

# tech

QUARTERLY

The Magazine of Forsyth Technical  
Community College

Volume 2, Number 1 Winter 2009

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DEPARTMENT OF INTERIOR | *Design for Living*

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# here you go again

*How to Navigate Your Next Career*



**ForsythTech**

*More Than You Know*

# LET THE STIMULUS START WITH YOU!

The  
Foundation  
of Forsyth Tech

## An Open Letter from Nancy Dunn President, Forsyth Tech Foundation Board

I know you're as concerned about the state of our local economy as I am. There isn't one of us who doesn't have friends and neighbors who have lost their jobs, people whose retirement investments have lost much of their value, people who face losing their homes, people whose plans for higher education have been put on hold.

Now, more than ever, we count on our community college to ease some of the suffering and pave the way out. Enrollment at Forsyth Tech has steadily increased through this recession. As you'll read in this edition of *Tech Quarterly*, the college is providing advice, mentoring and skills training to people who never expected to be laid off, older adults who can't afford to retire, and young people who need training to be considered for jobs that are here and companies that are hiring.

In the face of an economic downturn of this scope and duration, you might be wondering what you—as one individual—can do that would make a difference.

May I suggest that you make a contribution to Forsyth Tech through the Foundation. You can be certain that your gift will be used to help a deserving student stay in school. Equally important, your gift will send the message that it's not a cold world—that our community cares about providing opportunity and lifting people out of poverty and despair.

You may have assumed that Forsyth Tech gets all the support that it needs from the state. You may have believed that almost anybody can afford the low tuition.

Neither of these assumptions has ever been true. Now, however, the need is much greater. Now, we are turning away more students who must have financial help in order to stay in school, even though many of them work at one, two or more jobs.

Even a modest gift goes a long way at Forsyth Tech. I urge you to use the gift envelope bound into this magazine to contribute as much as you are able, or to make an online donation at [www.forsythtech.com](http://www.forsythtech.com).

As a business owner and a volunteer in this community for over 30 years, I know that Forsyth Tech is the greatest asset we have for helping to create a healthy economy and enabling individuals to participate in it. And, I also know that we who live here are both generous and determined to get things rolling. **Let the economic stimulus begin with us!**

*Nancy W. Dunn*

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From the President

Dr. Gary M. Green

### Opportunity Lives Here

What gives Forsyth Tech much of its dynamic, vital quality is the fact that this is a place where thousands of people are seizing the opportunity to better themselves and realize their dreams. And most of them are conscious of, and grateful for, the opportunity to receive the education and training that will take them where they want to go.

In this issue, you'll:

- > Follow the personal journeys of six people who have depended on Forsyth Tech to prepare to change careers or to launch their own businesses, in our cover story
- > Meet Tony Smith, whose aspirations soared when he discovered his true talents at Forsyth Tech, and who went on to become the president of one of the Triad's fastest-growing companies
- > Get to know how and why Beth and Sandy Baldwin made the gift that keeps on giving opportunities to deserving students, year after year
- > Read about Lynn Benjamin II, one of the many students whose career opportunities are enhanced through the James A. Rousseau Minority Male Mentoring Program

Even in this deep economic recession in which we find ourselves, opportunities continue to exist. Our community colleges across America are beacons of hope and opportunity, never more than now.

Forsyth Tech is one of the fastest-growing community colleges in the nation. We are grateful to the citizens of Forsyth County for their overwhelming support of the educational facilities bond package that will assure us of being able to accommodate that growth over the next decade. And we are proud to have programs in place that serve the whole spectrum of needs – from those who must have literacy and basic skills to find employment, to the thousands of young people who want or need an affordable way to start their college education, to the seasoned managers and professionals who now find themselves needing brand-new skills. Whatever program they are in, all our students have in common the means to create success for the next stage of their lives.

# A Chance to Succeed

As *Tech Quarterly* goes to press, *Outliers*, by Malcolm Gladwell, is at the top of the nonfiction bestseller lists. The book challenges some of our cherished assumptions – that there are “self-made” men and women, that geniuses produce masterpieces out of talent alone, rather than through work and practice. As Gladwell convincingly demonstrates, opportunity and effort matter most in achieving success – in any field of endeavor. At Forsyth Tech, we see this winning combination of opportunity and effort every day. The College is the chance thousands of people need to overcome disadvantages of every kind, and to become heroes. In this issue, you'll read the stories of some of the people who saw Forsyth Tech as their chance to succeed and ran with it.

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Forsyth Tech is proud to be part of the North Carolina Community College System, with 58 institutions serving more than 800,000 students annually. North Carolina Community Colleges are creating success in our state by:

- Offering hope for a better future through vocational training and education
- Providing opportunity by making higher education available to all citizens
- Generating jobs by creating a skilled workforce for business and industry

Forsyth Tech welcomes diversity and is dedicated to meeting the needs of students with disabilities, as mandated by the Americans with Disabilities Act. For more information, please contact Michelle Bratton, Coordinator, Disabilities Services Office, at 336-734-7155 or [mbratton@forsythtech.edu](mailto:mbratton@forsythtech.edu).

### Respiratory Therapy Students Can Breathe Easy

Thanks to Arcadia H.O.M.E., a provider of home medical devices and clinical services, Forsyth Tech respiratory students can now benefit from a \$2,500 emergency fund. Financial hardship keeps many students from completing their degree programs. This emergency fund will help Respiratory Therapy students stay in school if they run into a financial crisis. Keeping these students in school benefits the community as a whole, because every local medical institution looks to Forsyth Tech for highly skilled health care providers. According to Marc Leonard, Director of Accreditation at Arcadia H.O.M.E. and a 1977 graduate of the respiratory program, the emergency fund has been established in recognition of the superior education that Forsyth Tech provides in the health care field. Mr. Leonard observes the quality of a Forsyth Tech education regularly, as respiratory therapy students complete rotations at Arcadia H.O.M.E.

### Forging Ahead of the Pack

Forsyth Tech has been ranked as the fourth fastest-growing community college in the nation among community colleges with 5,000 to 9,999 students. During the ranking period – fall 2006 to fall 2007 – Forsyth Tech enrollment increased by 17.7%.

The ranking was announced in *Community College Week*, in a special report on fastest-growing community colleges that was published in December.

President Gary M. Green attributed the dramatic growth in part to strong initiatives to increase public awareness of the many educational opportunities offered, and the quality of those programs.

Many of those efforts were recognized by the National Council for Marketing and Public Relations, an affiliate of the American Association of Community Colleges. In regional competition, Forsyth Tech won gold awards for its viewbook, radio recruitment advertisements and comprehensive recruiting campaign. The college won silver awards for outdoor media and a campaign promoting the “College in High School” programs.

### Targacept CEO Right on Target as New Trustee



Dr. J. Donald DeBethizy, President and Chief Executive Officer of Targacept, Inc., has been appointed to the Board of Trustees of Forsyth Technical Community College

by Gov. Mike Easley to complete the term of the late John T. Eagan Jr. Dr. DeBethizy is an original co-founder of Targacept and continues to play a key role in the company’s work targeting central nervous system diseases and in its business relationships with major pharmaceutical companies. He has served as President and Chief Executive Officer of Targacept since it became an independent company in August 2000 and has been President since its inception in 1997.

A noted author of scientific works, Dr. DeBethizy also co-authored *Innovation That Fits: Moving Beyond the Facts to Choose the Right Innovation Strategy for Your Business*. He was also recognized by Ernst & Young as Emerging Company Entrepreneur of the Year in 2002 for his leadership in founding Targacept, and the company has been a Best Practice case study in *Harvard Business Review*.

Dr. DeBethizy previously served on Forsyth Tech’s Foundation Board and currently is a member of the boards of Piedmont Triad

Research Park, the United Way of Forsyth County and the Winston-Salem Chamber of Commerce. He also serves on the Board of Visitors of Winston-Salem State University and LigoCyte Pharmaceuticals and was recently elected to the Emerging Companies Section Governing Body of the Biotechnology Industry Organization.

### Thanks to Duke Energy, Power Is Knowledge

Forsyth Tech students and many other community members will soon benefit from a new analytical training center, thanks to a generous \$249,439 grant from Duke Energy. This is the third grant that Forsyth Tech has received from Duke Energy since the company began its Community and Technical College Grant Program in 2004. The new training center will be part of the BioNetwork Pharmaceutical Center. Both Forsyth Tech and Guilford Technical Community College have sponsoring and administrative roles in the Pharmaceutical Center, a statewide resource that serves life science and related companies as well as community colleges. The new training center will include a suite of offices, a classroom and a specialized chemistry laboratory. The Duke Energy funds will supply the laboratory with advanced equipment to be used for quality control and other purposes by life sciences and pharmaceutical companies. Students and employees of these companies will be able to train on equipment that community colleges currently don’t have.



### Contributing at the National – and International – Levels

Two of our distinguished faculty members were invited to present posters at academic conferences in November. Dr. Kevin Conley, coordinator of the Nanotechnology program, presented a poster at the Global Nanoscale Science and Engineering Education Workshop in Washington, D.C. Dr. Marie Thomas, instructor in the Associate Degree Nursing program, was invited to present at the National Organization for Associate Degree Nursing annual conference in Myrtle Beach, S.C. Her poster was titled “Modeling Differential Pacing Trajectories in High Stakes Computer Adapted Testing.”

### Retired Air Force Sergeant Still Flying High

Richard “Dick” Wilson, a longtime volunteer at the Forsyth Tech GED class at Walnut Cove, received the Governor’s Medallion Award for Outstanding Volunteer Service for 2008. The 85-year-old Stokes County resident earned his Laubach Literary Action tutoring certificate through the Forsyth County Literacy Council and helped to create the adult literacy GED class in 1987 with Ann Watts of Forsyth Tech and Betty Smith of the Walnut Cove Library. He has been volunteering with the same class ever since. A retired Senior Master Sergeant from the Air Force, Mr. Wilson is originally from Pennsylvania, but chose to volunteer with this class in order to give something back to his adopted home of North Carolina. All who know Dick Wilson say that he is energy in motion, and that his spirit of selfless service to others is unmatched. He possesses the kindness, concern and heart of a teacher, and has helped countless numbers of students achieve GEDs who might not otherwise have done so.



Dick Wilson receives congratulations from NC Secretary of State Elaine Marshall (left) and Susan Maxey, Forsyth Tech Stokes County Coordinator.

The BioNetwork Pharmaceutical Center’s statewide mandate means that training will be available to community colleges, universities and industry members. The first classes at the new training center are slated to begin this month.

