

# BUSINESS FOCUS

## Briefs

### Group says that Wal-Mart violates its workers' rights

**NEW YORK (AP)** — Wal-Mart's exploitation of weak U.S. labor laws interferes with workers' rights to organize and violates the human rights of its employees, according to a report by Human Rights Watch, an independent non-government organization.

In a 210-page report, Human Rights Watch said Wal-Mart uses an arsenal of sophisticated tactics — some of which it says are illegal — aimed at thwarting union organization and creating a climate of fear for its 1.3 million U.S. workers.

The Human Rights Watch study was based on interviews with 41 current and former Wal-Mart workers and managers, as well as labor lawyers and union organizers, between 2004 and early 2007. The organization also said it analyzed cases against Wal-Mart charging the company with violating U.S. labor and employment laws.

While Wal-Mart Stores Inc. is not alone in engaging in illegal anti-union tactics, the retailer "stands out for the extreme sophistication and aggressiveness of its anti-union strategies," said Carol Pier, senior researcher on labor rights and trade for Human Rights Watch and author of the report.

Wal-Mart was quick to dismiss the study's allegations as untrue and unsubstantiated.

"Wal-Mart provides an environment of open communications and gives our associates every opportunity to express their ideas, comments and concerns," said David Tovar, a spokesman at Wal-Mart, in a statement. "It is because of our efforts to foster such an environment that our associates have repeatedly rejected unionization attempts."

Human Rights Watch is using the report to call on Congress to pass the Employee Free Choice Act. The EFCA — which passed the U.S. House of Representatives in March and is now under consideration in the Senate — increases penalties for labor law violations.

### Urban League receives gift from Food Lion Foundation

The Winston-Salem Urban League Youth Leadership Institute has received \$25,000 from the Food Lion Charitable Foundation. The Urban League will use the gift to support the comprehensive Youth Leadership Development and Employment Program that provided leadership development training and summer employment for nearly 200 youth ages 14 to 16.

Keith Grandberry, President/CEO, Winston-Salem Urban League stated "the recently formed partnership with Food Lion Foundation will help the Urban League to provide valuable training and work experience for youth to develop into responsible and contributing young adults". Grandberry commended the foundation for its commitment to the community and investment in the future of our youth.

The Winston-Salem Urban League's Youth Leadership Institute is a year-round, comprehensive, innovative program created to equip youth with the skills to transition into adulthood and successful vocational and career advancement. The Youth Development Institute consists of five major components: Leadership Development, Financial Literacy, Life Skills Training, Educational Services and Youth Employment and Training.

### Engineering dean receives award

Dr. Joseph Monroe, dean of the College of Engineering at North Carolina Agricultural and Technical State University, was recently honored by the Department of Computer Science — Dwight Look College of Engineering at Texas A&M University. Monroe received the "Distinguished Former Student - Ph.D. 1972" award for his development and implementation of accredited computer science programs worldwide.

Monroe earned a doctor of philosophy in computer science from Texas A&M in 1972, the first African-American to earn such a degree. He later held a faculty position at the United States Air Force Academy, where he advanced through both the academic and the military ranks during 25 years of service. He went from instructor to full professor and from captain to colonel while in the academy.

In 1978, Monroe became the first African-American Permanent Professor at the United States Air Force Academy. He was a founding member of the first computer science honor society, Upsilon Pi Epsilon (UPE), the only national and international honor society in computer science.

Monroe received his B.S. degree in electrical engineering from N.C.A&T and his M.S. in computer science from Texas A&M.

### Clear Channel delays buyout vote

**SAN ANTONIO (AP)** — Clear Channel Communications Inc. on Monday delayed a vote on a proposed \$19.35 billion buyout of the radio and billboard company and said it was talking to the bidders about a revised offer.

The company had already received enough proxies to defeat the proposed buyout, which would require a two-thirds vote for approval. The shareholder meeting scheduled for Tuesday was postponed until May 22.

