

BUSINESS FOCUS

Briefs

Local woman racks up during shoe shopping spree

Winston-Salem's Cheryl Hall recently won the chance to grab as many pairs of free shoes as she could hold in eighty-seven seconds.

Hall won the spree by entering a Rack Room Shoes' drawing in mid-November. After her shopping extravaganza, which took place at the Rack Room store in Hanes Mall, she walked away with boots and purses, totaling \$600.

"She had a really good time," said Jeff Cherry of Rack Room Shoes. "She was such an outgoing and enjoyable person it was no wonder that her co-workers wanted to come along to cheer her on. She ended up grabbing all boots, both Anne Klein and Nine West."

The promotion was part of Rack Rooms' Anniversary Celebration. The Charlotte-based chain is a member of the Deichmann Shoe Company of Europe, which is the largest privately owned shoe retailer in the world.

Rack Room Shoes operates more than 340 stores in 24 states, primarily in the Mid-Atlantic, upper Midwest, Southeast and Southwestern states. It was clear that Hall is a frequent Rack Room customer.

According to Jan Mauldin, Rack Room Shoes director of marketing, "It was evident that Ms. Hall knew the 'open stock' store layout. She knew exactly the boots she wanted: Nine West and Anne Klein. We have 15,000 pairs of shoes. It is great fun especially near the holiday. Winners keep a few pair of shoes and give some away."

UPS employee receives honor

Jerry Whittington was recently inducted into UPS's Circle of Honor program, which recognizes drivers who have attained 25 years or more of accident-free driving.

Whittington works out of the UPS facility located at 199 Park Plaza Dr., Winston Salem, and presently provides service in the Lexington area.

Whittington and his wife, Brenda, live in Lexington. They have two children: Shannon and Lisa.

UPS has long enjoyed an outstanding reputation for safety in the transportation industry. UPS drivers log over two billion miles a year on U.S. roads and average less than one accident per million miles driven.

NC Banks to hold spring parade for troops

As a part of the ongoing effort to spotlight North Carolina as "the nation's most military-friendly state," North Carolina's banks will present a Salute to Our Troops on Saturday, April 26, beginning at 10 a.m.

It will kickoff with a parade down the state's main street - Fayetteville Street - in Raleigh.

Approximately 10,000 participants, including troops from all of the state's military bases, military bands, drill teams and honor guards, and bands from state universities, colleges, and high schools will march in front of a huge crowd proceeding north on Fayetteville Street around the Capitol Building. Following the parade, there will be many attractions, including an open demonstration of equipment utilized by the modern military. Entertainment and other events will be announced at a later date.

Van Krebs has joined the North Carolina Bankers Association Foundation to lead this project over the coming months. "While the initial and most visible intent of the event is to show the troops in North Carolina how much we appreciate what they do and the sacrifices that they (and their families) make, another driving motivation is to create a way for people and industries to leave a legacy at each branch and installation," he said. That legacy will be in the form of contributions for scholarships and family aid for children of military personnel who have been lost or wounded in the Middle East. Other innovative ideas related to military personnel in our state will be considered.

Krispy Kreme CEO resigns

CHARLOTTE (AP) - Krispy Kreme Doughnuts Inc. chief executive Daryl Brewster has resigned amid a sputtering turnaround effort.

The Winston-Salem-based company said Monday that Brewster left his position for personal reasons but will stay with the company until the end of January. The board of directors has elected James Morgan to replace him.

Brewster was named CEO in March 2006 to help lead Krispy Kreme through a turnaround, but the company has continued to struggle. In December, the company said its quarterly sales tumbled and it expected more franchised store closures ahead.

Morgan, 60, has been a Krispy Kreme director since 2000, and he was elected chairman of the board in 2005. In the past, he has worked for or been in charge of various entities, including investment firm Covenant Capital LLC, Interstate/Johnson Lane and Wachovia Securities Inc.

Krispy Kremehas been hurt over the past couple of years by allegations of misconduct by former management, healthier eating trends, bankruptcy filings by several of its franchisees and competition from larger rival Dunkin' Donuts.



NCCU School of Business graduate Francisco Cuyar raises a fist in celebration.

Malveaux tells Eagles to soar

SPECIAL TO THE CHRONICLE

DURHAM - Economist and Bennett College President Julianne Malveaux asked the assembled audience at North Carolina Central University's 110th Commencement Exercises on Dec. 15, "What hurdles must you clear today?"

According to Dr. Malveaux, greatness is the sum of your accomplishments plus the obstacles that were overcome in attaining those milestones.

The obstacle that is of the greatest concern to Malveaux and to many among the capacity crowd at NCCU's McLendon-McDougald Gymnasium is the pervasive racism in American society. Malveaux held her audience's rapt attention with her passionate and wide-sweeping indictment beginning with the judicial system's treatment of black athletes like Michael Vick and Barry Bonds.

Malveaux argued that the United States could no longer afford to "put people on the



Dr. Julianne Malveaux speaks to a capacity crowd.

periphery." Referring to America's failure to keep up with China, India, and Eastern Europe in the education of engineers, Malveaux said, "We can't afford to sideline one American brain. Our

nation is in crisis!"

