

Clothing store increasing its community service efforts

SPECIAL TO THE CHRONICLE

A few weeks ago the several players from the Twin City Cyclones – Winston-Salem's minor league hockey team – were the victims of an apartment building fire. They lost clothing and other personal items.

Knowing that the NHL has a traveling dress code for players, Kerry Peay, general manager of S&K Men's Store at 566 Stratford Road contacted Coach Mark Richards to see if S&K could be of assistance. With the OK of the corporate office, Peay was able to outfit several players with suits, shirts and ties.

Peay and Sales Manager Keith Weaver make up the Stratford store's new management team, which is working to focus on the company's community service goal.

Peay, a native of Winston-Salem who was raised in New Jersey, came to the store from Owings Mill, Md. He has more than 20 years experience in sales and store management. He attended Hampton University, where he majored in business management. He has managed a Bally's Total Fitness Club with more than 100 employees.

Weaver has vast experience in public relations, marketing and community service programs. The store will next assist the local Red Cross Disaster Relief Fund during a Saturday, July 12 event in the store's parking lot from 10 a.m. – 6 p.m. The event will include a health fair. In the future, the company plans to partner with other schools, churches, non-profit groups, boys and girls club organizations as well as colleges to assist the community with projects that focuses on community needs.

The store also plans to serve as a training center for businesses majors who need field experience in marketing, advertising and management. The S&K management team says "it really is all about the community."



Keith Weaver with Kerry Peay.



FOURTH OF JULY MESSAGE

Photo provided by AFSC

Amid the festive floats of Greensboro's Annual July 4th Parade, were local activists who marched promoting various causes. Here, a member of the Quaker organization American Friends Service Committee holds a banner critical of the costliness of the war in Iraq.

Local student among private school's leadership team

CHRONICLE STAFF REPORT



Prefects Mark Cruz, from left, Matt Moore, Jesse Bruen, David Benmocha and Mark Graham.

Winston-Salem's Matt Moore is one of six seniors that will lead the student body at South Kent School during the upcoming academic year. The leaders of the Connecticut-based private college preparatory school for boys are called "prefects." Moore will serve as the school's dining hall prefect.

The prefects work together with the headmaster and the faculty in the operation of the school. Elections were held at the end of the school year. Both students and faculty voted on who should be the prefects. South Kent has maintained ties with the Episcopal Church since it was founded in 1923, but nurtures students, regardless of their beliefs or religious affiliation.



Photo by Todd Luck

Some of the pieces from China available at World Exchange.

Fundraiser

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out...so that's kind of the concept of Sisters," said Clark. "So Sister Cities, we're just hoping whatever we can raise we can just send over there."

Van Pelt said other fundraiser events are in the works, including a raffle and a reception. He said Sister Cities hopes to raise between \$5,000 - \$10,000 for quake victims.

Aside from the quake fundraiser and selling Shanghai art, Sister Cities has several other projects planned with its Asian Sister City, including an education exchange for students and teachers. Also the organization wants to help establish a burn clinic in Yangpu. A delegation from Shanghai toured Winston-Salem last December to explore business opportunities. Another group plans to visit soon.

To give to the quake relief fund, either visit Tristone Community Bank or call Sister Cities at 336-997-8071 or 336-747-7474. Make all checks out to the Sichuan Sister City Relief Fund.

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