

# BUSINESS FOCUS

## Briefs

### Accounting career fair Nov. 11

Piedmont Triad area students and others interested in accounting careers in both the private and public sectors are invited to attend the Accounting Career Fair at Winston-Salem State University on Friday, Nov. 11, from 1 until 4 p.m. at the R.J. Reynolds Business Center.

The Accounting Career Fair is sponsored by Ajilon Finance Accounting & Financial Staffing Specialists, WSSU and the National Association of Black Accountants Inc. (NABA).

Sophomore, junior, and senior accounting majors and minors from colleges and universities throughout the Piedmont Triad are encouraged to attend the fair, as well as graduate students and students enrolled in Evening and Weekend College and community college accounting programs.

More than 20 small to mid-sized public accounting firms from across the country are expected to participate in the career fair. The fair format will include seminars, career counseling and interviews with prospective employers.

### Salem to raise millions

Salem Academy and College officials have set a steep goal for its capital campaign so that the school will have the financial wherewithal to improve its facilities, strengthen its academic might and better cushion its endowment.

Officials announced last week the kickoff of the public phase of the \$75 million campaign.

"Salem has enjoyed years of financial stability and steady growth. Now we move this historic institution to new heights," said Julianne Still Thrift, the president of Salem College, the nation's oldest college for women. Thrift also heads the academy, a day and boarding school for girls in grades 9-12.

Thrift recently announced that she will retire from Salem after leading the school for 15 years. On her watch, the school's endowment has tripled. The capital campaign is expected to add at least \$15 million to the endowment.

The campaign sets out to raise more money than Salem has ever tried to generate before. The campaign is already off to a great start, officials said. About \$45 million of the goal has already been raised. The public phase will continue through July 1, 2007.

One of the main objectives of the campaign is to improve Salem's ability to recruit and retain quality high school and college students. Other goals include the renovation of residence halls, academic and athletic facilities and the Fine Arts Center; enhancements to Salem's unique academic programs; and funding for additional faculty positions, scholarships and visiting artists.

"Having raised \$45 million is in itself a momentous occasion for Salem Academy and College, but increasing our goal to \$75 million is a bold step forward," said Board of Trustees Chair Mary Davis Holt.

### Cracker Barrel, 100 Black Men start program for young people

ATLANTA - Cracker Barrel Old Country Store Inc. and 100 Black Men of America Inc. are partnering to launch "Table Talk" - a new program that teaches young people the value of goal-setting, job preparation and leadership skills for the real world.

Beginning this month, Table Talk is a signature leadership development program Cracker Barrel Old Country Store created in cooperation with the 100 Black Men of America ("100") as a component of its corporate partnership. Table Talk is designed to teach high school sophomores and juniors who are involved with the 100 how to achieve academic and career success.

The program's curriculum includes setting goals, creating personal values and vision, preparing for job interviews, and cultivating leadership skills. The program's unique approach prepares college or job-bound young people for the real world.

"The Table Talk program shows how two leading organizations can make a difference by working together to build on a shared commitment," said Albert E. Dotson, chairman, 100 Black Men of America Inc. "Cracker Barrel went well beyond the typical check writing; they became actively involved."

Table Talk will be offered in five cities: Atlanta, Cleveland, Nashville, St. Louis and Washington, D.C. Students, selected by 100 chapter leaders, will attend the 16-hour, four-module program between November 2005 and May 2006.

### Perot to keynote NCSU forum

Texas billionaire and former U.S. presidential candidate H. Ross Perot will headline the fourth annual General Henry Hugh Shelton Leadership Forum, scheduled for Friday, Nov. 11, from 8:45 a.m. to 3 p.m. at the Jane S. McKimmon Conference and Training Center on the N.C. State University campus.

The forum, titled "Leadership That Leaves a Legacy," will also include the forum's namesake, retired Army Gen. Hugh Shelton, and Dr. John C. Maxwell, best-selling author and founder of Maximum Impact and INJOY Stewardship Services.

