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# THE CHRONICLE

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**New Atkins connects to roots**

*Ceremony tomorrow will honor legends of original school*

BY LAYLA FARMER  
THE CHRONICLE

Simon G. Atkins Academic and Technology High School opened its doors in 2005, becoming one of the newest schools in the district. Its design is state of the art, its composition innovative - combining a school of



biotechnology, a school of pre-engineering and a school of technology all under one roof. But not everything about the school is new and modern. Its roots are steeped in a rich history of education.

Named for the original Atkins High School, which educated black students for more than 40 years on Cameron Avenue, the new institution strives to embody the same values that made its namesake great.

Atkins Academic and Technology will pay homage its predecessor during a program tomorrow (Sept. 22) where five campus facilities will be named for alumni and leaders of the original Atkins - people who worked to make Atkins High such a respected institution.

"They want to move the tradition over to this setting," Atkins Academic and Technology Executive Principal Dan Piggott said of alumni of the original Atkins, who spearheaded the renaming of the facilities. "They want this to be a continuation here of what was going on there, a resurrection if you will."

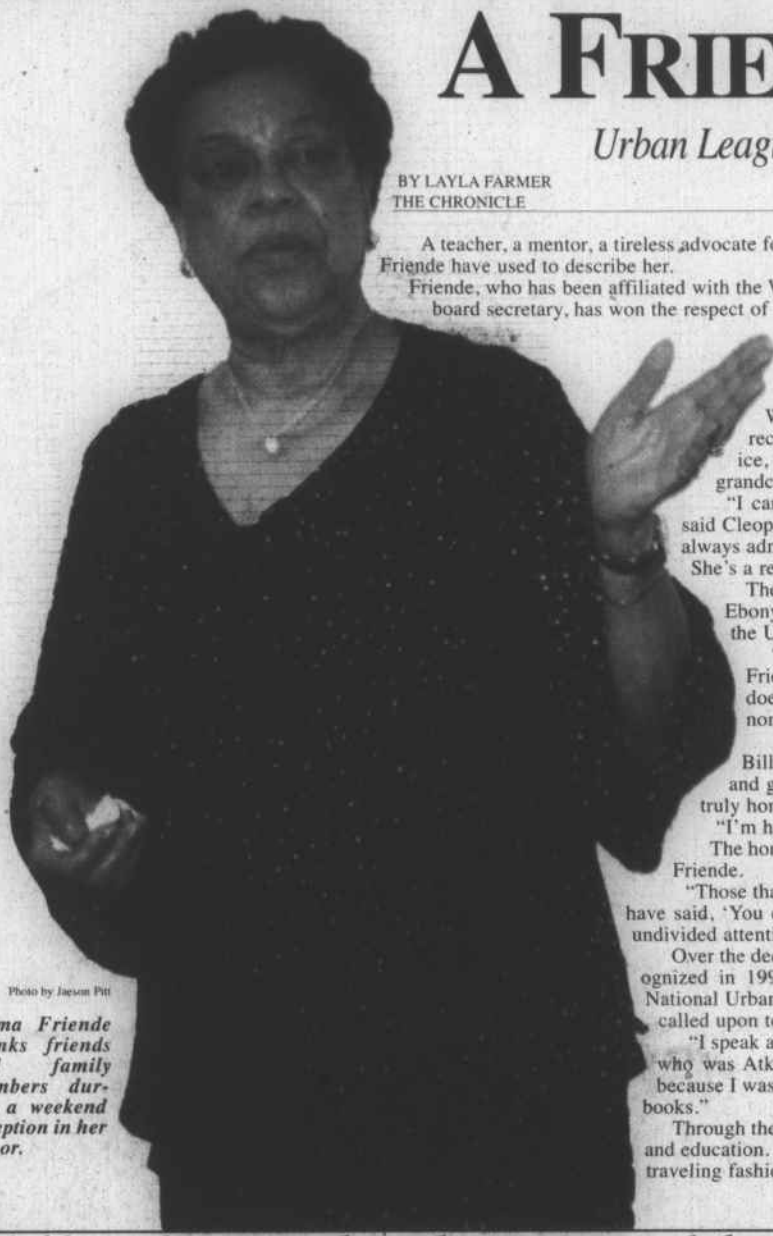
The media center will be renamed for John A. Carter, Atkins' first principal. The auditorium will bear the name of Togo West Sr., who founded a guidance counseling program at Atkins and worked there for 37

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## A FRIENDE INDEED

*Urban League honors longtime volunteer*

BY LAYLA FARMER  
THE CHRONICLE



A teacher, a mentor, a tireless advocate for education and youth - these are the words that those who know Velma Friende have used to describe her. Friende, who has been affiliated with the Winston-Salem Urban League for nearly 50 years and currently serves as board secretary, has won the respect of her colleagues and peers alike for her uncompromising dedication to the Urban League.