### New Direction for a New Director



Kristie Baity has been selected as the new Director of Forsyth Tech’s recently opened Northwest Forsyth Center in King. Previously, Ms. Baity worked for Forsyth Tech as Chair of the Public Safety Department. In her new position, she is responsible primarily for promoting Forsyth Tech to residents in Stokes County and the northwestern part of Forsyth County by making them aware that more conveniently located college courses are available. The Northwest Forsyth Center, which officially opened on July 18, houses Forsyth Tech’s public safety training programs. The Center also offers certified nursing assistant training; plumbing, HVAC and other technical skills; and GED courses. Ms. Baity earned her B.S. degree in Criminal Justice from East Carolina University and her M.A. degree in Social Science from Appalachian State University. She is currently pursuing a doctorate in Business online from Northcentral University.

### Manufacturing Institute Going “Green”

The Manufacturing Institute has chosen President Gary M. Green as one of 25 education leaders from across the country who will participate in a newly formed Education Council. The Council will focus on expanding and enhancing America’s workforce by creating new educational pathways to help individuals prepare for high-paying manufacturing jobs. These efforts are intended to help American companies successfully compete in world markets. The Education Council currently includes representatives from K-12 schools, community and technical colleges, and four-year colleges and universities. The Council aims to develop initiatives to close the skills gap that has developed as a result of retiring baby boomers, to help young people and transitioning workers find new careers in the manufacturing economy, and to ensure that U.S. manufacturers can continue to lead the world in innovation, productivity and excellence.

### A Salute from the Business Press

*Triad Business Journal* has named President Gary M. Green one of the most influential people in the Triad. The publication cited Dr. Green for his leadership of a school that is critically important in transitioning the economy and his successful efforts on behalf of a \$62.15 million bond package that will help Forsyth Tech expand. Also credited to Dr. Green were a 9% increase in enrollment in 2008 and the launching of several new academic programs.



### Wonderful, Wonderful Dental Hygiene

Three representatives of the University of Copenhagen’s School of Oral Health Care visited Forsyth Tech in October to learn about the American system of dental education. Pictured are Bernie Yevin, Dean, Business and Information Technologies (left) and Jan Overman, Dean, Health Technologies (right), welcoming our Danish guests.

### Thinking Out of the Big Box

Forsyth Tech received a \$5,000 grant from Sam’s Club on Hanes Mall Boulevard. Sponsored by the Wal-Mart Foundation, the grant will be used to buy resource material for use by small-business owners at Forsyth Tech’s Small Business Center. The Center provides training, counseling, seminars and workshops for existing and would-be entrepreneurs.



Denise Marler, manager of Sam’s Club, presents a \$5,000 check to Dr. Shari Covitz (left) and Nell Perry (right).

# Switching Gears

All the Right Stuff for Career Changers

Regina Whitaker

## What Everyone Wants in a Job: Great Chemistry

Regina Whitaker worked for a local textile company and enjoyed her job in quality assurance there. Besides being able to see whether the yarn met the specifications, Regina could also see the writing on the wall. The company underwent a series of downsizings, and each time Regina and some of the other survivors were “bumped” into lower positions.

Young as she was, she realized she needed to go into an industry with better prospects in North Carolina, and she knew that she needed new skills. Since she enjoyed lab work, she decided on the medical field, and enrolled at Forsyth Tech in the Medical Assisting program. A little bit later, she heard about the new Biotechnology degree program, and she switched majors.

“It was very challenging. There was an incredible amount of study time,” she said. “But I had been taking college classes all along, and I’ve always said I could be a lifetime student.”

Regina has high praise for the fine instructors and state-of-the-art equipment she encountered at Forsyth Tech. And she was grateful for the chance to work in the chemistry lab at Forsyth Tech and to be an intern at a young biopharmaceutical research company in Winston-Salem – Targacept.

As an intern, she worked hard, treated it just as though it was her permanent job and did everything she could to prove herself. And at the end of the internship, in 2004, she was offered a full-time job at Targacept. The company is engaged in the design, discovery and development of a new class of drugs for the treatment of diseases and disorders of the central nervous system, such as Alzheimer’s disease, and the cognitive effects of schizophrenia, anxiety disorders and depression.

“I’ve been promoted twice. Now I’m a Lab Technician III,” she said. “I personally assist all the chemists with the synthesis, purification and analysis of compounds, and I maintain the lab equipment.”

“I love my job,” Regina said. “It’s good to know that you’re working toward something new that will benefit the world. It’s not like working at a factory that is putting out the same thing every day.”

Regina has taken some courses at Salem College, working toward her bachelor’s degree in chemistry. For now, she has her hands full with her job and her family, including two young children, but her eventual goal is to continue her education and earn additional degrees.

Does she aspire to be a chemist?

“I think I’m a chemist now,” she said. “Then, I’ll be a credentialed chemist.”



Regina Whitaker’s degree in Biotechnology took her from a textile company to Targacept.

Changing jobs and changing careers have become the norm during the past generation. No longer able to depend on their employer’s loyalty – or even the company’s continued existence – workers in all industries and at all levels find themselves needing retraining. In our community, Forsyth Tech is the major provider of skills training, education and counseling for career changers.

The worst economic conditions since the Great Depression simply throw into high relief what Forsyth Tech offers all the time, year after year. Degree, diploma and certificate programs in a wide spectrum of technologies. Shorter-term courses in competencies needed for work in health care, human resources, trades, manufacturing environments and many more. Individual counseling for would-be entrepreneurs. Job search skills for people who may be seeking employment for the first time ever, or the first time in decades. An emphasis on training for jobs that aren’t being shipped overseas, in industries that are stable, emerging or growing.

Sudden job loss, the realization that your chosen line of work is going offshore or being erased by changing tastes or changing technology, or the desire to finally realize a long-held dream or ambition – all are reasons why people find themselves back in class. Others find that a divorce, a disease or a disability forces them to change directions and acquire new capabilities.

Here are six people who have depended on Forsyth Tech to get them where they want to be.



Dañita Barber

## A Fresh Start Follows a Forced Detour

After Dañita Barber graduated from Glenn High School, she entered N.C. A&T University, and embarked on a major in chemical engineering. Before she completed her degree requirements, she became too ill to continue and left college in 1995.

She got a job at a sporting goods store and wound up working there for 10 years. She liked the atmosphere, and enjoyed her colleagues and the customers. Eventually, she felt there was not much more for her to learn there, and she is someone who loves to be learning. She’d worked in every aspect of the business except management, which didn’t appeal to her, so she felt it was time to move on.

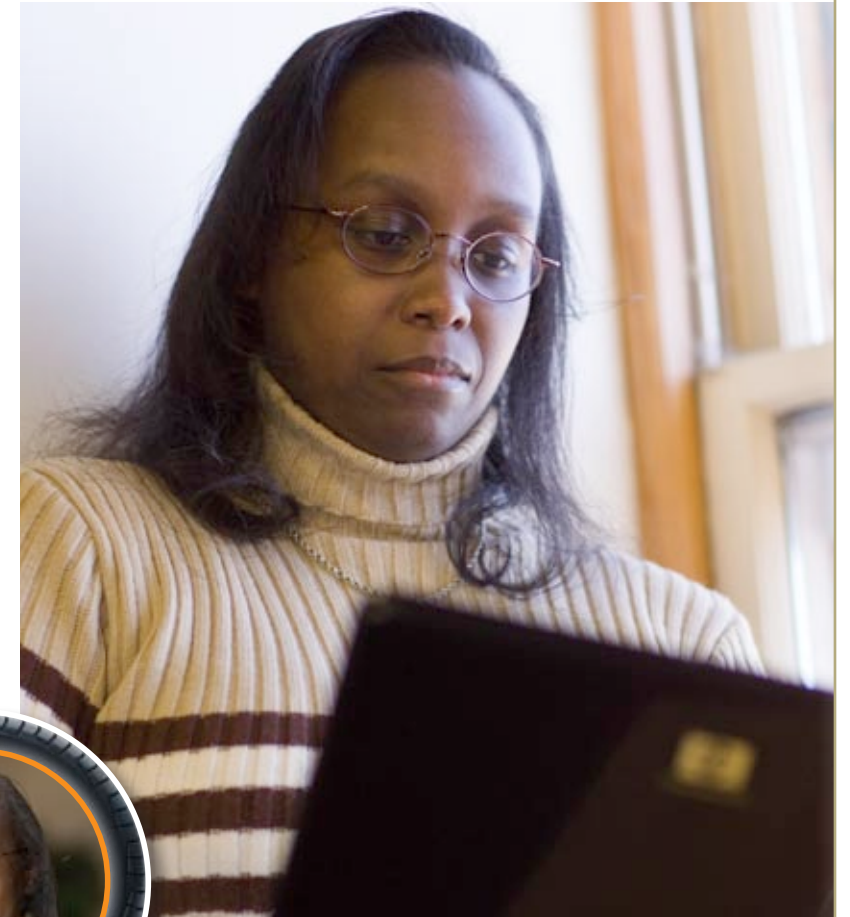
Information technology interested her, because her mother worked in the field, and Dañita had been exposed to computers at home since childhood. She enrolled at Forsyth Tech in January 2007, in the Networking Technology program. Before the year was out, she also began taking requirements for the Information Security and Web Technology degrees. She expects to graduate with three degrees – all in fields where jobs are being created. In this, her last semester, she plans to sign up with a temporary employment agency to get some experience in the field.

“I really like Forsyth Tech,” she said. “The classes aren’t easy, but they are convenient for me. The teachers will work with you, and be patient. I had one teacher who was very, very, very patient!”

Dañita has also been impressed with the state-of-the-art technology she is learning.

Asked why she had stayed in her retail job so long, she said, “I guess it was because I could.”

It turned out that the disease that had caused Dañita to feel so exhausted when she was in college years ago was lupus. The illness was not diagnosed until two years after she left N.C. A&T, and she found the experience humbling.



With three degrees in information technology specialties, Dañita Barber can look forward to excellent career options.

“I could have taken disability and not worked, but my pride kicked in and, I didn’t want to do that,” she said. “I knew that there were people with the same disease as I have who were worse off than me, and that’s why I tried to put forth more of an effort. Because I could do it.”

Dañita is realistic about what she can expect in the current recession. “The jobs are there, but you have to be willing to take lower pay now,” she said.

Nevertheless, Dañita, in her early 30s, is looking forward to a long career of learning and working.

*Jim Crawford***After Three Downsizings,  
A Remarkable Regeneration**

"I decided I wasn't going to be a victim," said Jim Crawford, recalling the third time he lost a management position.

He might be forgiven for feeling that the fates were against him.

