

CAREERS

Briefly

WSSU hires Peace



Peace

Cynthia Peace has been named associate director of financial aid at Winston-Salem State University. A native of Roanoke Rapids, Peace earned her degree in business administration from North Carolina Central University. She worked for the State of North Carolina for 16 years and most recently had been at the University of North Carolina Charlotte for the last seven years. Peace served as UNCC's assistant director of scholarships and grants before accepting the WSSU post.

Lowman to be principal of Kimmel Farm Elementary

Floyd Lowman, the principal of Bolton Elementary School, will be the new principal of Kimmel Farm Elementary School. Lowman has been the principal of Bolton since 2010. He replaces Gaye Weatherman, who retired last month. Weatherman opened the school in 2009, and Lowman will be the school's second principal. Frank Holcomb will continue to work as interim principal at Kimmel Farm until a replacement is hired for Lowman at Bolton. He has worked in Cherokee County Schools for two years, first as the principal of Andrews High School and then as principal of Marble Elementary School. Prior to that, he was principal of Leesville Road Elementary School in Wake County for one year and an assistant principal in Wake County for seven years. Lowman also worked as a teacher in Wake County and Ohio and as a director of music and ministry at Saint Andrews Presbyterian Church in Raleigh. He earned a bachelor's degree from Miami University in Ohio and a master's degree in educational administration from the University of Dayton.

Rojas joins DCCC faculty

Maria Rojas has recently been hired as the interactive design instructor for the School of Business, Engineering, and Technical Studies at Davidson County Community College. In her new role, Rojas is responsible for providing instruction on Web design, Web development, graphic design, mobile development and digital media to her students. She will also advance, design and implement professional training for DCCC faculty in the School of Business, Engineering, and Technical Studies. She's also redesigning the Web technologies curriculum to include the integration of digital media and mobile device development. "Students at DCCC should see my courses as opportunities to not only learn the technologies that are current, but also to create technologies that can be used in the future," says Rojas. "The greatest inventions are derived from a need; it is my goal to enlighten students on the needs that directly impact them. Therefore, they can develop artistic and technological solutions to better themselves and the community." Rojas completed her Bachelor of Arts degree at High Point University, where she majored in communications with concentrations in both journalism and media studies. She also holds a Master of Arts degree in interactive media from Elon University.



Rojas

Harig joins Smith Phillips

Michael Harig has joined Smith Phillips Building Supply as its architectural millwork specialist. Harig brings with him 14 years of experience working in the building industry, specializing in the sale of windows, doors, millwork and lumber. An independent, locally owned and operated business, Smith Phillips has been serving the Triad area since 1880. It has locations in Winston-Salem and Statesville. As millwork specialist, Harig will collaborate with contractors, architects, homeowners and designers to find solutions for customers' window and door needs. "Smith Phillips Building Supply is fortunate to find such a qualified person to fill the technical position of Architectural Millwork Specialist," said Rob Powell, senior vice president of Sales for Smith Phillips. "Michael Harig has the experience and knowledge to provide the service level our customers have come to expect. He has quickly become a vital member of our team."



Harig



Nora Baker

Baker named top principal

CHRONICLE STAFF REPORT

Jefferson Elementary School's Nora Baker is the 2013 Winston-Salem/Forsyth County Principal of the Year. The honor was announced last week during a breakfast sponsored by Truilent Federal Credit Union, which sponsors the award. The other finalists were Amber Baker of Kimberley Park Elementary School; Donna Cannon of Diggs-Latham Elementary School; Becky Carter of Kernersville Elementary School; and Debbie Hampton of Griffith Elementary School.

"Nora is so deserving of this award," Superintendent Don Martin said at the breakfast. "Her teachers know that just good enough is not good enough. That's a great tribute to Nora's leadership."



Martin

Marcia Warren, Jefferson's curriculum coordinator, said that Baker was successful because of her ability to serve in so many roles: instructional leader, school manager, parent coordinator and colleague. "The best principals are those that never forget what it's like to be a teacher and Nora never forgets," Warren said. Baker also drew compliments from parents. Kimberly Gentry, a Jefferson parent and PTA officer, said that Baker is a successful principal because she draws on her own experiences. "Part of what makes Principal Baker so successful is how her experience as a parent and teacher informs her work," Gentry wrote in nominating Baker for Principal of the Year. "She's always seeking ways to help her team enhance the classroom experience and stays abreast of current research and the practical application of that research." Baker, who has been the principal of Jefferson since 2001, has spent her entire educational career in the local school system. She started her professional life as a chemical analyst for the City of High Point, and then became a science teacher at what was then-Ashley Middle School. She also taught physics and chemistry at Parkland High School.

