Mention to anyone who’s familiar with North Carolina that you’re from Winston-Salem, and you’re likely to be met with this response: “Winston-Salem? I love Winston-Salem!” And what’s not to love about this city of 200,000 on the western edge of the Piedmont Triad? The rolling landscape set between ancient mountain peaks and lush vineyards. The city’s leafy old neighborhoods with porches and porticoes. Its 16 or so art museums and galleries. Its new biotech park. Or the “hellos” you get from friendly folks. It’s no wonder Winston is nicknamed the City of Arts and Innovation.
For many, their love affair with Winston-Salem begins at first sight of Old Salem Museum and Gardens, the quiet restoration of the Moravian settlement that dates to 1766. Its founders, German-speaking Protestants from Pennsylvania, were a peaceful and pragmatic lot with an artistic bent. Many of them were skilled artisans who had an abiding love of music. In fact, Salem is the birthplace of the first piece of chamber music composed in America. The Moravians were also unusually progressive for an 18th-century theocracy, and established a girls’ school, Salem Female Academy, which would become Salem College — the oldest college for women in the United States. Its stately campus dominates the main square of the brick-and-timber Old Salem restoration, which today attracts about 100,000 visitors annually to see docents in period dress demonstrating Moravian arts.

Sign up for a candlelight tour during the holiday season, or attend a traditional service, aptly named Lovefeast, at Home Moravian Church. Two other must-see shrines: St. Philips Church Complex, the oldest standing African-American house of worship in North Carolina, and the ever-
The centerpiece of the campaign is the new downtown Milton Rhodes Center for the Arts.

populous Winkler Bakery, home to the beloved delicacy, sugar cake. Though known for their pie, the Moravians created sin on a plate with this confection sprinkled with brown sugar and cinnamon.

Don’t worry about the calories: You’re about to walk quite literally into the 21st by taking the Old Salem Strollway to its bustling downtown. The walkway is a symbol of the 1913 merger of R.J. Reynolds Tobacco Company and Hanes textile mills, which of the two towns was not merely a physical one; the Moravians’ community-minded and artistic sensibilities inspired the industrialists’ philanthropy. And the unprecedented wealth of Winston-Salem’s corporate giants fueled the city’s cultural life. Hence its current moniker: the City of Arts and Innovation.

If there’s anyone synonymous with the arts in Winston-Salem — whether it’s the Piedmont Opera, Southeastern Center for Contemporary Art, or University of North Carolina School of the Arts (UNCSA) — it’s R. Philip “Phil” Hanes, scion of the Hanes textile companies. In his downtown office, among numerous awards, Presidential appointments, photographs, and mementos, is a mule collar mounted on a wooden plaque, a gift from his Yale classmates. “They said anybody who wanted to turn a little tobacco town into a center for the arts must be stubborn as a mule,” Hanes laughs. All joking aside, in 1949 he founded the Arts Council — the first in the United States. Today, it’s winding up a $26 million comprehensive campaign including awarding more than $1.8 million in grants. The centerpiece of the campaign is the new downtown Milton Rhodes Center for the Arts. Opening this month with a gala celebration, it will include the Hanesbrands theatre, expanded gallery space attached to the Sawtooth School for Visual Art (offering classes to the public), and rentable space for social events. “A kind of living room for the community,” says J.D. Wilson, campaign co-chairman. The center will also complement other popular performance venues, such as the Stevens Center, where all joking aside, in 1949 he found-

To plan your Winston-Salem sojourn, go to visitwinstonsalem.com.
UNCSA students stage professional productions, and aperture, a small movie theater offering screenings of independent films — now a flourishing industry here, thanks in part to UNCSA’s School of Filmmaking.

“A thriving downtown helps the arts, and the arts definitely help create a vibrant downtown,” asserts Justin Gomez, director of marketing and operations for the Downtown Winston-Salem Partnership, an advocacy organization that arranges events in the city center, as well as attracts businesses and residents. The word “thriving” is an understatement here. In addition to a stunning skyline that showcases virtually every decade of 20th-century architecture, from the iconic Art Deco Reynolds Tower (the inspiration for the Empire State Building) to the gleaming, white-domed Wachovia Center built in the mid-’90s, the downtown has a number of mixed-use spaces, many in rehabbed factory buildings. Today there are about 1,200 downtown living spaces for sale or for rent, with another 168 under construction and yet another 226 sites proposed for construction. A plan is also under way to develop a research park, the Piedmont Triad Research Park, for the city’s budding biotech industry. Spanning over 200 acres, it will be “the largest urban research park in the United States,” according to Gomez.

The clustering of so many people in the downtown area is good for business — certainly for the hotels that make up the Twin City Quarter. But it’s the small businesses, a coffee shop here, a watering hole there, that provide the glue that holds the downtown together.

No one understands this better than Hanes. Frustrated with an earlier revitalization plan, he got the city to appoint him Commissioner of Cultural Affairs in 2001. Then he set up a fund to offer low-interest loans to small business owners. The result? A flowering at the intersection of Sixth and UNCSA performance of The Nutcracker
We Put Our Money Where Our Heart Is.

