "walked away in droves" from earning a business degree in that decade, a new analysis of government statistics shows.

The findings are outlined in "The Pipeline Report: The status of minority participation in business education," released recently by the Diversity Pipeline Alliance, a coalition of organizations working to attract more minorities to business careers.

Voicing concern over the decline, the Diversity Pipeline Alliance warned that a stepped-up effort is needed to draw more minority undergraduates into studying business. Without it, they said, the future impact on corporate diversity will be devastating.

Looking at the most recent data available, the report found that:

- In 1989, more than a quarter - 26 percent - of bachelor's degrees earned by African Americans were in business. By 1998 the number had dropped to 21 percent.

- In 1989, 23 percent of bachelor's degrees earned by Hispanics were in business. In 1998 that had declined to 19 percent.

- The same decline occurred for the same period among Native Americans, with the percentage falling from 21 percent to 16 percent.

- Underscoring the dramatic falloff in minority undergraduates studying business, from 1989-1998 the number of busi-



People of color are finding work in professions other than business these days according to findings in a new report.

ness degrees awarded to African Americans increased 37 percent - while degrees awarded in biology/life sciences soared 140 percent, health professions jumped 82 percent, and education increased 81 percent.

"Back in the 1990s, business was booming, CEOs were magazine-cover celebrities, and corporations were getting increasingly serious about diversity," said Nicole Chestang, executive vice president and secretary of the Graduate Management Admission Council. (R) (GMAC), lead sponsor of the Diversity Pipeline Alliance. "Minority undergraduates should have been flocking to study business, but they

weren't. If corporate America is to have the educated, diverse work force it needs, we need to understand why its message isn't getting through to minority students. And we need to do something about it."

It urges corporations to continue investing resources in minority business education efforts, even in difficult economic times. "Because of far-reaching demographic and economic trends that override short-term factors such as the current recession, this next generation will be needed desperately over the long term - by the very same employers that are now laying off workers," the report states.

Target hit by EEOC lawsuit

THE ASSOCIATED PRESS

MILWAUKEE - The federal government has filed a lawsuit against Target Corp., accusing the Minnesota company of discrimination against black applicants for management jobs in Milwaukee, Madison and Waukesha.

The U.S. Equal Employment Opportunity Commission filed the lawsuit Friday in U.S. District Court in Milwaukee against the Minneapolis-based retailer.

Dennis McBride, an EEOC attorney, said there seemed to be a pattern of refusing qualified black applicants for entry-level management jobs with the company.

The EEOC seeks damages on behalf of three recent college graduates mentioned in the lawsuit who filed charges with the commission, as well as other black applicants for such jobs since Jan. 1, 2000.

On Saturday, Target spokesman Douglas Kline said company officials learned about the lawsuit late Friday and had not had a chance to review it. Kline said it's company policy not to comment on pending litigation.

The EEOC decided a lawsuit was warranted after conducting an investigation of three separate complaints from Milwaukee residents and attempting to settle with Target, McBride said.

Two Marquette University graduates, Kalisha White and Ralpheal Edgeston, and Keith Stanley, an Alabama State University graduate, filed the complaints.

According to the lawsuit, White applied for a job with Target, and after calling to set up an interview as told, never received a call back.

She later submitted her resume under the name "Sarah

See Target on A9

Emmy winner takes over BET news

Move comes as network prepares to move into CBS studios

SPECIAL TO THE CHRONICLE

WASHINGTON - Will J. Wright has been named executive producer for "BET Nightly News," it was announced last week. Wright will be responsible for "BET Nightly News," the flagship weekday evening news program of the BET Network anchored by Jacque Reid. Beginning Feb. 25, the program - including its studio, primary newsroom and staff - will be headquartered in the CBS Broadcast Center in New York.

"This is a continuation of the infusion of talent and production resources first announced last summer as part of our partnership with CBS News," Moore said. "Will's experience and award-winning news production expertise will mesh very well with the talented and dedicated team of news professionals already guiding 'BET Nightly News,' still the only newscast on television covering news from an African-American perspective."

Wright had been news director of WWOR-TV in New York since 1992, overseeing all facets of the station's news operation. Under his leadership, WWOR-TV News not only won numerous industry honors, including the Edward R. Murrow Award for

Overall Excellence and three Emmy Awards for Best News Operation, but won the highly competitive 10 p.m. news battle in New York, the nation's largest market.

"We are incredibly fortunate to have an executive with the experience Will has in many competitive local markets," John Frazee said. "Will has successfully built news departments from the ground up and is a respected industry leader. He will bring the resources of CBS News and the BET News teams together to produce an important, must-see news program for African Americans. His skills and expertise and our combined worldwide resources will enable 'BET Nightly News'

See BET on A9



Will J. Wright