Jim was a manager for one of the Sara Lee divisions. During his 12 years there, he survived four or five reductions in force. But in 1997, it was his turn. From there, he went to work at another large local company, AMP, Inc. It was only a year until Tyco Electronics took over that company, and Jim was part of the large cutback that accompanied the transaction. Needing to stay in the area because of family considerations, Jim signed on with a metal furnishings company. But that was the kind of work that was headed for Asia in the 21st century, and in 2004 the company closed its doors.

Jim took the opportunity to do some stock-taking, and to use his personal interests as the basis for the rest of his career.

"My true love was biology," he said. "My bachelor's degree is in biology, but I never did anything with it."

Jim enrolled in the Biotechnology degree program at Forsyth Tech. He was 54 when he started the program.

"The teachers were excellent, and the training was top notch, better than I got at my four-year university," he said. "My bachelor's degree is what carries the weight, but I got the skills at Forsyth Tech. With this newfound knowledge and acquired technology skills, I then visualized myself, what I wanted to do, where I wanted to work."

"My grades were excellent — a big difference from when I was in college 30 years ago with 'good' grades," he said. "I was focused with a goal this time. With hard work and diligence, I earned the Holy Grail — an internship in Dr. Tony Atala's lab."

In the laboratory of the world's foremost researcher in regenerative medicine, Jim tried to make himself indispensable as an unpaid intern — a policy he recommends. And sure enough, he was hired to work in the tissue and cell culture core of Dr. Atala's lab, formally known as the Wake Forest Institute for Regenerative Medicine.

The salaries in the field are quite a bit lower than what Jim was accustomed to in the industry. But even though he's earning



*Switching from management to science gave Jim Crawford the satisfaction of working in medical research.*

half as much as a technician as he did in business, his job satisfaction is enormous. He said his job is both fun and challenging every day.

He's found that his previous management training and experience translate well to the world of scientific research. He introduced an inventory control process, including a barcode label system, which is par for the course in manufacturing companies but practically unheard of in academic environments.

"Academics haven't had to track dollars so closely in the past," he said, "but tracking dollars spent with detail and accuracy really impresses the people who are thinking about making grants to the lab."

"The work that is going on here is cutting edge," he said. "It's great to be part of an organization that is making such worthwhile contributions to society."

*Anne Willis***Fancy Footwork Is Her Specialty**

"When I was a kid playing with dolls, I was usually trying to do surgery, or setting a broken arm or leg," said Anne Willis. "My grandfather was a medic in World War I. He was a remarkable man who continued to serve in the influenza pandemic of 1918-19. He was my inspiration for a career in medicine. My mom joked that the medical gene had skipped a generation."

Anne was the first generation of her family to attend college. She was accepted at Wells College in Aurora, N.Y., and offered a full scholarship. Even so, she found the experience overwhelming, and she wasn't able to find a job in the town, which she needed to support herself. She left after one year and joined the U.S. Navy, where she was trained to be a hospital corpsman. After intense training, she worked in a 40-bed cancer hospital in Bethesda, Md., that was closely connected to the National Institutes of Health.

Later, when she was married and a mother, Anne home-schooled her daughter for a dozen years, particularly emphasizing the science curriculum, which they both loved, and from time to time, she took part-time jobs in nursing homes and pharmacies.

When her daughter was grown, Anne, single again, chose to relocate to North Carolina from her hometown in Massachusetts because of the more favorable cost of living. She entered the Medical Transcription program at Forsyth Tech and graduated with a 4.0 grade point average.

"I couldn't recommend that program more highly," she said. "It was wonderful. They updated the equipment twice while I was there. I learned terminology, anatomy, physiology, word processing — everything you could possibly need. I did a 160-hour co-op at Forsyth Medical Center, and I got my first medical transcription job before I graduated, through a lead from an instructor."

After working for others for a couple of years, Anne launched her own company in September 2008. Feet First Transcription Services offers services to providers of podiatric care.

"I decided to specialize, because it's more productive," Anne said. And she still loves orthopedics and sports medicine as much as she did when she played with dolls. Her typical workday is 10-12 hours, and she says that medical transcription is demanding work, involving eyes, hands, brain, ears — and even feet.

Like so much other work, medical transcription has increasingly gone to Asia, where the costs are a tiny fraction of the moderate fees local transcriptionists charge. Anne said the difference in quality is also "like night and day," so many medical providers rely on or return to local services.

Business has been good enough that Anne has engaged two subcontractors — Susan Bower and Karen Britt. And it goes without saying that both are graduates of Forsyth Tech's Medical Transcription program.

Anne continues her involvement with Forsyth Tech by serving on the Medical Transcription board of advisors and helping the program's graduates find jobs.



*Three's company — Anne Willis (right), Susan Bower (left) and Karen Britt all got their medical transcription training at Forsyth Tech.*



## John Moats Nursing + Computer Savvy: A Powerful Prescription

John Moats works for the Department of Veterans Affairs in Salisbury as a respiratory therapist, a position he has held there for 14 years. But he knows that nothing, including a job with the federal government, can assure him of lifelong job security.

"I'm 45," he said. "I've got a bad back and a bad leg. And the VA is looking at reorganizing its entire structure."

John thinks he may not have the physical strength required to perform respiratory therapy for all of the dozen or so years until he will reach retirement age.

The idea of going for another degree is not the least bit daunting to him.

"You're talking to somebody who's very pro-education," he said. "I have five associate's degrees – four or five – including a degree in nursing. I'm a registered nurse. And I have Bachelor of Science degrees in accounting and respiratory therapy."



The new career he is preparing for is nursing informatics. He's taking courses at three colleges to get the combination of skills and knowledge he thinks will be important. He's taking online courses from Bellevue University leading to a master's degree in information systems with an emphasis on security, and online courses at Fayetteville Technical Community College, one in computer and financial fraud, and one in banking and finance.

At Forsyth Tech, he actually attends classes. He's pursuing a degree in Networking Technology and also re-upping his credentials as a Microsoft Certified Systems Engineer.

"Nursing informatics is a new field, and that's what I'm looking for," he said. "You don't see too many nurses out there with degrees in computers. But if you have computer savvy and nursing experience, you can combine them."

In the career he is carving out for himself, John will be able to operate and teach the medical software that hospitals use to run their patient record systems.

"Hospitals need people who can train nurses and doctors and therapists and technicians on these systems," he said. Security is of the utmost concern, as the information being entered is personal and private, and health care providers must comply with the Health Insurance Portability and Accountability Act (HIPAA) standards and protocols.

The Department of Veterans Affairs was the leader in developing computerized patient record and medication administration systems, John said, and now many other hospitals are adopting similar systems.

"I'm looking forward to what I'm going into," he said. "I'm also looking forward to having more responsibility and making more money."

And if it takes more college degrees to get into this new field, he's more than willing to earn them.

"Education is how you get ahead. If you don't keep up, you get left behind," he said.



Looking ahead, John Moats sees a great future in nursing informatics.

Entrepreneur Dana Suggs saw a void in the Triad, and filled it with Body and Soul.



## Dana Suggs Big Ideas For Small-Business Owners

"The people at Forsyth Tech's Small Business Center really want to see you succeed," said Dana Suggs.

She should know. As the owner of Body and Soul, a retail shop in the Arts District of downtown Winston-Salem, she first encountered the services of the Small Business Center after her business was up and running.

The first-ever Piedmont Retail Business Challenge took place in 2006, a competition sponsored by a company that develops and owns shopping malls. The top prizes included retail space at three malls in the area. Dana Suggs decided to enter the competition by positioning her best-selling line of skin care products as a separate venture, called Butter Up. And she won. Butter Up was at Hanes Mall for seven months – and that built up the Body and Soul business.

"We picked up 2,000 additional customers for our store on Trade Street," she said.

The three winners were selected on the basis of their creative, strategic business plans. And that's where Forsyth Tech came in. Dana attended an intensive course at the Small Business Center in writing a business plan. She learned things she had not known about, even as a seasoned businesswoman.

Dana had spent much of her career in New York, working in account management for two of the largest advertising agencies. Moving to North Carolina because of a "love interest" to whom she is now married, she worked for two local agencies in the same capacity. She'd never even thought about becoming an entrepreneur.

Away from the big city, though, Dana discovered she didn't have access to some kinds of products she liked, things she said people of color especially enjoy. So she opened Body and Soul to fill a void, and created an interesting shopping environment that appeals to people of many cultures.

Once Dana discovered the Small Business Center, she made it a regular resource.

"There are people there who will talk to you specifically about your questions and challenges, professionals who will help you reach your goals," she said. "Where else do you get that mentoring? And they have a lot of literature there. And information about all the regulations that small businesses are subject to."

Dana is a regular lecturer in the business classes of local universities, and she always reminds students that they will be competing in a global economy, and they need to be very well prepared. Forsyth Tech's Small Business Center is a resource she considers up to the challenge of helping people who want to run their own companies prepare to face that tough competitive environment. Her advice:

"Get over there. Even if you're not quite ready to start your own business yet." 

*For People Who Never Expected to Lose Their Jobs*  
**Job Search Skills, Tools and Support  
 Come to the Rescue**

“Whatever is happening in the economy is what we’re seeing here,” said Juanita Murphy, a specialist in educational career counseling at Forsyth Tech’s JobLink Career Center.

The JobLink Center and the Employment Skills Lab, both part of the College’s Corporate and Continuing Education division, began seeing not only unprecedented numbers of people last fall, but also a much greater range of unemployed and underemployed people.

With job loss at an all-time high, there has been an influx of people who have been laid off for the first time in their lives and have little idea of what to do. There have been many more mid-level managers and white-collar employees. There have been older adults, forced to return to the workforce after having retired.

And for the first time, Corporate and Continuing Education has been serving significant numbers of homeless people.

“A lot come to us at the last minute, when they have already lost their homes,” Ms. Murphy said. “This is the saddest part, seeing so many people who are now homeless.”

What the JobLink Career Center has to offer are counseling services – assessment, career planning, information about education programs that will meet their needs and a direct link to all job postings from the Employment Security Commission. At the Employment Skills Lab, individuals receive training in job search methods, resume writing, job interview skills, basic reading, and math and computer skills. The lab is operated at two locations, and the services are free to people who are unemployed or who are earning less than double the current poverty level. The JobLink Center and the Employment Skills Lab work closely together to provide the appropriate skills and tools to each person.

Besides these tools for job searchers, Corporate and Continuing Education has dozens and dozens of courses that help people quickly acquire the technical and management skills they may need to become quickly employable.

Ms. Murphy’s advice to people who are worried that they are going to lose their jobs is, “Don’t sit and wait, and hope that things are going to get better. Prepare yourself now.”



