

# BUSINESS FOCUS

## Briefs

### Panera Pink Ribbon Bagel to benefit breast cancer foundation

In honor of National Breast Cancer Awareness Month, Panera Bread bakery-cafes throughout the Piedmont Triad will offer a special, limited-time-only Pink Ribbon Bagel. For each Pink Ribbon Bagel sold during October at participating Panera Bread bakery-cafes in Burlington, Greensboro, Kernersville, High Point, and Winston-Salem, Panera Bread will donate 25 cents to the Piedmont Triad affiliate of the Susan G. Komen Foundation.

The pink ribbon has become widely identified with support of breast cancer research, largely due to the outstanding work of the Susan G. Komen Foundation. Panera Bread's pink ribbon bagels, baked fresh each day in all area Panera Bread bakery-cafes, feature cherry chips and real bits of Bing cherries and cranberries.

"Panera Bread is committed to serving the members of the local community, many of whom have had their lives touched by breast cancer," said John Bartlett, co-owner of Show Me Bread Inc., which owns the Panera Bread franchise territory that includes the Piedmont Triad. "We are honored to support the Komen Foundation in its search for a cure."

### Martin elected to board of Presbyterian foundation

Steve Martin, a principal in the Winston-Salem-based consulting organization Martin-Frankel Associates, has been elected chair of the board of trustees of the Presbyterian Church Foundation.

With assets of more than \$1.6 billion, the Presbyterian Church Foundation is one of the largest religious foundations in the United States. Founded 206 years ago in 1799, the Presbyterian Church Foundation raises money and manages those funds to serve the mission of the entire denomination. Its purpose is to strengthen congregations, presbyteries, synods, the denominations' General Assembly, seminaries, colleges and universities, retirement communities, and other agencies of the church by developing gifts and managing funds on their behalf.



Martin

Martin began his varied career as an ordained Presbyterian minister, a designation he still holds. He received a B.A. degree from Rhodes College and graduate degrees from Union Theological Seminary in Virginia and Louisiana State University.

Martin-Frankel Associates provides an array of services with special emphasis on strengthening business leadership and enhancing performance by promoting behavioral changes in individuals, teams, and organizational cultures.

### BBB issues warning about 'student' fund-raisers

The Better Business Bureau of Northwest North Carolina is issuing a warning relating to the misleading sales practices of a company called Ultimate Power Sales, also known as United Family Circulation.

The agency has received calls from area residents who have relayed the following similar experience historically typical of this group's sales pitch and business practices:

Young adults are going door to door in neighborhoods representing themselves as neighbors, recent graduates of local high schools (such as Mt. Tabor High School in Winston-Salem) and current students of area colleges and universities (such as Wake Forest University). Their pitch varies slightly but typically includes reference to raising funds for athletics related to a school (such as the Wake Forest baseball and soccer teams) or fund-raising for a local charity or children's hospital (such as Brenner Children's Hospital).

The companies involved, Ultimate Power Sales, United Family Circulation, and Xtreme Marketing, are based out of Georgia and have histories of a continual pattern of complaints concerning sales representatives masquerading as neighbors and students trying to earn money for school-related trips, local children's hospitals, a Boys or Girls Club, sports team, school or recreation center. In many cases, those soliciting have claimed your "donation" was tax deductible. They are not.

### New Fire Mountain opens

The new Fire Mountain, which is owned by Ryan's Restaurant Group Inc., opened yesterday at 333 Summit Square Court in Hanesville Shopping Center, across from the Wal-Mart on Hanes Mill Road. The eatery held a "Trial Run Dinner" fund-raising event Tuesday to raise money for the local chapter of the American Red Cross.

"We're pleased to have selected the American Red Cross as the beneficiary of our Trial Run Dinner," said Fire Mountain's operating partner, Robert Manville. "They provide help in many ways to all of us when the need arises - as they have proven time and time again in disastrous situations."

Fire Mountain is a casual, family-style restaurant featuring open display cooking. Mountain Grill masters prepare fresh steaks, chicken, pork, fish and specialty items daily on an open grill, along with fresh-baked pizzas, rotisserie chicken and Chinese stir-fry dishes.

This Winston Salem location is among the first to roll out a full traditional breakfast buffet.

## Businessman wins discrimination suit

He claims mall did not want black businesses

BY ARNE WILLIAMS  
ARIZONA INFORMANT

PHOENIX (NNPA) - Nicholas Alozie, a Nigerian-born professor who claimed he was discriminated against and forced to close his African-artifacts store in Arizona Mills won \$100,000 in punitive damages in a lawsuit filed in U.S. District Court.