On Sunday, the Urban League showed its appreciation to Friende for all her hard work by naming the Ebony Fashion Fair scholarship in her honor. Friende was feted by former Urban League Executive Director D Wylie and Keith Grandberry, the current executive director, at a festive reception. Dozens of others were on hand to applaud Friende for her service, including her son Billy Friende Jr., a well-known local attorney, and her grandchildren. The event also served as a birthday celebration for Friende.

"I cannot say enough about her dedication to young people and education," said Cleopatra Solomon, vice president of programs for the Urban League. "I have always admired her and always looked to her as an unofficial role model or mentor. She's a real special lady."

The scholarship is awarded to one lucky high school student at the annual Ebony Fashion Fair show, which is slated for next month and is sponsored by the Urban League Guild.

"I'm elated," Solomon said, describing her feelings about the Velma Friende Scholarship. "I think no one else should have that honor before she does because of her commitment to the Urban League. You talk about a phenomenal woman - she's that. She's really that."

Friende - like her late husband, former Paisley High School principal, Billy De Leon Friende Sr. - devoted her life to education. She was a teacher and guidance director at Atkins High School for 35 years. Friende said she is truly honored by the recognition from the Urban League.

"I'm humbled that they saw fit to do that for me," she said.

The honor, however, comes as no surprise to those who have worked closely with Friende.

"Those that already know (that the scholarship is being named for me)... all of them have said, 'You certainly deserve it,'" she remarked. "I give it (the Urban League) my undivided attention."

Over the decades, Friende has done many things with the Urban League. She was recognized in 1996 for her many contributions to the organization as recipient of the National Urban League's Southern Regional Volunteer Services Award, and she is often called upon to speak about her work and experiences.

"I speak at a lot of the class reunions for Atkins High School," commented Friende, who was Atkins High School's valedictorian in 1944. "My students all know (me) because I was kind to them. I helped them in every way that I could, it wasn't just with books."

Through the Urban League, Friende has continued to work on behalf of young people and education. She is credited with bringing the Ebony Fashion Fair, the world's largest traveling fashion show, to Winston-Salem in 1957.

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## Philanthropy leader urges blacks to continue giving

BY TODD LUCK  
THE CHRONICLE

Emmett Carson, one of the nation's foremost black philanthropy advocates, spoke to an audience of about 180 listeners at Winston-Salem State University about the importance of giving back and investing in the black community.

"I want to suggest to you black philanthropy has everything to do with race," said Carson, who has published more than 75 works on philanthropy and social justice.

He is currently the president and CEO of the Minneapolis Foundation. He has been selected as leader of the new Silicon Valley Community Foundation. The California-based foundation is one of the largest in the nation, with assets of \$1.35 billion.

Carson defined black philanthropy as the giving of money, time, talent or services to a charitable cause, no matter how big or small the donation. He traced the roots of black philanthropy through history, noting that the conditions African-Americans



Emmett Carson speaks at Winston-Salem State.

lived in dictated what they could give. Even during slavery, he said, blacks helped one another, often in

secret. Carson reminded the audience that former slaves went on to form the first black churches and the first mutual aid societies in America by pooling their money and resources. He said they created a tradition of black philanthropy that continued through segregation and into the present day.

"It's not what somebody gave to us, it's what we have given ourselves as part of our tradition," Carson said.

He said the tradition of giving in the black community should not be forgotten. Carson acknowledged that times have changed. Today, some African-Americans are at the height of success, while others live in poverty. He said that many have misinterpreted what Dr. Martin Luther King Jr. said about judging a person by the content of their character instead of the color of their skin. Carson said that that doesn't mean African-Americans shouldn't share a sense of community and history.

"Are we African-Americans or Americanized Africans?" he asked.

The lecture was sponsored by the Winston-Salem

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## THE WEST-ENDERS

*Blacks stake their claim to historic community*

BY T. KEVIN WALKER  
THE CHRONICLE

in the West End - mainly along Broad, Burke, Green, Watkins and First streets.

Brown dreamt of holding a West End reunion for years. She was inspired to put her dream into action by annual reunions held by other local African-American communities. Past and current residents of Boston gather each August; Happy Hill residents reunite each year about the same time.

"I saw what these other communities were doing, and I said 'we are going to have one in the West End,'" Brown said.

Finding old neighbors was a bit of a challenge. Brown, like many of her neighbors, moved away from the West End 50 years ago. Marriage and a larger home on the other side of town were the reasons for Brown's

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Street names change. Houses and buildings become dilapidated. And time - along with urban sprawl - can even erase streams, trees and other gifts of Mother Nature.

Julia Brown is somewhat bothered by the reality that the West End she grew up in during the 1930s and '40s now only exists in her vivid memories.

"It is not like it used be," she said from beneath a picnic shelter in Granville Park, which did not exist in her West End.

There was a lot of talk Saturday about the changes in the old neighborhood during the first-ever reunion of African-Americans who grew up



Brown



Lucy Carter, standing, has a laugh with old friends and neighbors.

Photo by Kevin Walker



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