### Tips for Career Changers

*From Jim Crawford, who moved from being a manager in a series of manufacturing companies to a technician in a research organization, here are some suggestions for getting hired:*

> Focus on what makes you happy. You may never have thought that what you love could be how you earn your living, but Jim believes career changers should start by figuring out what excites them, whether it’s a particular field of knowledge, helping other people or the adrenaline rush of a fast-paced environment. Particularly since career changers may be taking a pay cut, it’s important they feel that enjoyment of the work is a form of compensation.

> Visualize yourself in the role you want to be in. If you can see yourself performing the work, it will be easier for potential employers to visualize hiring you.

> Don’t assume your age will work against you. If you’re in your 50s, for example, employers may see your age as an advantage. They’ve learned from experience that Baby Boomers tend to have an excellent work ethic, and that many kinds of experience translate very well from one career field to another.

> Take advantage of co-op education and internships during your training. Many employers use these unpaid work experiences to size up potential talent. Jim advises making yourself indispensable, so that the organization will feel it can’t afford to let you go.

> Remember that the soft skills are just as important as the technical skills. Teamwork, appreciation of individual differences and conscientious work habits are characteristics employers consider of the utmost importance. Demonstrate that you possess and value those traits – on your resume, in the interview and in an internship experience.

# Designing Woman



## An Interview with Rosa Otero – Program Coordinator, Interior Design

**Q** Rosa, all the instant makeovers of homes on television have certainly heightened people’s interest in domestic interiors – and how to change them. Are you seeing heavy enrollment in the new Interior Design program?

**A** Yes, the HGTV frenzy has contributed to attracting more students than we anticipated. But interior design is not what you are seeing on most of those programs. People confuse interior design with interior decorating – a field where a college degree is not required.

**Q** How would you define interior design, then?

**A** It’s a relatively new field. Until the 20th century, interior design was simply part of what architects did. Specifying interiors first became a field of its own about 100 years ago. Architects are concerned with the form of the building, and interior designers are concerned with the space in which people live or work

in the building. That includes lighting, ventilation, views, environmental factors, health and safety issues, smells, sounds, textures and visual effects. All those things affect how comfortable and happy you feel in a building, whether you are consciously aware of them or not.

**Q** Do some interior designers work in architectural firms?

**A** Yes. In fact, I am an architect by training. I had the opportunity to work in the interiors group of an architectural firm, and I was surprised to find out how much was involved. People think anybody can do it, but it’s not as easy as it seems. It takes product knowledge, research, psychology, ergonomics – ideally, all this knowledge about space should be incorporated when the house is being planned.



Q What would be an example of a big idea?

A Well, in the room we're in right now, color is the big idea. There is a lot of orange here, and analogous colors. All these colors are used in many patterns and textures throughout the room, but all the patterns go together. They're all the same scale, and all have curves, and the colors are all of the same intensity, so it works.

Q Sounds like you're saying, "Don't try this at home!"

A I know not everybody feels they can afford to hire an interior designer. But for those who want to, many designers will charge a flat hourly fee. So you could engage a designer for one hour or 10 hours, or as much as you want.

Q For do-it-yourselfers, what's the most important thing to know about interior design?

A Ultimately, it is about the owner of the house, and how he or she can best enjoy the space. Something may be bothering them, and they may not know what is causing the problem. The lighting might be terrible. Or the colors may clash with the colors they enjoy wearing. Sometimes it takes an objective observer to see what the problem is.

Q Reworking a space can seem overwhelming to people who don't have training. Where should they start?

A It's good to start with a big idea. Reality will shrink it down, but it's easier to edit a big plan down than to build up a small idea.

Q Speaking of color, aren't many people afraid of it?

A Definitely. And painting the walls, or an accent wall, is often the best and most inexpensive thing you can do to freshen up a space. Don't be afraid of color. The worst thing that could happen is that you would have to repaint the wall.

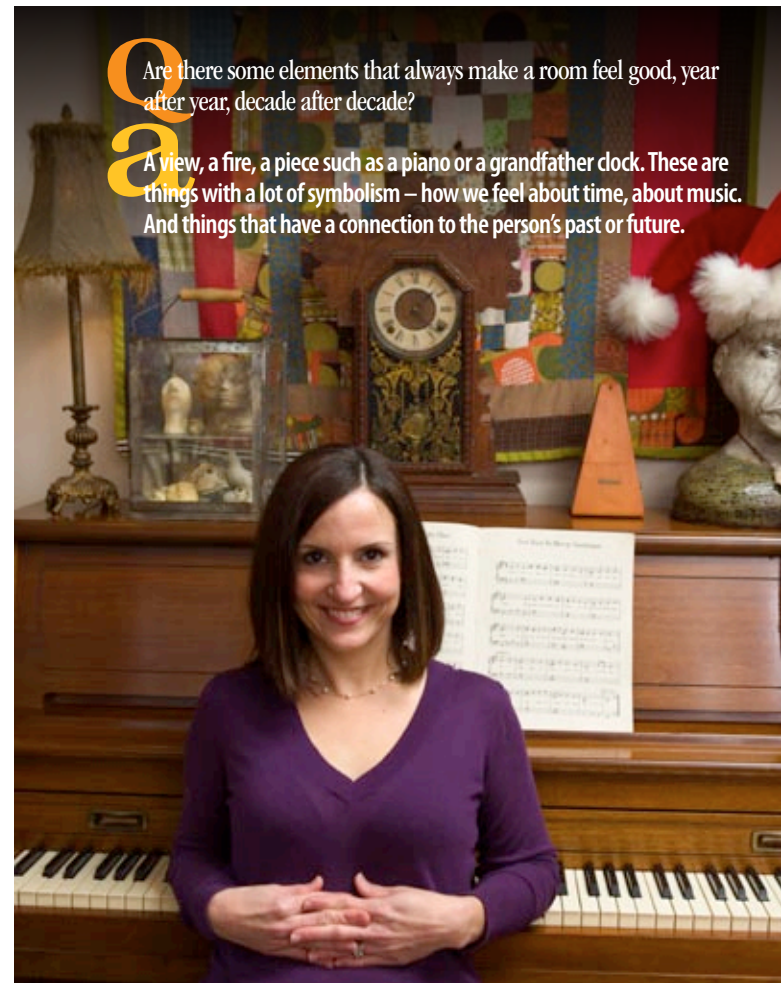
Q Anything you'd recommend to everyone?

A Yes, original art. Nothing against the discount department stores, but there's no excuse for that kind of art in a city with so many artists. There are galleries in the downtown Arts District with art for sale. There are the Seagrove potteries. And student artwork is for sale. Everyone can afford some original artwork.



Q Are there some elements that always make a room feel good, year after year, decade after decade?

A A view, a fire, a piece such as a piano or a grandfather clock. These are things with a lot of symbolism – how we feel about time, about music. And things that have a connection to the person's past or future.



Q What about inherited pieces?

A You can always work in things that have meaning for you. They don't have to be in the same style as other pieces in the room. You can work a room around some inherited pieces, instead of sticking them in a yard sale.

Q How can we get the freshness we all want – without necessarily buying a lot of new stuff – so that our houses don't start looking like museums?

A Move things around, not just within a room, but from room to room. And don't be afraid to express yourself, with colors, collections, anything you're interested in. I know one person who papered her bathroom with roadmaps from her trips. And another friend who collected newspaper headlines and framed them. Bring in pieces that mean something to you.

Q What are the most common design errors you see that might make people feel uncomfortable in their rooms?

A Too many focal points. If there is more than one main focal point, you feel tension. And problems of scale with furniture. It's best to measure your room before you go furniture shopping, and measure the furniture at the store, so the pieces won't feel too big or too small for the space you have. 📏



*More Than Surface Knowledge*  
The Interior Design degree program at Forsyth Tech is in its second year. Students who complete the program can choose to transfer to four-year colleges to earn their bachelor's degrees. Local colleges that offer a bachelor's in interior design include Salem College, High Point University and UNC-Greensboro. Those who don't aspire to the bachelor's degree can find jobs in interior design – with design and architectural firms, in retail environments and in art galleries – and, after gaining four years of experience, are eligible to sit for the National Council for Interior Design Qualification examination and to receive professional accreditation.

*Photos for this article were taken in the home of Jan Detter, a Winston-Salem-based visual artist and member of the advisory board of Forsyth Tech's Interior Design program.*





# sylvia haith

Social Science Instructor

"I love graduation. To see your students who have met their goals looking so happy and eager, I feel proud," said Sylvia Haith. "When you think about how many of them have jobs, and children to take care of, and elderly family members to take care of — I don't know that I could do what they are doing."

The admiration Sylvia has for her students is mutual.

"I get invited to weddings. I have babies named after me," she admitted. Recently, she ran into a former student at the mall who commented on the continuing impact Sylvia was having on her and her family.

In almost every class, Sylvia instructs her students to do something special for someone else before the next class meeting. And she often follows that up by asking what they did. The Forsyth Tech graduate she saw at the mall was finding that a valuable tool with her own children, as she taught them not to always expect other people to cater to their wishes.

Every email Sylvia sends carries the quotation, "When one teaches, two learn." Her own academic career has been distinguished — from high

school valedictorian to Fulbright Scholar and two honorary doctorates. With her lively passion for learning, she said she could never be content to lie back and watch television. "Life is short, and it's very interesting. I believe in putting the most into it that I possibly can," she said.

Sylvia has communicated her curiosity and enthusiasm to students over a 30-year teaching career. She has taught high school English, and she was an instructor at Shaw University, N.C. Central University and Winston-Salem State University before joining the Arts and Sciences faculty at Forsyth Tech 25 years ago. All the students in her sociology courses are college transfer students. Her engaging communication style makes her a sought-after speaker beyond the campus, as an educational consultant, keynote speaker and Sunday school teacher.

Students' expectations have changed during the years she has been teaching, she said. "The day is long gone when a teacher could stand in front of the class and just lecture. It takes more to get and retain their attention than it did 30 years ago. You have to bring excitement and technology into the classroom."

## Fishing, Fashion, Philosophy — It's All Good

When she's not standing in front of a classroom, Sylvia Haith enjoys... well, she enjoys a lot of things:

"I'm a fisherwoman. I have all these trophies in my office for deep-sea fishing. I'm a member of the Winston-Salem Anglers. When my husband was alive, I would go hunting with him, but now, I just do target shooting.

"And I'm an advisor to the Philosophical Society on campus. We have a wonderful time talking about issues of interest. Oh, and I'm also an advisor to the 24 Karat Modeling Club.

"And I love to read biographies and autobiographies, how people came to be what they are. Right now, I'm reading every book and article I can find by and about Barack Obama."

## Days in the Life

Sylvia Haith's mother's name is Mary. Her father's name is Joseph. And Sylvia was born on December 25. "My mother says it was the worst Christmas ever, being in labor so long," said Sylvia.