During the last six years, the Winston-Salem Millennium Fund has placed nearly $50 million of locally contributed funding for targeted projects that have resulted in job creation, new construction, downtown revitalization and a growing entertainment and arts community. We’re a city with a lot of heart, and we’re proud to be part of it.

The Millennium Fund Investments Include:

- Piedmont Triad Research Park
- Land acquisition and site improvements for Dell Computer’s $120 million investment in our community
- Nissen Building residential redevelopment in downtown Winston-Salem
- Goler/Depot Street Community Neighborhood revitalization
- Financial support for the new BB&T downtown baseball stadium
- Renovation of the Stevens Center for Performing Arts
- Downtown retail development, including Piedmont Craftsmen in the Arts District
- National Black Theatre Festival
- Downtown arts and entertainment events, bringing thousands of area residents downtown
- RiverRun International Film Festival
- Support for entrepreneurial businesses
- Children’s Museum of Winston-Salem
- Recruitment of Caterpillar’s new $425 million manufacturing plant

Keep watching, there’s more to come in Winston-Salem – the City of Arts and Innovation.

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Clockwise from top left: Thank Winston-Salem for Krispy Kreme doughnuts, born here in 1937; downtown restaurants along Fourth Street provide alfresco dining for lively evening crowds; sculpture by John Kuhn, one of the world’s leading glass artists; a local institution, Krankies, serves stout, hand-crafted coffees at its popular 211 E. Third St. location and via its drive-thru Airstream trailer, a.k.a. The Silver Bullet, at 1208 Reynolda Rd.; fall colors highlight the greens at Tanglewood Park, a favorite family outing for its gardens and nature trails.
Developing new pharmaceuticals to treat Alzheimer’s disease, and maybe even obesity. Growing human organs in a laboratory. “Rapid prototyping,” in which 3-D printers create sculptural forms of new products. It’s cutting-edge concepts like these that put the “innovation” in Winston’s nickname, The City of Arts and Innovation.

So how does a Southern city steeped in textiles and tobacco, essentially a manufacturing-based economy, become a knowledge-based one? The first ingredient, of course, is knowledge. And

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Winston-Salem’s history is one of invention and entrepreneurial verve . . . with the start of Krispy Kreme Doughnuts, Texas Pete, ISP Sports, and a regional airline called Piedmont.

with five colleges clustered within its boundaries — Wake Forest University, Winston-Salem State University, University of North Carolina School of the Arts (UNCSA), Salem College, and Forsyth Technical Community College — the city has a solid academic foundation. Not to mention that its history is one of invention and entrepreneurial verve, from the founding in 1834 of Nissen Wagon Works, one of the nation’s largest producers of covered wagons, to the start of modern, familiar brands — Krispy Kreme Doughnuts, Texas Pete, ISP Sports (which recently announced a merger with IMG Worldwide), and a regional airline called Piedmont that would eventually become a part of US Airways.

In the 1990s, a similar enterprising spirit was fermenting in R.J. Reynolds’ research labs, where a group of scientists, including J. Donald deBethizy, were making strides in studying neuronal nicotinic receptors (NNRs) and their role in the central nervous system. RJR formed a subsidiary from the group, which by 2000 had spun off as an independent biotech company, Targacept. A decade later, with deBethizy as CEO and a $200 million commitment from partner AstraZeneca, Targacept announced Phase III of a clinical trial of its drug TC-5214, which targets major depressive disorder. If all goes well in Phase III, deBethizy says, “We are looking to file the new application with the FDA in the second half of 2012, and after that try to launch a product.”

That’s not all: Targacept has drugs for ADHD and Alzheimer’s disease in its pipeline, and is focus-
Health care? It’s the largest employer in Forsyth County, thanks to Novant Health and its subsidiary Forsyth Memorial Center, and research giant Wake Forest University Baptist Medical Center (WFUBMC). Both hospitals are leaders in cancer care, cardiology, and stroke treatment.

Medicine — and about every ing on pain and obesity research. This is good news for graduates of Forsyth Tech’s biotech program and even more so for Targacept: In a nine-month period, its stock value jumped from $45 million to more than $650 million. But it’s the human factor that drives the company’s mission: “Our vision is to build health and restore independence to patients,” deBethizy says. “In biotech, you’re always selling hope.”

Hope takes a physical form at one of Targacept’s neighbors on the edge of what will be a research hub on more than 200 acres in downtown Winston-Salem, the Piedmont Triad Research Park. The Wake Forest Institute for Regenerative Medicine (WFIRM) is one of the park’s first tenants. Its director, Dr. Anthony Atala, made history by inventing the first laboratory-grown human organ, a bladder, and successfully implanting it in 2006. Today, his team is engineering 22 organs and tissues — heart valves, kidneys, heart and lung muscles, and blood vessels — by infusing a patient’s stem cells from those parts onto a bio-degradable mold and implanting it. The implications are revolutionary, considering that every 30 seconds, a patient dies from diseases that could be treated with tissue replacement. “Within the next decade, I believe it will be commonplace to replace certain tissues and organs . . . the same way that we obtain replacement parts for our cars today,” Atala predicts.