Perot will give the forum's opening message at 8:45 a.m., and Maxwell will present the keynote address - titled "Achieving the Legacy You Want to Leave" - at 1:45 p.m. The event will also include a concurrent breakout session and a luncheon.

The cost of the forum is \$159, and preregistration is strongly encouraged. For more information or to register, visit [www.ncsu.edu/sheltonleadership](http://www.ncsu.edu/sheltonleadership), or call (919) 515-2261.

## Black philanthropy sessions to begin

SPECIAL TO THE CHRONICLE

The Black Philanthropy Initiative of The Winston-Salem Foundation will present a three-speaker series this month featuring legends and leaders in the field of black philanthropy. Members of the public are to listen, learn, and challenge their own perspectives of philanthropy through these informative sessions.

The Black Philanthropy Initiative was created to celebrate the traditions of sharing in the African-American community and to expand the models of charitable giving through education and engagement. This initiative is led by a group of African-American volunteers who understand the impact that giving has made in the development of our community.

The series will be made up of the following presentations:

• **Emmett D. Carson** on "The State of Black Philanthropy: Our Past, Present, and Future" at the Delta Arts Center tomorrow (Nov. 4) at noon. Carson is president and CEO of the Minneapolis Foundation,



Carson



Jackson



Joseph

one of the largest, oldest, and most complex community foundations in the country.

Carson came to the foundation from the Ford Foundation in New York. He also served as project director of the Study on Black Philanthropy at the Joint Center for Political

and Economic Studies in Washington, D.C., where he designed and directed the first national study of the

charitable giving and volunteer behavior of black and white Americans.

In 1998, Carson was named one of the top 50 most powerful and influential people in the nonprofit sector by The Nonprofit Times.

• **Rodney M. Jackson** on "From Tsunami to the Gulf: Black Philanthropy and Its Response to Recent Tragedies" at the Delta Arts Center on Nov. 8 at noon. Jackson is the first president and CEO of The National Center for Black Philanthropy Inc.,

founded in Washington, D.C., in November 1999. He was founder and director of the national Conferences on Black Philanthropy - held biennially since March 1997.

Jackson's professional career spans more than 30 years in the field of human services, higher education, and health care. As a director of development for more than 10 years, Jackson worked for the Communications Consortium Media Center in Washington, D.C. Before that, he was director of development at The African-American Institute in New York City and the Judge Baker Children's Center, an affiliate of Harvard Medical School in Boston.

• **Ambassador James Joseph**

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## Golden State Mutual vows to continue to serve community

CHRONICLE STAFF REPORT

Thirty years ago, there were more than 60 life insurance companies serving mostly African-Americans. Today, according to the president of Golden State Mutual Life Insurance Co., Larkin Teasley, "there are less than 10 and dropping."

Teasley was in town this week to shore up the company's regional agency, which is headed by Corinthian Fields. Teasley pointed to the fact that his company, although founded some 80 years ago, just a few years before the Great Depression, has continuously provided insurance coverage

for African-Americans when none of the mainstream companies would. "That has always been our commitment," Teasley reiterated. "We want to not only provide our community with the financial products to insure their futures, but we also provide a dignified place for our community to find careers."

As part of the company's 80-year celebration, Teasley pointed out that Golden State is "stronger financially today than it has ever been."

"Few companies have exceeded 80 years of being in business," he said. "Golden State Mutual is the only one who has not sold off any of its businesses or closed down offices." In fact, he continued, "We have issued more than 250,000 policies to families where that policy has been their only source of income to provide for life's major events." Those events, he said, are college educa-



Teasley



Golden State's Medora Chetlin has a laugh with Robert Norris and Tom Trollinger earlier this week.

tion, major disability, retirement and debt.

Golden State also announced the appointment of Medora Chetlin as vice president and agency director. She is the first female to hold that position.

"We must continue to grow," she said. "We need clear and defined directions as we reaffirm

our commitment to our organization and to the people we serve."

