

Expo

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she learned a lot from the various workshops and by just mingling and conversing with other entrepreneurs. "Everything has just been excellent," Epton said. "I've learned a lot this weekend and I'm ready to put all this information to use."

Dr. Monica Guillory, associate professor of marketing at WSSU and a social media expert, said events like the Triad Minority and Women's Business Expo are



The awards banquet was held Friday, Aug. 23, at the Anderson Center on WSSU's campus.

WSSU athletes, local business professionals and others welcome students at Ashley

BY TEVIN STINSON
THE CHRONICLE

of the Winston-Salem Fire Department.

On Monday, Aug. 26, students across the Winston-Salem/Forsyth County School District returned to the classroom

Rev. Lamonte Williams, executive director of the Triad Mentoring Coalition and a teacher at Ashley, said when he started the



Photos by Tevin Stinson

On Monday, Aug. 26, student athletes from Winston-Salem State University and volunteers welcomed students on the first day of school at Ashley Academy for Cultural and Global Studies.

as summer vacation officially came to a close with the first day of school. While the first day of school is always exciting, students at Ashley Academy for Cultural and Global Studies had a little extra excitement as they received words

welcome tunnel, his goal was to show students that the community cares about them and their education. Williams said he was grateful for the volunteers who continue to support the event.

"It's a feeling of great satisfaction when I look



Rev. Lamonte Williams greets a student on the first day of school at Ashley Academy for Cultural and Global Studies.

of encouragement from dozens of people from all walks of life as they entered the building.

For the past four years, the Triad Mentoring Coalition, a faith-based nonprofit organization, has invited men and women from various walks of life to form a "welcome tunnel" and greet students on the first day of school. As the students arrived this year, they were met by dozens of business professionals, student athletes from Winston-Salem State University, and members

around and see all the volunteers and the smiles on the kids' faces as they walk in the school. It let's me know there is hope for our education system," Williams continued. "Ultimately at the end of the day, it's about our kids and our jobs as adults is to send a strong message that regardless of their background, if they're bold enough to come here, we're bold enough to look out for them.

"I'm just ecstatic about the number of parents and community leaders. I'm

See Tunnel on A2

important because it gives business owners a chance to market themselves. She said, "I really believe that marketing is the foundation of all things."

"Everything we do leads back to marketing and I just get great joy in being able to share that with people, whether it's a business or some of my students who are going to work in marketing."

Local artist and entrepreneur Leo Rucker, who has participated in the Expo since the beginning, echoed Dr. Guillory's sentiments when asked about the Expo. Rucker said in order to be successful, you have to be seen and the Expo provides that.

"In order for us as business owners, as entrepreneurs, to be successful, we have to be seen by our communities. That's why I think this is so important and I'm thankful that Reggie had the vision to make this come to fruition," Rucker said.

For more information on the Triad Minority and Women's Business Expo visit <https://triadminoritybusinessexpo.com/> or "Triad Minority Business Expo" on Facebook.



Angela Robinson from the hit show, "The Haves and the Have Nots," was in attendance at the Triad Minority Business Expo.

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