August 8, 2008 — 08-08-08 — was another special day. Sylvia became engaged to marry, after being widowed for 14 years. "I was tremendously in love with my husband, and I still am, so it wasn't easy for this guy," she noted. They plan to marry within the year. Maybe 09-09-09?

Lynn Benjamin II had close ties to Forsyth Tech, even before he became a student. He happens to be closely related to a Forsyth Tech alumnus — his father, also named Lynn Benjamin, who received a degree in Diesel Mechanics.

"I had always planned to go to college," Lynn said, "and I had always considered Forsyth Tech as an option. A lot of people in my family were telling me that I should start out at a community college." But this second-generation student had reasons of his own, too. "I just wanted to stay local after I graduated, so I joined up with the transfer program so I could get my two-year associate's degree and transfer to a four-year school."

Based on his family's experience and encouragement, Lynn had a positive view of Forsyth Tech, but he met with conflicting opinions from his peers. "When I was growing up, a lot of people looked at Forsyth Tech and thought that it was the easy way out, not necessarily a real school," he recalled. "I used to think like that a little."

Those perceptions made everything he

discovered about Forsyth Tech that much more surprising. "Once I got there, I saw that they had a lot more to offer — all of the different programs, the student body, the activities that they have going on all the time."

Currently in his second semester, Lynn has chosen to study accounting. At Parkland High School, Lynn excelled in his mathematics courses and knew that there were numbers in his future.

Lynn has been impressed by his instructors at Forsyth Tech, and their hands-on knowledge, especially that of his current instructor, Joseph Chandler. "I'm taking a tax class with him right now, and he knows a lot about accounting, because he runs his own CPA firm. During class, he tells us about his own experiences."

It's that kind of firsthand experience that is making Lynn's education at Forsyth Tech so valuable to him.

But schoolwork isn't the only thing that keeps Lynn busy. One reason he chose Forsyth Tech was his desire to continue working and keep money in his pocket during his first years of college. Like many Forsyth Tech students, Lynn holds down two

jobs while attending school — one as a cashier at a nearby grocery store, and a recently acquired job with Charles Hines & Son, a local human services provider for the developmentally disabled. Although he does not have much experience yet in his new job, Lynn enjoys working as a cashier, because he finds that he can apply many of his learned skills to his job. "It helps me out quite a bit," he said. "I'm handling money every day, and I'm also interacting with people. A lot of customer service."

How does Lynn handle all this responsibility? He sets priorities with his employers. "They understand that my schoolwork comes first," he said. "They really work with me around my school schedule."

After Forsyth Tech, Lynn plans to transfer to N.C. A&T University. On why he didn't go straight to a four-year college to begin his career, Lynn said that he didn't want to jump into something where he might be getting in over his head. "I thought I would be better prepared if I got some local community college experience under my belt first."

Lynn's advice to potential Forsyth Tech students: "It's a lot more than what it seems on the outside; you really just have to go, look around and experience some things to really get a feel for it. A lot surprised me." 7

# lynn benjamin II

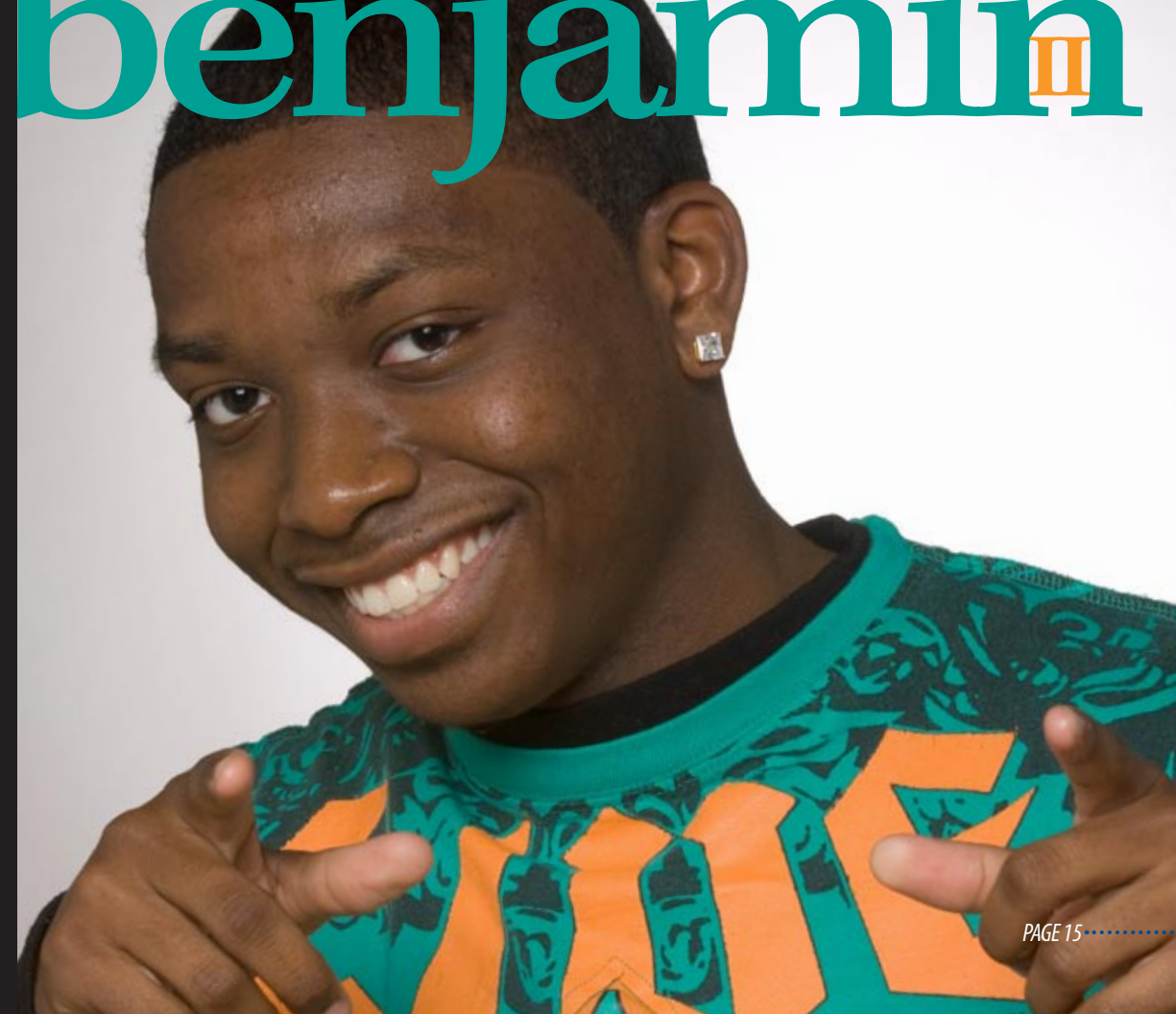
Accounting, Class of 2010

## Mentors Who Inspire

As a member of the James A. Rousseau Minority Male Mentoring Program at Forsyth Tech, Lynn often gets the chance to interact with role models. The election of the highest profile male minority role model of all — President Barack Obama — is an inspiration to him, as are the people associated with the mentoring program. The program allows participants to meet monthly with representatives of the local business community, faculty and staff at Forsyth Tech.

"I get a lot of support," Lynn said. "When you first join the program, they hook you up with the mentor, and they just want to touch base with you every once in a while to make sure you're doing well in your classes, to see if you need help with anything.

"A lot of times, they'll look at the field that you're in, and they'll know people working in these fields and can get you connected, so you can get some experience."





**I**n the fall of 2007, a group of eight mayors from the country of Moldova was exploring local government in North Carolina, a visit supervised and shepherded by Forsyth Tech. On the last day of the visit, someone mentioned to the Moldovans that winemaking was an emerging industry in North Carolina. That caught the attention of the mayors, because grape growing and wine-making are what you might call a mature industry in their country. The winemaking tradition there goes back more than 3,000 years.

The mayors presented this information to Open World, the U.S. Congressional sponsoring organization of the international exchange program, and the information found its way into Congressional testimony.

“The next thing we know, we’re hosting five people from Moldova who work at high levels in winemaking and grape growing,” said Suzanne Stafford, Director of International Corporate Programs at Forsyth Tech. For the first time, she said, Open World saw a program that could help U.S. business, as well as educating the visitors, and a delegation was arranged for early November 2008.

“It was a little bit experimental,” she said. “Forsyth Tech was chosen as the host institution because expediting and facilitating international programs is a real strength of ours.”

The Moldovans also spent time at Surry Community College, which offers courses in viticulture and enology, and at N.C. A&T University, where students can earn bachelor’s and master’s degrees in agribusiness. They also went to Raleigh and visited with the Executive Director of the state’s Wine and Grape Council, part of the Department of Commerce. And much of the weeklong visit was spent touring Yadkin Valley wineries.

Nobody knew quite what to expect – though the itinerary was rich with potential – and ideas bubbled up naturally. What about the fact that North Carolina does not yet produce enough grapes for all the wine it makes? Could Moldova supply some of the grape juice? What about the interest local grape growers have in forming cooperatives? Could Moldova teach them how to do that, through Web-based classes? What about an international wine festival that includes North Carolina wines? One enthusiastic patron is working to make that happen. What about bringing Moldovan experts over to teach best practices? It’s already happening, in at least one vineyard. What about importing Moldovan root stock to improve disease


## Winemakers Get a Taste of Ancient Wisdom and Hot New Trends



# A FERTILE EXCHANGE

resistance of locally grown grapes? Or collaborating to explore the feasibility of marketing high-quality boxed wine to markets where glass bottles are unacceptable?

These, and many other ideas, arose during informal sessions between Moldovans and North Carolinians who are inventing the future of wine production.

“In North Carolina, in the Piedmont, if we’re going to create new business opportunities, we are going to have to do it creatively, and collaboratively. We have to look at nontraditional opportunities. We have to look beyond our shores,” Suzanne said. “Forsyth Tech is expediting that. We’re helping to get things moving and make things happen.” 

### One Degree of Separation

Yes, you can get an associate’s degree in Viticulture and Enology Technology from Forsyth Tech. No, Forsyth Tech doesn’t offer courses in either grape growing or winemaking.

This particular degree program is another example of collaboration. The technical courses are located at our neighboring institution, Surry Community College. People who live in Forsyth County, or find it more convenient to take classes in Winston-Salem, can take the basic academic courses at Forsyth Tech, and the grape-related curriculum at Surry, through what is known as an instructional service agreement.