See Baker on A3



Maritza Riffo (seated, center) poses with her students, OfficeMax employees and Ashley administrators.

Diehard educator wins classroom goodies

CHRONICLE STAFF REPORT

Maritza Riffo, a first-grade teacher at Ashley IB Magnet Elementary School, is the local winner of "A Day Made Better," a national educational initiative sponsored by OfficeMax and AdoptAClassroom.org. Local OfficeMax employees paid a surprise visit to Riffo's classroom last week to present her with \$1,000 worth of educational materials. The same scene played out in 1,000 classrooms across the country as more than 1,000 other teachers learned of their wins.

brand-new chair for Riffo. Following close behind were OfficeMax's Steve Little and Adam Blackley, lugging a great big corrugated-cardboard box filled with educational supplies. "Let's dig into the goodies," called out one of the first-graders. And that's what they did. The students came over and helped Riffo see what all was inside. They found a backpack, markers, disinfectant wipes and all sorts of other things that will come in handy in the classroom. Looking on, Tommie Thompson, a

First, the OfficeMax team wheeled in a

See Riffo on A3

Musical Honor for Albright



Former U.S. Secretary of State Madeleine Albright (center) accepts the Thelonious Monk Institute of Jazz 2012 Maria Fisher Founder's Award at the 25th annual Thelonious Monk International Jazz Competition in Washington, D.C. The event had as its theme, "Women, Music and Diplomacy." Presenting the honor are (from left) Helen Mirren, Herbie Hancock, Aretha Franklin, Tipper Gore and Chris Botti.

K&W's McSwain wins Goodwill award

CHRONICLE STAFF REPORT

Karla McSwain, an employee at K&W's Friendly Center location in Greensboro, has been awarded the George E. Norman Jr. Graduate of the Year award by Goodwill Industries of Central North Carolina. The honor was presented on Sept. 27. Greensboro Mayor Robbie Perkins served as the keynote speaker. McSwain relocated from Siler City to the Triad to receive job training at Goodwill, according to the agency. She excelled at keyboarding, customer service and other job prep courses at



Karla McSwain

the agency's Greensboro Community Resource Center. A year and a half ago, she accepted a job at K&W, a Winston-Salem-based family owned company that operates

33 cafeterias in four states and has more than 2,500 employees. "Karla was very proactive throughout her training and job search and has now reached her goal to gain employment. Her future can only get brighter," said Goodwill's Senior Director of Operations and Quality Assurance John Totty. Bobby Eaton, GM of the K&W at Signature Place in Friendly Center, agreed that McSwain's future is indeed bright. "We are very pleased to have an employee with the attitude, persistence and follow-through that Karla has put forth," he said.

City hopes to reap benefits of magazine spread

CHRONICLE STAFF REPORT

Local tourism officials are hoping that Winston-Salem's bottom-line benefits from a feature spread in US Airways Magazine. Winston-Salem is the featured destination in the airline's in-flight magazine for the month of October. The unprecedented 98-page editorial spread showcases the city and more than two dozen attractions, cultural arts and theater organizations and educational institutions. The magazine is expected to be read by millions since it will also be featured at www.usairwaysmag.com for a year. "This, by far, the largest destination feature we ever published in the magazine and double the size we anticipated," said Stephen Mitchem, vice president/publisher of Pace Communications, Inc. "We'd originally targeted this feature to run in the August issue, but as the page

count increased, so did the demand on our editorial and design team to write and layout this mammoth of a feature." This the second time in less than three years that Winston-Salem has been the magazine's featured destination. "The positive feedback we received from the first feature certainly fueled us," said Richard Geiger, president of Visit Winston-Salem. "These features are powerful and intriguing vehicles that tell millions of travelers why they too should experience Winston-Salem. Each page tells the reader so many of the compelling reasons to visit, work, play and stay in Winston-Salem." In addition to the in-flight magazine and the online presence, Visit Winston-Salem will include reprints for sales presentations to attract meetings and conventions and in media kits for press inquiries.

