

Seminar

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the School of Business and Economics' professional development initiative to introduce students to the skills and attitudes they will need to develop while in college to successfully prepare for a career in today's dynamic economy.

Burke, a retired educator and guidance counselor with the Winston-Salem/Forsyth County School System, has a longtime association with WSSU. She has served as a Winston-Salem City Council member since 1977. She was the first female and African-American to serve as chairman of the council's Public Safety Committee. She currently serves as mayor pro tempore and on the Finance Committee.



Jones

Hayes-Calvert, a single mother of three, broke into the construction work business with just \$200 in 1986, where "the good ol' boys" controlled the market. Since those early days, she has made great strides to become a major player. In 2005, S&L Painting and Decorating was awarded its largest contract, more than \$1 million to paint the new Dell manufacturing facility.

S&L Painting and Decorating is at the same time maintaining its contracts with Winston-Salem State University, University of North Carolina-Chapel Hill, N.C. A&T State University, High Point University, University of North Carolina-Greensboro, and N.C. School of the Arts.

Sandra Miller Jones, a native of Winston-Salem, is founder and chairman of Segmented Marketing Services Inc. (SMSI) and publisher of Urban Call. She was one of the first African-American women to receive a Master of Business Administration degree from Northwestern University's Kellogg School of Business. She became the first African-American woman manager at Quaker Oats Co.

She managed several of

Williams

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return these funds to the treasury."

Kennedy added: "The taxpayer-funded propaganda campaign coming from the White House is another sign of the culture of corruption that pervades the White House and Republican leadership."

The PR effort unfolded

before Spellings took the helm of the department early this year. Her spokeswoman, Susan Aspey, said,



Spellings

"Under Secretary Spellings' leadership, stringent processes have been instituted to ensure these types of missteps don't happen again."

"We've said for the past six months that this was stupid, wrong and ill-advised," Aspey said. "There's nothing in today's action that changes our opinion."

At issue was a \$240,000 contract to have Williams, who is black, inform minorities about Bush's law by producing ads with then-Education Secretary Rod Paige. Williams also was to provide media time to Paige and to persuade other blacks in the media to talk about the law.

Nancie McPhail, Williams' chief of staff, said Friday he would have no comment until he had a chance to review the GAO findings. Williams previously has apologized and said that he "exercised poor judgment."

The GAO also looked at a broader Education Department contract with Ketchum, a public relations firm, to publicize the Bush education agenda. This effort included production of a "video news release" promoting the education law that looked and sounded like a news story.

At least one television station in New York used the package in 2003, substituting its own reporter for the voiceover but followed the script and video the department provided.

Quaker Oats' major franchises, including the \$100 million-plus Quaker Oatmeal business. In addition to her corporate successes, Jones used her talents during that time to help start a business initiative for the League of Black Women in Chicago, to help found the National Black MBA Association and the Chicago Minority Purchasing Council, to increase female involvement in the National Association of Market Developers, and to assist numerous women in their business startup efforts.

Dana Suggs is the owner of Body and Soul, a cultural boutique and art gallery located on Trade Street in the heart of the arts district in downtown Winston-Salem. Originally from New York, Suggs has a background in advertising and helped to develop award-winning advertising strategies for such Fortune 500 companies as McDonald's, General Foods and Anheuser-Busch.

She created a line of Kwanzaa ornaments that have sold nationally in major department stores such as Sears; Bed Bath & Beyond; Kmart; and Walgreens. The product was featured on the "Oprah Winfrey Show" and many trade and lifestyle magazines.

Theldora Small Williams co-founded TES Engraving & Sign Co. in 1995. TES produces Americans with Disabilities Act (ADA) compliant signage, nameplates, interior and exterior signage, name badges, and custom acrylic awards for businesses nationwide. Major clients include American Express, Blue-Cross/BlueShield, BB&T, Bank of the Carolina, Business Control Systems, Southeast Region NAACP, and AF Bank. Her company currently employs seven people.

She and her business have been the recipient of numerous awards and honors, including: 2001 Supplier of the Year, Carolinas Minority Supplier Development Councils Inc.; Triad Minority Council Award; and, Blue-Cross/BlueShield World Class Supplier Award.

Gallery named after longtime supporter

CHRONICLE STAFF REPORT

Since the Delta Arts Center's humble beginnings in the early 1970s, Simona Atkins Allen has been intimately tied to the trail-blazing center. She knows everything about it, from top to bottom. So her friends and fellow Delta Arts colleagues had a huge task on their hands over the past several months as they mounted a secret campaign to name the center's gallery in Allen's honor.

They pulled it off, though. Allen was let in the loop Saturday evening during an unveiling ceremony at the Delta Arts Center on New Walkertown Road. Dozens of Allen's friends, sorors and family members gathered at the center around 6. Dr. Harvey Allen Sr., Simona Allen's husband of many years, was instructed to not bring Allen to the center until around 6:30. By that time, the 4,763-square-foot gallery had been turned into a swank banquet hall complete with piano and podium.

Allen arrived to cheers and applause. Part of the program was dedicated to recalling Allen's longtime support of the center, which broke new ground in 1972 when local members of Delta Sigma Theta opened it. To this day, there are still few art galleries that have been opened and operated by black women.

Allen has been involved with the center from the beginning. She served as president of the



Photos by Kevin Walker

Simona Allen (center) was surrounded by family and friends Saturday evening.

center's board for many years. Friends say she has held some position on the board ever since the start of gallery. Allen was instrumental in helping Delta Arts raise enough funds to move from its former location on Third Street to the new space on New Walkertown. The new building is much larger and has already

been well received by the community since it opened earlier this year.

Allen has also worked to build the gallery's endowment. In fact, she had been working to recruit donors for the endowment, selling the idea of naming the gallery after other people. Dianne Caesar, the executive

director of the center, and others worked secretly to secure donors to name the gallery for Allen. In all, more than a dozen people gave more than \$15,000, which will be added to the center's endowment.

"She is such a modest person, that the only way we could do this was secretly," Caesar said.

The arts have always been important to Allen. She is a graduate of Fisk University and Oberlin College Conservatory of Music. She gave private piano lessons for years and also taught music at Fisk. She has also served on the boards of local arts organizations, such as the Arts Council and the Winston-Salem Symphony.

The apex of the program was the moment that a black veil was pulled away from a gallery wall to reveal the words "Simona Atkins Allen Gallery." Allen watched the unveiling from the back of the crowd before her friends and family members insisted that she stand in front of the wall bearing her name. Allen looked up at the letters of her name and smiled and posed for pictures.



Simona Allen is congratulated by Louise Smith, another longtime supporter of the Delta Arts Center.

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