

THE CHRONICLE

History | Heritage | Culture

Volume 47, Number 44

WINSTON-SALEM, N.C.

THURSDAY, September 2, 2021

Expo helps businesses connect with consumers across Triad and beyond

BY TEVIN STINSON
THE CHRONICLE

For the past eight years Reginald McCaskill, founder and owner of Maximum Enterprises, has made it his goal to help local entrepreneurs and small business owners succeed and build relationships with their peers and consumers with the Triad Minority & Women's Business Expo. It's safe to say McCaskill is still hitting his mark. This year the event spanned over two days, two cities, featured several different workshops for business owners, all free of charge, and included nearly 100 different vendors.

McCaskill said he is excited to see the event grow, but he's even more excited for the business owners.

"I'm more excited for our businesses, especially with us being in a pandemic," McCaskill said. "From what I've seen, businesses have not just laid down.

"We know it's been difficult for a lot of them and our goal with the Triad Minority Business Expo and Maximum Enterprises is to ensure that these business owners know they have resources and outlets ... and it goes beyond the



Submitted photo

Last weekend Maximum Enterprises hosted the 8th Annual Triad Minority & Women's Business Expo.

Expo because of the classes and workshops to make sure their businesses stay relevant."

The 8th Annual Triad Minority & Women's Expo began on Friday, Aug. 27, with The Empowerment and Wealth Building Summit. The virtual event featured workshops on several different topics including "Understanding the Numbers of Your Business," "Networking Strategies," and "Bank on Your Success:

Growing Your Business." There was also an awards ceremony where business owners and entrepreneurs from Greensboro, High Point and Winston-Salem received awards for Business of the Year, Newcomer of the Year, and Pioneer Award.

The Expo on Saturday was held in two different locations: in Winston-Salem at The Enterprise Conference and Event Center, and in Greensboro at The Khalifa Event Center.

According to McCaskill, there were about 45 vendors at both locations and 10 interacting virtually. McCaskill said he wanted to expand the event to let entrepreneurs in other areas of the Triad know that they're here for them too.

"We wanted to be inclusive to all the areas in the Triad," McCaskill said. "It was important for us to let people know in Greensboro, High Point and Winston-Salem, that we are

there."

There were several vendors at The Enterprise Center who were attending the Expo for the first time, like Gwen Davis, owner of Mrs. G's Gourmet Cheese Straws. Davis said she had doubts about signing up at first, but she's glad that she did.

"I usually don't come to events like this, but I have really enjoyed it," Davis said. "What I've enjoyed most is that it's given me an opportunity to

meet other business owners in the area."

Several business owners took to social media to talk about their experience at the Expo. Melanie Edwards, president and CEO of Camel Consulting LLC, wrote, "I really enjoyed the 8th Annual Triad Minority & Women's Business Expo. Although I now live in Atlanta, Winston-Salem is my hometown and this was great exposure for my business since I serve clients nationwide.

"I made really great connections that I am confident will turn into future contracts ... thank you Mr. Reginald McCaskill for this opportunity. I WILL be back!"

Although he just wrapped up this year's event, McCaskill is already planning for next year. The 9th Annual Triad Minority & Women's Business Expo is scheduled for Saturday, Aug. 20, 2022 in Greensboro and Saturday, Aug. 27, 2022 in Winston-Salem.

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

New school offers 'The Magic Touch' for those wanting to learn barbering trade

BY TEVIN STINSON
THE CHRONICLE

Although not as big as other homegrown brands like Krispy Kreme, RJ Reynolds, or Hanes, here in Winston-Salem the Magic Touch brand is well known throughout the community. The Magic Touch Barbershop, The Magic Touch Beauty and Nail Salon, and The Magic Touch Ink Tattoo Parlor are all owned by Michael Gaither. And now he has added The Magic Touch Institute of Barbering to his list of ventures.

Gaither said he al-

ways wanted to open his own barber school to help young men in the community become entrepreneurs. He said when he decided to attend barber school, there were three different options in the area, but that number has dwindled down to one, Winston-Salem Barber School located on Silas Creek Parkway.

"I remember it was three. There was Pyramid Institute of Barbering, Winston-Salem Barber School, and Triad Barber School, and now it's just one," Gaither said. "So I felt like there was a need for it because a lot of young men don't have anything to do."

The Magic Touch Institute of Barbering officially opened with a ribbon cutting ceremony in early August. The facility, located on Old Walkertown Road, includes classrooms, office space for the administrative team, more than half a dozen barber chairs, an industrial kitchen, and a children's play area. Students at Magic Touch will be taught the latest industry standards

and techniques needed to pass the N.C. Barber Licensure exam.

Students will also learn cutting, trimming, shampooing, styling, trimming beards, hot towel shaves and more. Most people finish the program in less than a year and because he owns a shop and has plans to open others, Gaither has the power to help students get in a shop right away.

Gaither said he will

also pass on knowledge to students on how they can own their own business.

"I just want to help people find a way to be their own boss," Gaither said. "I want to be able to help people in the community support their families."

Alvin Johnson, who serves as marketing director for The Magic Touch Institute of Barbering, has known Gaither for more

than 30 years. He said it's a blessing to know someone personally from Winston-Salem creating jobs and opportunities for people right here in the city.

"A lot of people want to be their own boss and he's actually giving them an opportunity to actually succeed in doing that," Johnson continued. "I just think that it's a blessing the things he does for Winston."

During the ribbon cutting ceremony, Winston-Salem City Councilmember Barbara Hanes Burke applauded Gaither for his vision. "When I heard about his interest in opening this barber institute, it just blew me away," Burke continued.

"Mr. Gaither doesn't know this, but his vision and all the initiatives that he has going on throughout the city already, and for what he will have going on in this building right behind me, they line up beautifully with a lot of the city's initiatives and our strategic focus."

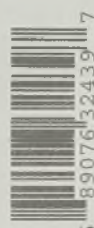
Forsyth County Commissioners Tonya McDaniel and Fleming El Amin also praised Gaither for his efforts during the ribbon cutting ceremony.

For more information about The Magic Touch Institute of Barbering, including enrollment information, visit www.magic-touchinstituteofbarbering.com or call 336-893-9100.



019*007*****3-DIGIT 275
WTTXS-E-PRES & SERIALS MGMT
DAVIS LIBRARY CB # 3938
PO BOX 8890
CHAPEL HILL, NC 27515-8890 90

www.wschronicle.com



WILSON
NcU