## Milking the Heritage Angle

A wine bottle featuring a picture of a cow? What’s up with that? At Grassy Creek Vineyard, the Moldovan visitors learned that the location had once been the site of a dairy, Klondike Farm,

that claimed to sell the best chocolate milk in the world. The winery owners

wanted to bottle their sweet wines in milk bottles but found that traditional glass milk bottles couldn’t be tightly sealed. Eventually, they were able to import suitable bottles from Italy, and have them screen printed with the image of a Guernsey cow and the Klondike Farm label.

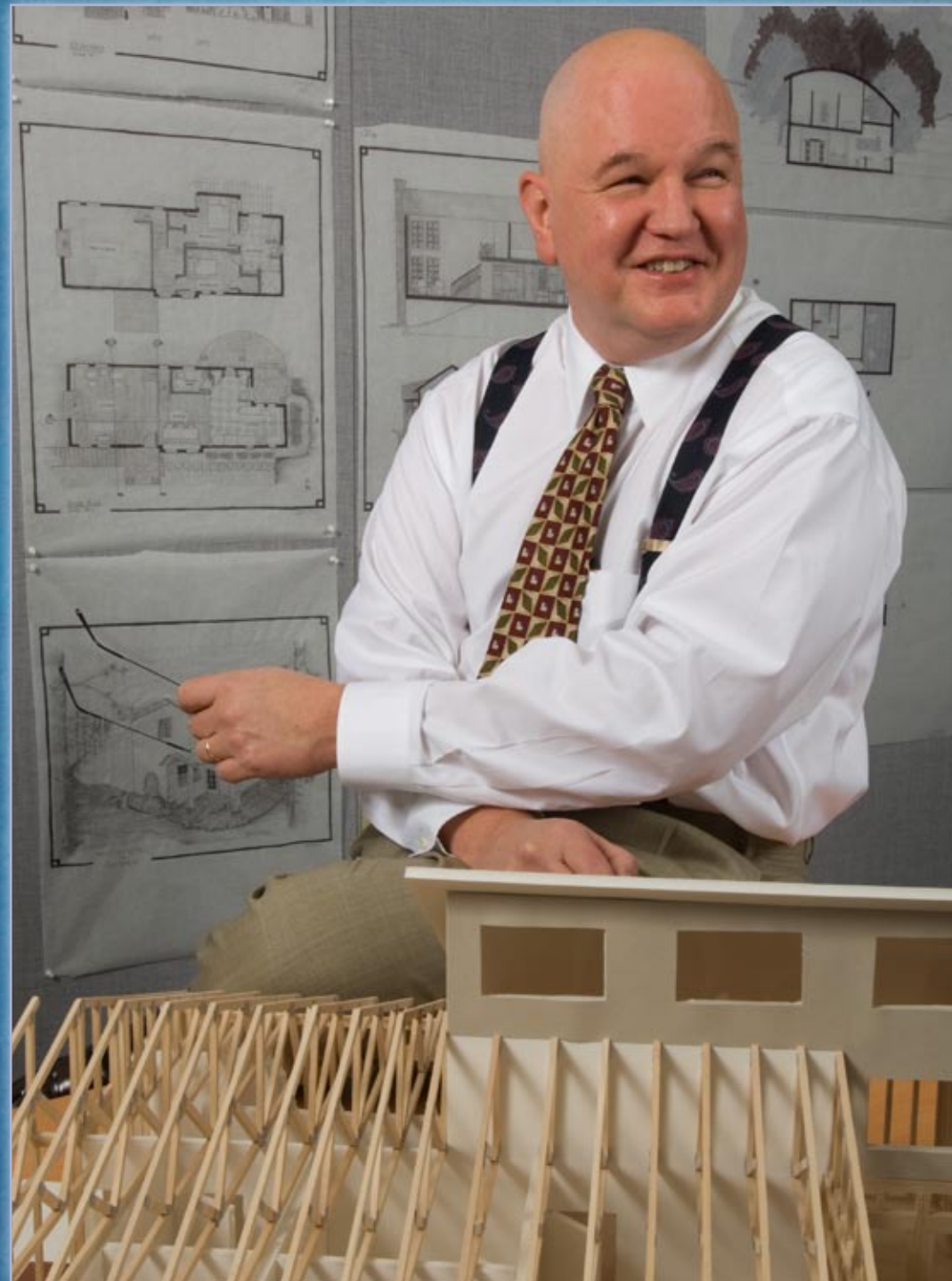
That’s marketing. And that’s what the Moldovan winemaking industry experts came to find out about. As part of the former Soviet Union, Moldova didn’t have to concern itself with marketing and promotion. The market was ready-made, and the Russian market continued strong even after the dissolution of the Soviet Union. But during a recent two-year embargo on exporting wine to Russia, the Moldovans learned not to depend entirely on one customer.

Now they’re interested in moving from factory-like production that worked under a communist regime to ideas that will work in a free market. The Yadkin Valley wineries provided a fine education in how to attract tourists, showcase products, and set up wine tastings and other wine-related experiences. The restaurants, gift shops, tasting rooms and lodging that local vineyards offer – not to mention the folklore and family stories that visitors are regaled with – are marketing techniques that should travel well.



Looking to the future,  
Forsyth Tech's Architectural Technology Program  
is creating "ambassadors for sustainable design"

# Sustaining Excellence



Marty Marion points out that green building is now the fastest-growing trend in construction – and Forsyth Tech was ahead of the curve.

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Those who do not know the past, the saying goes, are condemned to repeat it. Marty Marion does know the past, and he's using its lessons to train the next generation of architects to do things a better way – a way that preserves our resources and doesn't waste our energy. Marty is teaching his students the principles of sustainable design, a combination of historical techniques united with an array of contemporary design strategies and building science. The goal is to reduce a building's negative impact on the environment (such as producing waste and using non-renewable resources) while creating a healthy, productive environment for the occupants. "It's just simple concepts," he says. "Common sense, really." But the results could make a world of difference for our children and those who follow.

## Green from the Get-Go

Marty is the Program Coordinator of Architectural Technology at Forsyth Tech and has long been an advocate of sustainable design (or "green" building, as it's more commonly known). His interest goes back to his undergraduate training and early days as an architect in the late 1970s and early 1980s.

"In those days, there were some energy issues in our country," he recalls, and says that led to an interest among architects in developing structures that were more energy efficient. But, he says, for many people, "once the energy issues went away and were somewhat reconciled, so did the interest." The idea stuck with him, however, and he continued integrating energy conservation concepts into his designs throughout his 20-year career as an architect. Then, when he came to Forsyth Tech 17 years ago to teach, he began passing his ideas on to his students.

"A real basis for this program has been building it toward a sustainable approach and green architectural design," he says. "We did that in a very casual manner for the first five or six years that I was here, and eventually we, along with the rest of the United States, began to formally incorporate those principles into all our classes."

As Marty points out, "green" building is now the fastest-growing segment of both residential and commercial construction, and the Forsyth Tech program was ahead of the curve in teaching it. "People used to think it was more expensive and the ROI would be many years," he says, "but that's a myth. Now the initial investment tends to be marginal, and the ROI is often five years or less, so it's much easier to convince people to take a sustainable approach in this day and age."

Just as appliances have the ENERGY STAR certification, buildings now have LEED certification to mark them as having a legitimate claim to a sustainable design. Developed by the United States Green Building Council, LEED stands for Leadership in Energy and Environmental Design, and is the recognized industry standard, according to Marty (who is himself a LEED AP, or Accredited Professional, as are several alumni of the program).

Marty believes that, with today's long-term energy issues, knowing what is required to design and construct a LEED-certified building will be essential for any architect. "Lending institutions are beginning to see the importance of green design, and some larger banks are starting to build sustainable and even LEED-certified buildings themselves," he says. "Economically, I think we'll see a surge toward that approach."

## A Holistic Approach

To that end, Forsyth Tech's Architectural Technology students are well grounded in the ideas needed for LEED AP credentials. "We integrate that thinking into all our classes," Marty says, "though we don't teach the exam. We're more of a holistic approach. We try to gradually integrate it into their thinking. It's becoming a part of everything we do, whether it's residential, commercial or site planning."

The students also get a dose of real-world architecture through the school's annual participation in the North Carolina Sustainable Building Design Competition, sponsored by Raleigh-based Advanced Energy. Working in

“People used to think it was more expensive and the ROI would be many years, but that’s a myth.”

teams of three to five members, students must design a building based on a strict set of criteria. “It’s typically residential in nature,” Marty says. “Last year, it was for an upscale retirement community and required a villa design, which meant a duplex.”

Marty says that developing an entry for the competition is a great learning experience for the students. “It comes very close to replicating a true experience you would have in an architectural firm,” he says. “They collaboratively create the design

and decide on what sort of sustainable principles they’re going to integrate in their particular project. They perform an energy analysis and create a heating/ventilation/mechanical analysis, because that’s critical to green design. They have to work within a very strict budget and do a very detailed budget analysis.”

The competition is fierce, usually including teams from N.C. State, Appalachian State, East Carolina, UNC-Greensboro and several other North Carolina community colleges, and the judging is done by a panel of experts with experience in architecture, interior design, energy analysis and energy efficiency. They review each project, and select the top three and an honorable mention. While Forsyth Tech has never won the competition, Marty points out that “this is our seventh year participating, and we’ve won second place twice, third place twice and an honorable mention. So, out of the seven years, we’ve placed in five of those years. Our students fare well.”


### In Sync with the Market

That kind of success can be seen among graduates of the program as well. “We probably have alumni working in most of the architectural offices in town,” Marty says proudly. He understands that his students are at Forsyth Tech to learn skills that will help them have a long and successful career, and he works to ensure that. “We have an advisory committee of professionals from the community,” he says, “and they critique our program – are we doing the kinds of things that are going to make our students marketable and employable? We take their comments very seriously, and that has significantly contributed to the success of the program.”

He also depends on former students to improve the program. “We have so many students out in the community that come back and tell us, ‘we think you should be doing more things with this,’ ‘you might want to alter that.’ And some of them have their own businesses now, which is very exciting.”

The program’s success has also translated into full classes. “We generally have a waiting list in the fall to get into the first semester classes,” Marty says. But he thinks there is still room for growth, possibly with an evening program, and he’s anxious to see what the future brings. “It’s been a great experience for the last 17 years to see how far we can take this program, and I think the future is going to be very exciting as we try to push it further and further.”

Meanwhile, his goal is to train architects to think not just about creating bigger and better buildings, but about creating a better world. “We’re doing our best to send ambassadors for sustainable design into the community and the marketplace,” Marty says, “and I think this is going to have a great impact.”