Clear Channel said its board was talking with private equity firms Bain Capital Partners LLC and Thomas H. Lee Partners LP about increasing the price to \$39.20 per share from \$39 and letting shareholders pick between getting paid in cash or stock of the new company, with current shareholders limited to a combined stake of 30 percent.

The Clear Channel board turned down a similar proposal last week, saying the changes would delay the vote by up to 90 days with no certainty it would be approved.

## Marketing trailblazer passes

Ed Boyd fought black stereotypes

THE ASSOCIATED PRESS

**LOS ANGELES** — Edward F. Boyd, a former Pepsi ad man who broke color barriers with one of the first corporate marketing campaigns to portray blacks in a positive light, has died. He was 92.

Boyd died April 30 in Los Angeles. Pepsi-Cola North America Dave DeCeeo said in a statement. There were no other details, but news reports said he died at Century City Doctors Hospital from stroke complications.

Boyd was working at the National Urban League in New York City in 1947 when Pepsi hired him and a team of educated black salesmen to help the company drive sales among blacks.

PepsiCo chairman Indra Nooyi said it was time to celebrate Boyd's "amazing life and journey."

"His groundbreaking history with Pepsi and the powerful, lasting impact that Ed made on

both our company and our nation speak for themselves," Nooyi said in a statement.

"When I reflect upon people who have made a profound difference on our company, Ed Boyd's name will be foremost among them. I believe his passion and tenacity are the embodiment of the very best of what PepsiCo strives to be every day," Nooyi continued.

As an assistant sales manager who led the group, Boyd created a marketing campaign that showed blacks as respectable, middle-class consumers.

One store display, for example, pictured a smiling mother holding a six-pack of Pepsi-Cola as her handsome, young son reached for a bottle. There also were series that profiled 20 black achievers and featured top students at black universities drinking Pepsi.

The promotions differed sharply from the insulting images of mammies and pickaninnies

See Boyd on A5



Edward F. Boyd



Mr. and Mrs. Russ Hobbs with Russell D. and Elfriede Hobbs, Russ Hobbs parents.

## WAKE ALUM GIVES \$1 MILLION TO ENTREPRENEUR PROGRAM

SPECIAL TO THE CHRONICLE

Russ Hobbs, entrepreneur and founder of Blue Ocean Software, has donated \$1 million to Wake Forest University for the Office for Entrepreneurship and the Liberal Arts (OELA). This is the first major endowment gift for the OELA.

Hobbs, a Tampa, Fla., resident and 1988 graduate of Wake Forest, established the Russell D. and Elfriede Hobbs Fund for Entrepreneurship and the Liberal Arts in honor of his parents. The fund will provide seed grants, internships and similar funds for undergraduate students who want to launch socially beneficial organizations, including charitable, educational, scientific and artistic enterprises. The gift will also fund major prizes for the most entrepreneurial ventures at Wake Forest each year.

"Wake Forest's innovative approach to entrepreneurial education is unique in that it extends

beyond the traditional definition of entrepreneurship to encompass scientific, intellectual, social and artistic value creation as well as economic. Combined with Wake Forest's strong liberal arts education and focus on its motto, Pro Humanitate, I feel this program is leading the way in educating a new generation of entrepreneurs for the 21st century," said Hobbs.

After graduating from Wake Forest with a bachelor's degree in philosophy, Hobbs began working in the information technology department of a large company. In 1990, he quit his job and started Blue Ocean Software with \$6,000 and a help desk and asset management product he developed called Track-It!

Within 10 years, the company became a leading developer of help desk, PC inventory and full-featured systems management solutions and the Track-It! product line was the most widely-installed help desk software in the world.

Blue Ocean Software was list-

ed as one of the fastest growing companies in the country for three consecutive years on Inc. magazine's Inc. 500 list. It was also named to Software Magazine's list of the top 500 largest software companies in the world. Hobbs sold Blue Ocean Software to Intuit in 2002 for \$177 million in a transaction that Forbes magazine listed as one of the top five venture-capital backed deals in the U.S. for 2002.

