

CAREERS

Goodwill accreditation

CARF International has announced that Goodwill Industries of Northwest North Carolina has been accredited for a period of three years for its Community Integration, Job Development, Job Supports, Job-Site Training,



Carpenter

Comprehensive Vocational Evaluation Services and Employee Development Services programs. The latest accreditation is the 15th consecutive Three-Year Accreditation that the international accrediting body, CARF, has awarded to Goodwill.

This accreditation decision represents the highest level of accreditation that can be awarded to an organization and shows the organization's substantial conformance to CARF standards. An organization receiving a Three-Year Accreditation has put itself through a rigorous peer review process. It has demonstrated to a team of surveyors during an on-site visit its commitment to offering programs and services that are measurable, accountable, and of the highest quality.

"We are very pleased with the outcome of our CARF recertification," said Sherry Carpenter, Goodwill VP of Workforce Development Services. "We work diligently to make sure that our programs, facilities and employees are of the highest caliber so that we can provide an innovative and secure environment to give our clients the best opportunity to succeed with dignity and respect. We are pleased to have that affirmed by the CARF survey process."

Local hotels thrive

A study released last week by Visit Winston-Salem indicates positive increases in overall overnight visitation and hotel occupancy levels across major market segments.

The research, conducted by Randall Travel Marketing Inc. (RTM), surveyed hotels/motels throughout Forsyth County to identify the percentage of occupancy by market segment and geographic feeder cities in 2013 as compared to results from the 2010 survey data.

RTM's research also used Smith Travel Research's STR data that reported Forsyth County's annual hotel occupancy rate increased to 55.5 percent in 2013 from 49 percent in 2010 and the average daily room rate (ADR) increased to \$80 from \$72. Smith Travel Research also indicated that more than 976,000 hotel rooms were filled in 2013, an increase from 857,000 consumed in 2010.

The study showed that the convention and meeting segment, Winston-Salem's single largest source market, grew by two percent, or more than 50,000 additional hotel room nights. The team sports and tournaments market as well as the leisure traveler segment each increased by approximately three percent, which translates to an increase of 10,000 and 5,000 hotel room nights respectively.

"The results of this Lodging Study verify and strongly endorse that our strategic marketing and sales efforts are effectively communicating to the right target audiences and market segments and most importantly resulting in higher hotel occupancy and a positive influx of new visitor dollars into the Winston-Salem economy," said Richard Geiger, president of Visit Winston-Salem.



Geiger

Streuli heads Center

Justin Streuli has been named director of the North Carolina Entrepreneurship Center (NCEC) at the University of North Carolina at Greensboro.

Streuli will work to further develop UNCG's role in the regional entrepreneurial ecosystem, creating new and expanded opportunities for community members and students at all of the local colleges and universities. He will oversee existing NCEC programs, including Growing Entrepreneurs by Mentoring Students (GEMS); the 2 Minutes to Win It business idea competition, Entrepreneurial Journeys, Entrepreneur Day and the annual Southern Entrepreneurship in the



Streuli

Arts (SEA) Conference.

Streuli most recently served as director of business development for Anomaly Squared in Greensboro, after that fast-growing marketing firm absorbed OpenLedge, the web development firm he cofounded.

As an active startup evangelist in the burgeoning Triad startup community, Streuli played a leadership role in coordinating multiple Startup Weekends, organizing a local entrepreneurial meetup called Shift, and serving on the board of Converge South, the Southeast's largest technology conference.

Streuli previously worked at UNCG as a lecturer in the Bryan School of Business and Economics, a coordinator for the Spartan Startup Living Learning Community and a faculty advisor for the Collegiate Entrepreneurs Organization.



Veronica C. Black stands at the door of the building named for her.

School building named for Black

CHRONICLE STAFF REPORT

The Quality Education Academy Middle School building was formally named the "Veronica C. Black Building" on Thursday, May 29.

Black is a longtime devoted champion of QEA who co-lead the capital campaign to build the building. During the campaign - which had the theme of "Transforming Lives" - Black worked in concert with more than a dozen community leaders to successfully raise \$1.3 million.

The new building mirrors her vision to focus on quality education for all students. School leaders say the state-of-the-art facility will improve and stimulate students' internal urge to learn.

"The school is extremely blessed to have Ms. Black's expertise and experience in volunteer leadership and community capacity building which enabled the school to build such a magnificent educational facility," said Simon Johnson, Quality Education Academy's CEO.