It was clear that Malveaux's speech resonated with many of the 503 graduates.

"Clearing hurdles is something

See NCCU on A6

Business world is Hammer's new hustle

BY MICHAEL LIEDTKE
THE ASSOCIATED PRESS

SAN FRANCISCO - MC Hammer hasn't topped the music charts since the early 1990s, but the former rap star says he has another hit in him - only this time around he'll produce it as a Silicon Valley entrepreneur.

Hammer, whose real name is Stanley Burrell, is choreographing a new career as co-founder and chief strategy officer of Menlo Park-based DanceJam.com.

The Web site, scheduled to debut in mid-January, will try to upstage YouTube and become



MC Hammer

the Internet's hub for sharing and watching dance videos. DanceJam then hopes to make money by grabbing a piece of the rapidly growing Internet advertising market, which is expected to rake in \$27.5 billion in 2008, according to eMarketer.

If the business pans out, DanceJam could help Hammer compensate for losing his fortune when he went bankrupt in 1996 with nearly \$14 million in debts.

The bankruptcy was a sobering comedown for Hammer, who parlayed the popularity of his once-ubiquitous song, "U Can't Touch This," to become a pop icon in the early 1990s. Besides becoming a fixture on MTV, Hammer appeared on kids' lunch boxes and even had his own action figure.

Although Hammer isn't churning out best-selling records any longer, everyone still seems to know his name. Even children born after his downfall are familiar with his music because "U Can't Touch This" still gets played in TV shows and movies.

But Hammer's involvement in DanceJam has more to do with his technological savvy than his celebrity, said Ron Conway, a longtime Silicon Valley investor who is part of a small group that provided DanceJam with \$1 million in startup funds.

"I expect him to integrate all his knowledge into this Web site," said Conway, who befriended Hammer at a baseball game seven years ago and has been tutoring him in the ways of technology ever since. "He is the lightning rod for this whole thing."

Hammer, 45, started poking around Silicon Valley while he was still selling millions of records. He often hung out at computer makers like Silicon Graphics Inc. and

See Hammer on A6



SQUEEZABLE BRIDE

FPS Photo

Just before Christmas, Jennifer and Doy Nichols tied the knot in the Charmin Restrooms in New York City's Times Square. Jennifer is wearing an intricately-detailed dress that was handmade using Charmin Ultra Soft and Charmin Ultra Strong toilet paper. The Lexington, Ky. couple won a contest sponsored by Charmin. Along with the wedding ceremony, the couple received all expense paid airline flights, hotel, and a honeymoon package at the world class spa Destination Kohler in Kohler, Wisc.

State tweaks travel guide to boost tourism

SPECIAL TO THE CHRONICLE

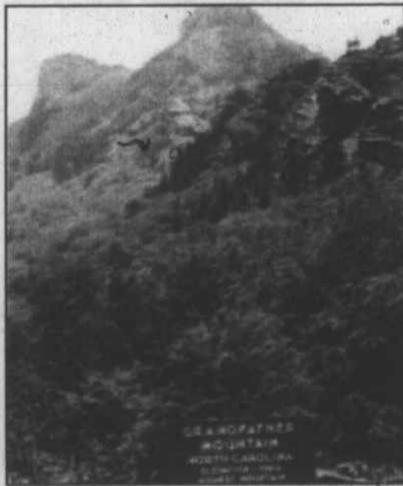
The state is hoping that its new 2008 North Carolina Travel Guide will help increase tourism dollars.

The free guide is available by calling 1-800-VISIT NC (847-4862) or via the web at, www.visitnc.com. The new guide includes a special pull-out map of the state and information on activities that can be shared by the entire family, grand-kids to grandparents.

Produced by the N.C. Department of Commerce's Division of Tourism, Film and Sports Development, the guide includes information on more than 650 attractions and nearly 4,000 accommodations.

There is an online guide as well at www.visitnc.com. Visitors should click on "view online travel guide" on the left-hand side of the main page and a virtual guide that features video clips of North Carolina travel experiences.

"North Carolina's outstanding array of natural and cultural attractions is captured in



Grandfather Mountain is one of the state's hottest attractions.

the 2008 Travel Guide," said Gov. Mike Easley. "Whether you and your family enjoy hiking in the mountains, playing golf in the Piedmont or surf fishing on the coast, you will find something for everyone here in our state, as well as hospitable North Carolinians who delight in sharing our heritage with visitors."

This year's guide has been redesigned to highlight the most popular experiences visitors to the state seek - things like family reunion vacations, adventures in the great outdoors, nightlife, life-long learning vacations, food and wine hot spots, motorsports and the state's many fine arts and cultural activities.

The 2008 North Carolina Travel Guide's cover highlights the village of Ocracoke, at the southern tip of the Outer Banks. Ocracoke's Lifeguard Beach was named America's Best Beach this year by "Dr. Beach," the noted beach expert Dr. Stephen Leatherman.