## Pull The Plug On Energy Waste

If you’re looking for an easy way to save some energy in your own home, Marty Marion suggests unplugging a few things. “People ask me frequently, ‘What can I do at my home to save energy?’ The easiest thing that you can do is to think about standby power.” “Standby power” is the energy consumed by devices that continue to use electricity even when turned off, like a cell phone charger or a CD player with a built-in clock. So, if you have electric devices that are unnecessarily draining power, Marty advises you to unplug them. “Statistics show that we could eliminate two coal-fired power plants in the United States just by unplugging those things,” he says. He also recommends using energy-efficient appliances with the ENERGY STAR label. “Using ENERGY STAR appliances makes a significant difference,” he points out. Sounds like a good excuse to replace that old energy-wasting dryer or refrigerator with a new one and lower your power bill. Remember – saving energy doesn’t just mean saving the earth, it means saving money, too!



Competition is fierce in the North Carolina Sustainable Building Design Competition, but this student-designed retirement community stood out.





**Le Mans, Here He Comes?**

Andy Woolgar of Creation Autosportif gives President Gary M. Green some pointers on driving the Creation Aim car, which sports the Forsyth Tech logo. Through an agreement between Forsyth Tech and the race car manufacturer, Forsyth Tech Race Car Technology students are being trained to work on this type of car, which is different from NASCAR vehicles in design and structure. The car is on campus for two months to be stripped down and refinished under the supervision of two Creation Aim employees from England.



**Where Did the Snowman Go?**

To the Bethesda Center for the Homeless to raise funds to help pay the Center's utility bills this frosty winter. Forsyth Tech Carpentry students constructed the wooden form. The Center sold \$5 "snowballs" to attach to it. It's a new way, and another way, that Forsyth Tech students give back to the community.



**Recycling Made the Holiday Bright.**

The Motor Sports Club once again took on the project of refurbishing bicycles and tricycles for the Salvation Army to distribute to needy children. More than 75 cycles remained from last year's wildly successful A Bicycle Built for You project. The club restored those bikes and purchased some new ones, enabling the students to deliver more than 120 bikes in tiptop shape to the Salvation Army.

# Campus Happenings



**Definitely a Dud.**

The Fox 8 news team turned to Forsyth Tech students to test whether a device for removing dents from vehicles was a *Deal or Dud*. The camera didn't lie and the dent remover didn't work. Maybe the students can add product testing to their resumes?

**Where's the Fire?**

Not at the Northwest Forsyth Center, but that's where President Gary M. Green said thank you to the many firefighting units in the community that not only rely on Forsyth Tech for training, but also support the College. Ground has been cleared on the Northwest Forsyth Center campus to build a training tool fire departments have asked for – a fire tower, where firefighters can practice rescuing victims from upper stories of buildings, and learn to contain and extinguish fires in multi story structures.

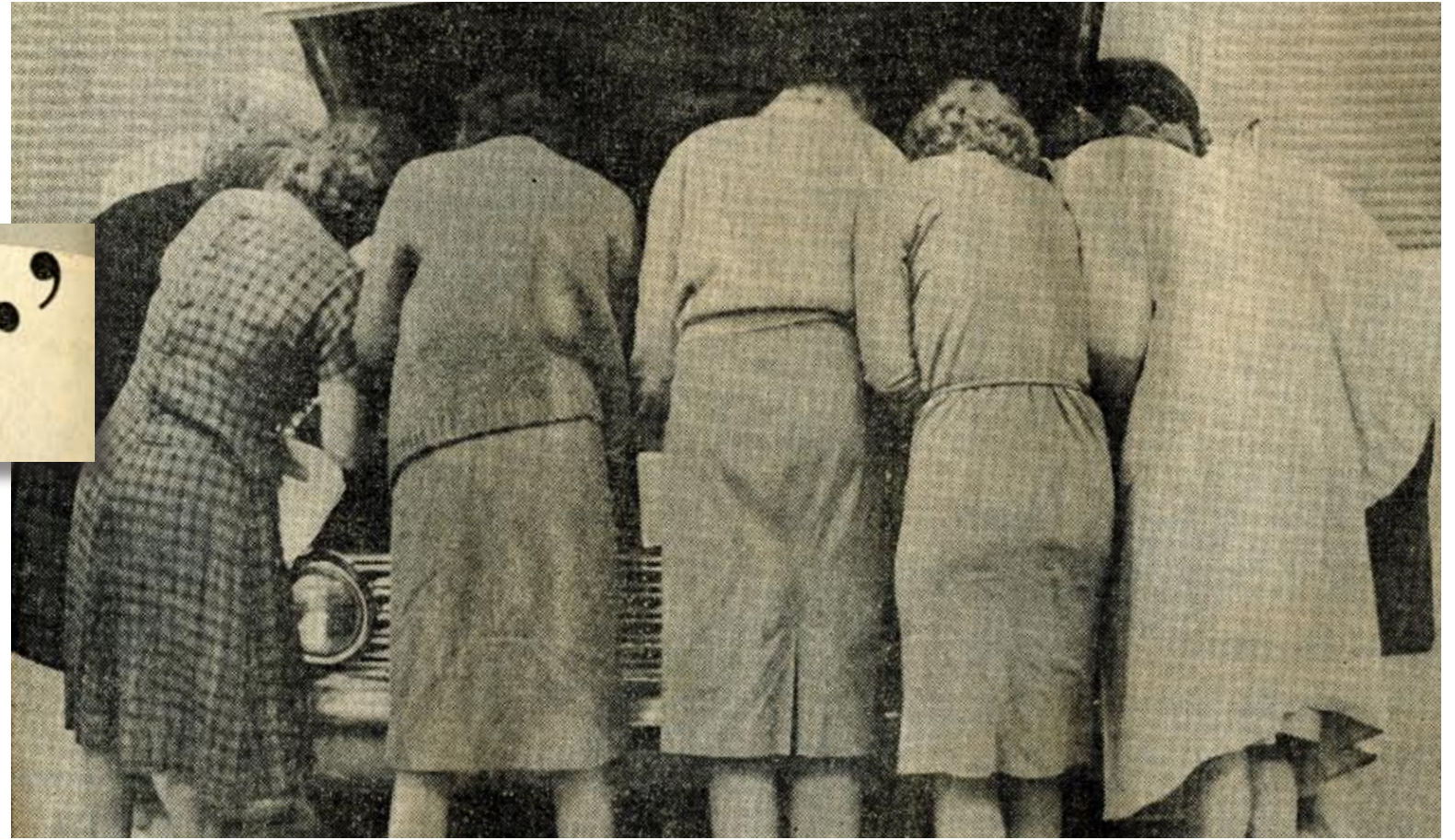


**Delivery Van Shows Its True Colors.**

Who says a mail truck has to be plain vanilla? The van that delivers mail among Forsyth Tech's campuses and satellite centers got a makeover last fall. Now that's a wrap!

# 'This, Ladies, Is a Car'

Sentinel 10/11/65



What are now called Transportation Systems Technologies started out as an auto mechanics curriculum at the Industrial Education Center, the forerunner of Forsyth Tech. By 1965, when the photo to the right was taken, the auto program was on the Main Campus on Silas Creek Parkway. And all the regular students were male. "Women's Orientation to the Automobile" was a special evening course designed to get women up to speed on such basics as checking oil and changing tires. 📷

### Do you have photographic memories of your days at Forsyth Tech?

We'd love to see them and to print some in future issues of Tech Quarterly. Send photographs by mail to Dr. Sharon "Shari" B. Covitz, Vice President for Institutional Advancement, Forsyth Tech, 2100 Silas Creek Parkway, Winston-Salem, NC 27103, or by email to [scovitz@forsythtech.edu](mailto:scovitz@forsythtech.edu). Be sure to provide detailed information about who and what is pictured, and the year the photo was taken. Also include your address so that we can return the photo to you.



## 60s

Auto mechanics today often get more respect than they did in the "Happy Days" era depicted here. In the '60s, owners of automobile dealerships often looked on their service departments as a necessary evil. Over the years, sales have become less profitable, and service is more profitable. And, as cars have become more complex, owners are less able to undertake repairs themselves.



## 70s

Anybody can still claim to be an auto mechanic, but in 1972, the automobile industry undertook a program of voluntary certification. By the mid '70s, Forsyth Tech was a center for testing and certification by the National Institute for Automotive Service Excellence.



## 80s

The '80s were the years when cars and computers got married. Vehicles went from rear-wheel drive to front-wheel drive, from carbureted ignition to fuel injection and computerized engine control. Diagnostics became much more technical. And training changed accordingly, as the technician's job moved from 80% mechanical and 20% electric and electronic to an approximately 50-50 mix.



## 90s

By the '90s, the sight of a woman checking under the hood no longer warranted newspaper headlines. But women in the Transportation Systems Technologies programs are still a minority – under 10% of total enrollment.



## 00s

In 2008, Race Car Technology became a stand-alone program, bringing the number of Transportation programs to five, including Autobody Repair, Automotive Systems, Heavy Equipment and Transport, and Recreational Vehicle Maintenance and Repair. The jobs these programs lead to aren't going overseas, but the programs themselves will be moving across town. The new Transportation Center, on the site of Pinebrook Shopping Center, is scheduled for completion in the fall of 2010.

*From Running a Saw to Running a Fast 50 Company*

# Tony Smith Displays a Talent for Leadership



“When I look out over the parking lot and see all those cars, each car represents a family to me,” says Tony Smith. “I never thought we’d have 100 employees. I don’t know if the employee is the breadwinner in their family, but I know their paycheck means something to them. In the long run, it doesn’t matter who makes these products, but if we can make it as pleasant and meaningful to work here as possible, then we’re doing something more than making a product and making a profit.”

The conference room at the DAC Products headquarters in East Bend overlooks the parking lot. As president of the company, Tony Smith spends quite a bit of time in that room, but much of his insight about running a company comes from having run a saw.

The company, which creates custom displays, was started in 1987 by his late father, Durward A. Smith Jr. He named it for his three sons, Durward III, Anthony and Chris, in the hope that all three of them would eventually be owners of a family business, as he had been and his father had been.

## A Growing Product Line

DAC Products originally made laminated cores for storm doors, then went on to design, engineer and manufacture carrying cases and showroom display cases for windows and other products. More recently, the company has been manufacturing a line of wood furniture for Kaplan Early Learning Company, bringing back to North Carolina work that had been done offshore. Soft-sided display cases are sewn, and often printed or embroidered, for a variety of customers.

DAC also makes complete retail environments for display of products. The large facility at East Bend, which includes space for warehousing and shipping products, is a recent acquisition. The company’s original plant in Rural Hall is still operating full steam.

By virtually any measure – sales volume, employee satisfaction, innovation, quality, retention of customers, rapid growth – DAC Products is highly successful. And like the products it makes, the business has been painstakingly handcrafted, by its three owners.