Current beneficiaries of the procedure are wounded servicemen and women; WFIRM is spearheading an $85 million, federally funded project that addresses battlefield injuries such as burns, craniofacial injuries, healing without scarring, and limb regeneration. These advancements in medicine also mean advancements in Winston-Salem’s new economy. “There are good possibilities of the direct and indirect jobs from the companies that would spin from [Atala’s] research and the actual research he’s doing,” says Mayor Allen Joines. As in some 30,000 potential jobs in the next decade.

That’s not to say other sectors of the city’s economy are dormant. Reynolds American Inc. and HanesBrands still have a presence, and manufacturing got a boost when Winston-Salem attracted Dell in 2005; construction is scheduled to begin in November for a $426 million Caterpillar manufacturing plant that will create 500 jobs over the next five years. As for finance, BB&T ranks among the nation’s top 10 financial holdings institutions with about $165 billion in assets. And the merger between local stalwart Wachovia and Wells Fargo not only retained about 3,000 existing finance jobs, it created 300 more.
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For info on both arts and innovation, go to cityofarts.com.
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Experience the PASSION

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Best Baseball Affiliated with the Chicago White Sox, the Winston-Salem Dash christened its new downtown stadium, BB&T Ballpark, last spring. Perhaps the team’s biggest fan is its lovable red mascot named Bolt (below). Division play-offs start this month. wsdash.com

Best Steak/Seafood Start with the Twin City Chop House’s beef tenderloin tips with Grand Marnier sauce, and then order the fresh scallops seared and served with lemon butter sauce — simple, but delicious! chophousesofnc.com

Best Grille The “e” in “Grille” is because Noble’s Grille serves Southern cooking with a French twist. Go for anything wood-fired on the menu, especially salmon, duck, or the steak burger. noblesgrille.com

Best BBQ Just 30 minutes from the barbecue capital (Lexington, N.C.), Winston is home to some mighty fine ’cue. Little Richard’s (eatmopig.com) specializes in Lexington-style (also known as Western-style) barbecue — medium-chopped pork, smoked, with a thin, tomato-based sauce. Pig Pickins (pigpickinsws.com)

Best Culture Catch a glimpse of the past along the historic Reynolda Mile. Several founding families’ homes have been converted into notable art museums, including the residence of tobacco titan R. J. Reynolds, now the Reynolda House Museum of American Art (reynoldahouse.org), and the former Hanes mansion, home to the Southeastern Center for Contemporary Art (secca.org)

Best Bakery The biscuits, cookies, coffee cake, and breads are all homemade and delicious, but Dewey’s claim to fame is the Moravian cookies (very thin, spiced wafers) and the Moravian sugar cake, its most popular confection. Dewey’s has called Winston-Salem home since the 1930s, and the company still uses its original recipes. deweys.com

Wood-fired salmon at Noble’s Grille

For the best Best of Winston-Salem list, go to smittysnotes.com.
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Old Salem Museums & Gardens: A portal to early America

Tucked below the downtown skyline, Old Salem sits perfectly secluded from the modern world — a centuries-old secret waiting to be discovered.

Just skip across the Old Salem Strollway, your portal to the circa-1766 Moravian settlement, where you'll hear the click of horses' hooves on Main Street, breathe in the fragrance of flowers from community gardens, and admire the brick and stone buildings lining the town square. (More than 80 of them have been restored or reconstructed with historical accuracy.)

For the full experience, sign up for a museum class to craft a pewter spoon with the tinsmith, or bring home a taste of Salem by taking hearthside cooking lessons. Or just go for a tour. Stop by the tailor at the Single Brothers' House; he'll gladly take your measurements. Or marvel at the potter's wheel spinning out clay bowls ready for the kiln.

Next up, watch the blacksmith forge metal at T. Vogler Gun Shop (the oldest standing gun shop in the country). Across the street at the Museum of Early Southern Decorative Arts, you'll find authentic rifles from the mid-1800s — not to mention a hand-carved tea table, schoolgirl embroideries, and an oil portrait of George Washington, himself. For a few take-home treasures, check out the patchwork quilts, beeswax candles, and lye soaps at T. Bagge: Merchant. Or go for a bonnet or straw hat from A. Butner Hat Shop.

Tired from all that touring? (It's a 100-acre settlement!) Rest your feet on the porch of Old Salem Tavern until the sweet aroma of pumpkin muffins becomes impossible to resist. Once inside, order the house specialty: Moravian Chicken Pie, a delectable Old Salem tradition with a perfectly browned and flaky double crust.

For dessert, follow your nose to Winkler Bakery (shown), where dough is still mixed with oaken paddles. Treat yourself to a handful of paper-thin Moravian cookies (top flavors: ginger, cranberry-orange, and pumpkin), baked with the same centuries-old recipe.

Yes, very little has changed in Old Salem. Still, in the distance the downtown's iconic Wachovia Center peeks above the treetops — a subtle reminder that even though you're lost in time, you can still make it to drinks downtown. For more information, including maps and events, go to oldsalem.com.