Chetlin cited four reasons or steps for success: "a strong belief in the company and its products; a willingness to learn and grow; having a burning desire to serve others; and persistence."

You must keep on keeping on, she concluded.

## Freddie Mac, Bennett to help evacuees

### College to set up Family Resource Center

SPECIAL TO THE CHRONICLE

GREENSBORO - Bennett College and Freddie Mac have announced that they are joining forces to help hundreds of families and students who are relocating to the Triad area because of hurricanes Katrina and Rita.

Freddie Mac, one of the nation's largest investors in residential mortgages, is donating \$150,000 to Bennett College to fund a new Family Resource Center and support a variety of post-relocation enrichment programs for several hundred storm-displaced families who relocated to the Greensboro area and whose lives were disrupted by the loss of homes, jobs, and schools.

"We are proud to team up with Bennett College to help these hurricane evacuees re-build their lives in Greensboro," said Dwight Robinson, senior vice president of community relations at Freddie Mac. "By working together, we hope to give them the information, support, and assistance they need to achieve a smooth transition in their new community."



Preston Lee (from left) of Freddie Mac; Megan Cotton of Dillard University; Cassandra Gaspard of Xavier University; Ashley Whitley of Xavier University; Dr. Johnetta Cole, president, Bennett College for Women; and Freddie Mac's Dwight P. Robinson.

Bennett has a long history of responding to crisis and has provided critical support to North Carolinians during the Civil Rights Movement, when they faced homelessness or when they reach out across state lines to help Americans affected by natural disasters such as Hurricane Katrina.

Bennett has already begun to enroll students from the New Orleans

area who were attending Dillard or Xavier universities when the hurricane struck. Thanks to Freddie Mac's donation, these students will be able to continue their educations at Bennett.

Other efforts supported by the Bennett College/Freddie Mac Hurricane Disaster Relief Initiative include:

• Student Transfer Program: To

## WS Prime opens

SPECIAL TO THE CHRONICLE

Officials of Noble Investment Group, which owns and manages the new Embassy Suites and Marriott and manages the Benton Convention Center, has announced the opening of WS Prime, the company's upscale Southern steakhouse. The eatery is located in the heart of the city's downtown in the Marriott.

"We are excited about bringing the acclaimed team of WS Prime to downtown Winston-Salem," said Tim Loughman, managing director of the Twin City Quarter.

"The combination of our award-winning culinary team, extensive wine list and vibrant atmosphere intend for WS Prime to be one of the region's best dining venues."

WS Prime serves only USDA prime beef, the highest quality and rarest cut of beef with less than 5 percent of all beef earning this grade, officials say. The restaurant will serve eight different cuts with a specialty offering of a 12-ounce bone-in filet mignon.

It also boasts a 150-bottle wine list, numerous wines by the glass and several specialty drinks that represent the flavor of Winston-Salem and can be enjoyed in WS Prime's expansive lounge and 40-foot bar.

WS Prime's renowned sommelier and wine consultant, Inez Ribustello, designed the wine list to be fun and friendly. "It is an extensive group of the best vineyards and wines, yet approachable for all tastes," said Ribustello.

The award winning culinary team is led by celebrated executive chef Steve Felenczak, from Miami, and sought-after chef de cuisine Sammy Aburas, whose successful operations include highly acclaimed restaurants such as Niko's and Horwath's.

There is more than steak on the menu. Other items include N.C. rock shrimp and large side dishes, such as sour cream red-skin garlic mashed potatoes, and desserts such as the warm apple crumb tart with caramel sauce are large enough to share and are creatively prepared by world-class pastry chefs.

WS Prime also offers a distinctive lunch menu that will appeal to business executives and casual diners alike. Two private dining rooms accommodating 20 guests each are available for small business meetings or receptions, and WS Prime offers complimentary valet parking.

For more information about WS Prime, visit [www.wsprimesteakhouse.com](http://www.wsprimesteakhouse.com)

See Bennett on A9