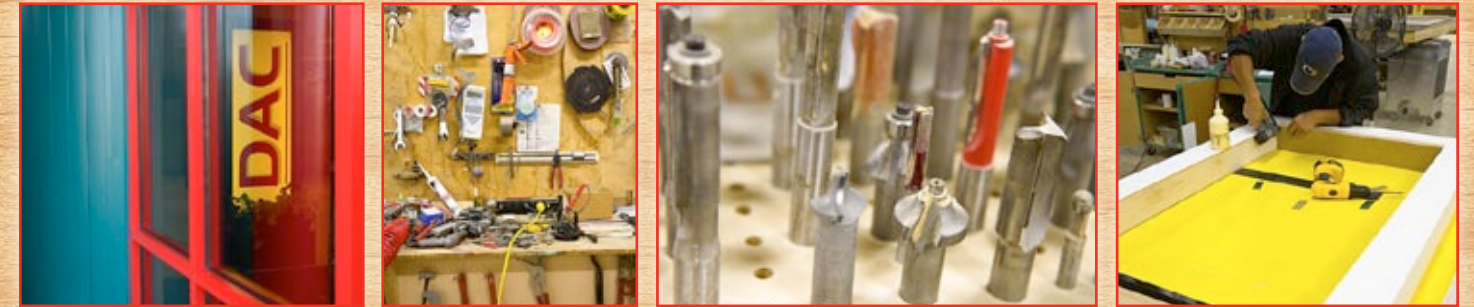
The Smith boys had a hand in their father’s companies almost as far back as Tony can remember.

“We bagged up the hardware for the storm doors, and Dad paid us a penny for each bag,” he remembers.

During high school, he spent his summers working on the factory floor. The brothers were treated exactly like any other entry-level employee.

“We were given no advantages at all,” Tony said.

*Forsyth Tech gave Tony Smith a second chance – something he believes many people should have.*



At the time, he assumed he would go to work for the family business full time when he finished high school. Academics held no interest for him, and he figured he would spend his life operating a piece of equipment in the factory. The reality of running a saw 40 hours a week made him reconsider. He wrote to almost all the universities in the North Carolina system to see about enrolling.

“I got all these really nice letters turning me down,” he said. “I had never even taken the SAT. But I’ll still pick up any rock to see what’s under it.”

At that point, Tony looked into Forsyth Tech. As it turned out, he didn’t have the credits he needed to start a degree program, so he spent a year taking evening math classes. When he enrolled in what seemed the best program for him – Manufacturing Engineering Technology – he found the classes difficult and dropped out after one quarter.

He tried again, this time studying Business Administration. And this time, he found what he was good at. After earning his associate’s degree, he transferred to Appalachian State University as a junior. In his senior year, he married Lori Wright. He’d met her when they were



*Durward, Anthony and Chris Smith – put them all together and they spell DAC.*

## All in the Family

“In all family businesses, there are struggles,” Tony said. “We saw how our dad and our uncle operated a successful business, but were at odds with one another. One of our goals was not to let this business tear us apart. We didn’t know we were developing the core values of the company, but we were.”

Early on, brothers Durward, Tony and Chris set goals.

“The first goal was to remain friends,” Tony said. “The second was not to screw up what our dad had started for us. And the third was to make it better, to grow.”

As the company has grown, each of the brothers has taken on the area most suited to his talents and interests. Dur is in charge of the manufacturing operations and is the first supervisor of each new product line. Chris is in charge of the equipment and technology that will be needed for all production. And Tony figures out “what we can sell to who.”

Recently, the brothers felt they needed to publish the company’s core values for all employees to understand.

“Now it’s not just three brothers, it’s 100 people,” Tony said. “We’ve got graphic artists, and product engineers, and salespeople, and we all have to operate as a good team. Learning to appreciate differences started with the three brothers, and now we’ve learned to apply that to the whole company.”

“To get to our core values, we went right back to our three goals. Our core values are people, preservation and progress.”



both students at Forsyth Tech, and he still considers her “the best thing that happened to me at Forsyth Tech.” More than that, it was she who encouraged him to stay in school, get his bachelor’s degree and aspire to reach more of his potential. He credits her with not only being the best thing that happened to him at Forsyth Tech, but the best thing that has ever happened for him.

In the early years of DAC Products, all three brothers worked in production. If the phone rang, they heard it over the intercom on the shop floor, and Tony would run to answer it. As the need for purchasing and for talking with customers grew, that administrative work became Tony’s role, and before long he was in the office full time.

“I have personally done what any of our brand-new employees do,” he said. “I’ve been there. As the company grew, I have done every job. I’ve done purchasing, I’ve been the plant manager, and so have both my brothers at different times.”

One thing that experience has taught him is that people need to know if they are doing a good job.

“When I was running a saw, I didn’t have that feedback,” he said. “We try to make sure everybody knows how they are doing, and that the company appreciates their hard work.”

In many ways, he and his brothers have created a business that is a good environment for independent, resourceful people like themselves.

“Not everybody likes it here,” Tony said. “People who want a manual don’t enjoy this, but people who want to use their own judgment and to be appreciated for that thrive here. Dur, Chris and I have never wanted to do a lot of supervising. We give people basic parameters and give them freedom.

“There’s no set career ladder here. You build your own ladder, and you do that by finding somebody who can do parts of your job better than you can. That’s just what I did. We preach the way we’ve grown the company to our team leaders and others here. I have to tell them over and over that they’re not going to lose their jobs by training people to replace themselves.”

As much as anything, Tony Smith wants to do what Forsyth Tech did for him – to give people another chance.

“A lot of people give up on people who can’t immediately do something,” he said. “I needed to be given a second chance. I believe in offering that to other people.”



Custom-Tailored Training

For companies like DAC Products, Forsyth Tech is a gold mine. When *Tech Quarterly* spoke with Tony Smith, he was arranging a year of development experiences for his employees. Since the company has operations in two counties, Forsyth Tech and Surry Community College are working together to provide all the on-site training DAC Products requested.

During this year, employees will receive training in specific jobs, and also in lean manufacturing, leadership and team building, and office and computer skills. Tony Smith was also exploring employees’ interest in an after-hours GED program, and in English as a Second Language and Spanish as a Second Language.

As a company that is creating new jobs in North Carolina, DAC is eligible for grants from the state to cover much of the costs of training.

And Tony Smith’s faith in Forsyth Tech doesn’t stop at the factory door. His younger son Thomas is a student at Forsyth Tech’s Middle College.

Why I Support Forsyth Tech

# Beth & Sandy Baldwin

Beth and Charles “Sandy” Baldwin love to attend the pinning ceremonies for nursing students at Forsyth Tech. The joy and pride and sense of accomplishment are palpable. And the Baldwins know that pride is justified. These men and women are extremely well prepared for the challenging career they will enter, and their pass rate on the board exams is well above the national average.

Both husband and wife are Winston-Salem natives who consider Forsyth Tech one of the great assets of the community. Like most people, they’ve had some direct contact over the years. Mrs. Baldwin took French classes at the school. And their son Branner, after taking some years off from his education after high school graduation, went to Forsyth Tech to get back on track academically, before transferring to Guilford College.

Tragically, Branner Baldwin was stricken with cancer and died at age 26. When his parents were trying to decide what would be a fitting memorial, they thought about the nurses who had done so much to care for Branner and comfort the family during his extended illness.

“One nurse would stop by a bagel shop every morning and bring him his favorite bagels,” Mrs. Baldwin said. “Another nurse would watch parts of Carolina basketball games with him.”

In the hospitals where Branner was treated, the Baldwins observed how nurses routinely go above and beyond the call of duty to support patients and their families. They decided to endow a scholarship for practical nurses at Forsyth Tech.

When they were told that the overall cost of endowing a scholarship was \$25,000, Mr. Baldwin’s first reaction was, “That amount doesn’t throw off much interest money.”

The reality is, just a few thousand dollars allows many students to attend school.”

Forsyth Tech is often described as affordable, he said, but in fact “it’s affordable if you have the money. These scholarship recipients don’t need much money, they just need some. The bang for the buck is huge.”

The Baldwins appreciate getting letters from the recipients of the



Branner Dixon Baldwin Scholarship and seeing how their contribution so clearly enables people to realize their dreams for themselves. They also add to the scholarship fund at frequent intervals so that it continues to grow.

“Turning your grief into something constructive is a natural desire,” Mrs. Baldwin said. “This is one way to do that. Branner didn’t get to graduate, but one nursing student will be able to graduate every two years, from now until eternity. We’re happy we did this. It certainly achieved our goals, and it’s helping other people achieve their goals.”

## Your Gift Works Wonders at Forsyth Tech

Forsyth Technical Community College serves more than 50,000 students annually in degree, diploma and certificate programs, and continuing education courses. To make educational opportunities widely available, and to meet the need for a well-educated, skilled workforce, Forsyth Tech depends on private contributions from people like you.

The Foundation of Forsyth Tech, a nonprofit organization, is the fundraising arm of the College. Your gift to Forsyth Tech through the Foundation will support:

- > Scholarships for deserving students
- > Technology for classrooms, labs and shops
- > Professional development grants for faculty and staff

### Your Gift Creates a Strong College and a Strong Community

Choose your level of support:

President’s Club	\$10,000 and up	Leaders	\$250 - \$499
Pinnacle Club	\$5,000 - \$9,999	Champions	\$100 - \$249
Pacesetter’s Club	\$1,000 - \$4,999	Friends	Up to \$99
Directors	\$500 - \$999		


**Give online:** Use your credit card to make a secure donation at [www.forsythtech.edu/foundation/donate-now](http://www.forsythtech.edu/foundation/donate-now).

**Send a check:** Make your check payable to Forsyth Tech Foundation. Mail to The Foundation of Forsyth Tech, 2100 Silas Creek Parkway, Winston-Salem, NC 27103-5197.

**Get more information:** Learn about gifts you can make in honor or in memory of individuals, matching gifts, charitable trusts and bequests, and gifts of stocks and property. Call Dr. Sharon “Shari” B. Covitz, Executive Director, The Foundation of Forsyth Tech, 336.734.7520, or email [scovitz@forsythtech.edu](mailto:scovitz@forsythtech.edu).





*“Chicken Coop in the Snow”* And on that farm he had some chicks. Eddie Waddell, Director of Student Activities, was the winner of our Winter 2009 photo contest with this chilly evocation of the view from his former backyard. The house was located on farmland on Union Cross Road. In addition to the inhabitants of this snow-covered chicken coop, the small farm was home to a donkey, a horse and some pigs. Thanks to all who entered the competition. Spring photo entries should be sent to Dr. Sharon Shari”B. Covitz at [scovitz@forsythtech.edu](mailto:scovitz@forsythtech.edu). 

**ForsythTech**

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