Wake Forest is considered a national leader in entrepreneurship education. In 2003, the university was selected as one of only eight universities nationwide to receive a matching grant (\$2.16 million) from the Ewing Marion Kauffman Foundation to fund programs in entrepreneurship in the liberal arts. The OELA was established in 2004 as one component of the grant and is led by Gatewood, who has been named one of the top 10 entrepreneurship center directors in the country according to Entrepreneur magazine.

## Schools will break ground on research complex

SPECIAL TO THE CHRONICLE

A vision that was conceived many years ago is finally coming into fruition as the partnership with North Carolina Agricultural and Technical State University and UNCG takes flight.

The groundbreaking and ribbon-cutting ceremony of the new Gateway University Research Park is set to take place in Greensboro on Wednesday, May 16 at 4 p.m. at the N.C. A&T Picnic Pavilion, 3100 East Lee St.

The emergence of the new millennial campus is a collaboration between the two UNC system

schools, will be a "bridge to the future" and welcome research based companies to the Triad community. It will attract and retain educational, corporate and community service agencies which advance scientific and educational research in technology and provide approximately 850,000 square feet of new space for joint research projects and programs. The main campus will be located on approximately 75 acres of the A&T farm property, bordered by I-40 and located off Lee Street near the I-40/85 interchange.

The Gateway University Research Park has \$250 million master plan. When fully developed, the project will create a total economic impact of \$50 million per year within the Triad region. The park was created for the purposes of supporting research and economic development within the Triad. The area's long-term future, including its economic development and overall quality of life, will be dependent upon its success in attracting, establishing and/or retaining effective educational and community service agencies and businesses driven by the discovery of new knowledge and technologies.

The Gateway University Research Park 16-member board of directors include: Edward Kitchen, chair; Dr. Lily Kelly-Radford, vice chair; Dennis Stearns, secretary/treasurer; and members Dr. Janice Brewington, Barbara Demarest, N.C. A&T Chancellor Lloyd Hackley, Denny Kelly, Lee McAllister, Gwyn Riddick, Ralph Shelton, Mac Sims, Thomas Sloan, UNCG President Patricia Sullivan, Dr. Gerald Truesdale, Dr. A. Edward Upchurch, and John Merrill, ex officio.



Hackley

## Local woman honored for "Can-do" spirit

SPECIAL TO THE CHRONICLE

Jeanette Matthews, the financial center manager of First Community Bank's office on University Parkway, is the recipient of the company's Can-Do Award. She received the honor during a recent awards banquet held recently at the Hotel Roanoke in Roanoke, Va.

The Can-Do Award is presented to the employee who exhibits a positive attitude towards his/her fellow employees and tackles problems as opportunities for success.

Joe W. Carroll, senior vice president, said, "We are pleased to announce Jeanette's award. She is a true leader and motivator, and morale in her department is excellent. Supervisors can depend on Jeanette to provide detailed, accurate information. We congratulate her on her achieve-



Jeanette Matthews receives her award from David Brown, First Community's Chief Financial Officer.

ment." Matthews has over 15 years experience in the bank-

ing industry. She has completed the office management, medical billing and coding

certification from Allied Business School. In addition, she has received the principles of banking, financial accounting, business communications and consumer lending diplomas through the North Carolina Banker's Association.

She is active in a number of community activities, including Habitat for Humanity Board of Directors, American Red Cross Winter Days of Giving, eWomen Networking, and serves as a volunteer at Ibrahim Elementary School.

Matthews resides in King with her husband, Jim. They have a son, Chad, who resides in Kernersville with his family.

Headquartered in Bluefield, Va., First Community Bank operates through 61 banking locations and four wealth management offices in Virginia, West Virginia, North Carolina and Tennessee.