An all-white jury recently sided with Alozie in his discrimination suit against Arizona Mills and its corporate owner, Mills Corp., but failed to agree with his second claim - that he was forced to close the store. Jurors did not award him for lost income or emotional distress.

"It was racism all the way," Alozie said of the mall's behavior toward him. There was no award for damages to my civil rights.

The jury agreed that I was discriminated against but allowed them (Mills Corp.) to get off easy by not awarding compensatory damages for my lost revenue and emotional distress."

Alozie heads the social and behavioral studies department at Arizona State University's Polytechnic campus. He believes the lack of blacks and other minorities on the jury explains the results.

"This explains how a black man can win a lawsuit of this level and not be made whole by getting enough money to recover what was taken from him through discrimination," said Alozie. He is also concerned about the message the case sends to other corporations. "The award is less than the

See Suit on A9



Nicholas Alozie stands near one of his artifacts.

Arizona Informant Photo



Bennett College Photo

Former President Clinton is joined at the gala by (left to right) Robin Gray, O'LaVelle Bond Diversity Scholar; Latisha Wright, Miss Bennett College; Tianna Johnson, Student Government Association president; Dr. Johnetta B. Cole, president of Bennett College; and Sharrelle Barber, who presented Clinton with gifts from the college.

## School's endowment swells after gala

SPECIAL TO THE CHRONICLE

GREENSBORO - Bennett College received a significant boost to its \$50 million "Revitalizing Bennett Campaign" at its benefit gala on Sept. 21. The gala featured former President Bill Clinton and former U.S. Sen. Bob Dole.

The audience of more than 700 included Bennett students, alumnae, faculty/staff persons, local and state political figures, and supporters of the small historically black women's college.

In addition to the more than \$700,000 raised by the event itself, Food Lion LLC announced

its donation of \$1.5 million over the next three years to the college.

Johnetta Cole, president of Bennett College, mediated a conversation between Clinton and Dole that addressed such wide-ranging issues as the significance of a black women's college to how to increase bipartisanship.

In addition to the conversation between Clinton and Dole, the audience enjoyed "a special reading" from Maya Angelou, prolific poet and professor; greetings from Shirley Ann Jackson, president of Rensselaer Polytechnic Institute; and Michael Lomax, president of the United Negro College Fund, encouraged the

audience to support all Katrina victims. He was joined on stage by four displaced students from Dillard and Xavier who are now students at Bennett.

The purpose of the gala was to move the college closer to reaching its \$50 million fund-raising goal. Thus far, the campaign, with Bob Dole and Dr. Angelou as its honorary co-chairs, has raised \$25 million. The money for the "Revitalizing Bennett Campaign" will be used to support student scholarships, enhance faculty recruitment and development, enhance programming, and improve the physical plant.

Dole views his role in the

campaign as a way to "help somebody up the ladder," the way that he was helped by benefits to World War II veterans.

Clinton added that "if women, African-Americans, and Hispanics went into the sciences at the same rate as white men, there would be no lag in this area between the United States and other nations."

Dr. Cole added, "Bennett is a small college with a mighty mission...a mission to fully educate women who will learn to understand themselves and their world better and affirm their responsibility to help to make this a far better world."



Mayor Pro Tempore Vivian Burke will moderate a seminar later this month at Winston-Salem State University.

## Business careers seminar planned

SPECIAL TO THE CHRONICLE

Winston-Salem's mayor pro tempore and local businesswomen will participate in a seminar that focuses on women and their impact on the business community as entrepreneurs at Winston-Salem State University's R.J. Reynolds Business Center in room 136 a 10 a.m. and 6 p.m. on Monday, Oct. 17.



Suggs

The 2005 Business Careers Awareness Seminar, titled "Women Entrepreneurs: Mining GOLD (Goals, Ownership, Leadership, Dreams)," will be moderated by Dr. Vivian H. Burke, Winston-Salem mayor pro tempore and

scholarship benefactor. She will be joined by business owners Lida Hayes Calvert of S&L Painting and Decorating; Sandra Miller Jones of Segmented Marketing Services Inc.; Dana Suggs of Body & Soul; and Theldora Small Williams of TES Engraving and Sign Co., who will be guest panelists.

The panelists will share their insights on the desirable characteristics aspiring business owners should develop, offer advice, and provide answers to questions concerning business ownership.

The Business Careers Awareness Seminar is part of

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