Black is a retired senior vice president/group executive of Wachovia Bank. At the time of her retirement, she was a senior manager in Human Resources with overall responsibility for diversity for the corporation.



The Winston-Salem native is an honors graduate of Livingstone College. She completed the Young Executive Institute at the University of North Carolina at Chapel Hill and is a graduate of Leadership Winston-Salem. She also completed the senior management development program at Duke University's Fuqua School of Business.

Black has served on a number of boards, including those of QEA, the Winston-Salem Urban League, the Winston-Salem YWCA and the Winston-Salem Housing Authority. She served as chairperson of North Carolina Diversity Consortium, which she cofounded. Black was the recipient of the Winston-Salem Urban League's 2007 Volunteer of the Year Award.

Currently, Black serves on the Business Leaders' Committee of the ECHO (Everyone Can Help Out) Network and is a member of the Board of Directors of the Hospice Foundation, the Foundation of Senior Services of Forsyth County and the Jonathan Skinner Scholarship Committee.

She is a member of the Carver Road Church of Christ and married to Isiah Black Jr.; they have one daughter, Sandra (Michael) Braswell, and two grandsons, Daniel and Christopher.

Quality Education Academy, 5012 C Lansing Drive, is a public charter school that serves students in grades K-12.

More accolades for hero postal carriers

CHRONICLE STAFF REPORT

The U.S. Postal Service honored letter carriers William Farrow and Tracy Belden last week for their heroic, life-saving actions last year.

During the holiday season last year, Farrow was delivering to a door slot in the early evening and noticed resident Ann Richards hadn't turned on her Christmas lights. After peering inside the window next to her door slot, he saw the outline of a person lying on the floor - and he saw blood. When Farrow's knock on the glass didn't elicit any movement, he dialed 911 and reported what he saw.

Police, fire and medical units quickly responded to the scene and Richards was transported to a nearby hospital. Meanwhile, as all superheroes do, Farrow removed his figurative cape and completed his route. Several days later, he learned Richards was recovering in the hospital's



USPS Photos



William Farrow was presented with a pin for heroism last week.

Intensive Care Unit, and her son thanked the carrier, saying it likely saved her life.

"I was relieved to know she was okay. I wish I'd got-

See USPS on A9

A&T top choose for veterans

SPECIAL TO THE CHRONICLE

North Carolina Agricultural and Technical State University's online graduate computer information technology program has been ranked among the top online degree programs for veterans by U.S. News & World Report.



Martin

preeminence."

The U.S. News & World Report 2014 Best Online Programs for Veterans ranking, released on Tuesday, May 20, includes schools that were first numerically ranked in the U.S. News & World Report's 2014 Best Online Programs ranking. Additional factors that were considered in the ranking of the program include veterans-focused initiatives.

"I am extremely excited to see the hard work and strategic planning that is taking place on our campus being recognized on a national level," said Chancellor Harold L. Martin Sr. "We are committed to producing excellence and will stay focused on

See A&T on A7

CIAA hire worked at WSSU

CHRONICLE STAFF REPORT

Adrian Ferguson, a former Winston-Salem State University assistant director of athletics for Sports Information, will start his new gig as associate commissioner of Media Relations for the Central Intercollegiate Athletic Association (CIAA) on July 1.



Ferguson

He will leave his current position of assistant athletics director for Media Relations and manager of Game Operations at Fayetteville State University for the CIAA, a 12-member conference with member schools in North Carolina, Virginia, Maryland and Pennsylvania. Ferguson has also worked in the sports information field at Livingstone College, his alma mater.

"Adrian has a great deal of industry experience and knowledge of many of our member-institutions. We know he will be a valuable asset to our team, our schools and ultimately to our student-athletes going forward," said Commissioner Jackie McWilliams.

The Danville, Va. native graduated cum laude from Livingstone in 1996 with a bachelor of science in Computer Information Systems and a minor in Business Administration. He was a four-year letterman on the Blue Bears' Cross Country and Track & Field teams. He also was a four-time All-CIAA athlete and served as sports information director and assistant track coach during his senior year.

Ferguson is involved in his industry and served as president of the CIAA Sports Information Directors Association. He also has been a member of the College Sports Information Directors of America (CoSIDA), the Black College Sports Information Directors Association (BCSIDA), the CIAA Management Council, Track & Field Coaches Association and NCAA Division II Men's Golf Regional Advisory Committee.

He has been named the John-Holley CIAA Sports Information Director of the Year twice, and was inducted into the Livingstone College Hall of Fame in 2010. Recently, he was named second runner-up staff member of the year at FSU.

