

Turning a family recipe into a corporation From Page B1

senior citizens, she says. They buy the cookies from Burney wholesale and sell them door-to-door retail.

Heading Plott Cookies' advertising and accounting, the young entrepreneur recently hired attorneys to draw up papers that will soon turn her small business into a corporation.

"Shooting for the stars? Yes, I'm going to turn Plott Cookies into a corporation," says Burney. "Within three months we're going all the way to the New York Stock Exchange."

"Studying economics helped me learn about the system and the way it works," she says. "In studying, I found out that the only survivors of the system are the ones who go into business for themselves."

The cookies are packaged in an eye-catching brown paper bag Burney designed. She says she requires nothing but the best from her staff, who are employed not only as distributors and bakers, but as deliverers, quality controllers and packagers.

"My employees think I'm very strict," says Burney, who, as a child, says she used to let cookies burn while caught up in midnight horror movies.

"You'd be surprised at the number of calls I get with people wanting to make money -- legal

money," she says. "And I feel very strong about that. In the past, a lot of blacks hustled to get money and went to jail. I'm laying a foundation for a legal means of making money and I don't have to hide. I have license to do what I do. My cookies are good and good for you. No one can take that away from me."

In fact, investors think Burney's cookies are so good, she says, that they have been hounding her for shares in her company. But she says she won't sell any of the profits, presently at 45 percent, until she establishes her company in the stock market.

City businesses that distribute Plott Cookies include the Record Boutique, Ray's Seafood Market, John & Vicki's Arcade, Rachel's International, Codie's Hair Design and The Seafood House. "I don't even get to sell anymore," says Burney.

Also, for every 288 bags of cookies Burney packages, coupons of several business are included.

Burney is well aware that her idea of selling homemade cookies isn't new. Cookie magnet Famous Amos is one of her predecessors.

"I'm proud of Famous Amos," she says, "but he isn't reaching the mass of people I'm trying to employ and I think people tend to sup-

port your product even more when they can get something out of it."

No one in Burney's family really took her serious at first, she says, simply because their recipe of oats, brown sugar, flour and spices was just a family thing.

"My family doesn't understand my energy," she says, "because I can go to work for somebody else for eight hours and work another 10 on my cookies. But they believe in me and they don't doubt that I'm going to be somebody."

"But right now," Burney says, "they just see me running around crying when something doesn't go right. People are like that, though, when you're starting out. They don't understand."

Burney is insulted when someone doesn't take her or her business seriously, and for those who would rather criticize than support her, she says they have no place in her life. Most of all, she feels good about what she's doing, she says, because it's not just to her advantage.

"I find great satisfaction in seeing me and others make money," says Burney. "There's no sense in making it all the way to the top of the mountain and you're up there by yourself. I'd rather bring some people with me."

She likes Winston just fine -- now From Page B1

people," she says, "and it gave me a perspective of why people stay on jobs that are non-paying and unappreciative."

Because of her aggressiveness and her learned ability to communicate well and charm others, Scott soon gained a resourceful contact who offered his assistance in getting her present position.

"A man that I waited on gave me his card," says Scott, "and about three months before the restaurant closed I gave him a call."

Not long after, Scott was hired by Summit Cable as a telephone sales person and moved up quickly. It's not hard to grasp that she not only enjoys her job but that she's come to appreciate Winston-Salem and cast aside the not-so-fond

memories she once had.

"It's not the existence I envisioned five years ago," says Scott. "The people here are more aware than I first gave them credit for. My problem was the preconceived notion that Southern accents made you stupid."

"But I really do like it here and I like the people in Winston," she says. "They are honest hard-working people. Some of those girls that antagonized me don't even remember those years any more and it's forgotten."

Appreciating Winston-Salem for its cultural offerings, Scott says she would like to volunteer her services to SECCA and a community theatre. Right now, her time is spent getting to know her job and walking her dog, Bailey. The

one thing that still continues to baffle and bother her, she says, is racism.

"I'm an integrationist simply because I've been exposed to both worlds," says Scott. "But in Winston-Salem, racism is apparent. They are open about it and they will tell you that they don't like you, but there have been changes in both races."

What Scott says she would like to do, although she knows she can't do it alone, is re-educate the white community about black people, to let them know that both races are the same, just different colors.

"I want to help others know that black people are human, that they have variety and they are diverse," she says. "I hope I did that this morning while I got my tune up."

Don't be reluctant about asking your doctor questions

Some people are reluctant to ask their doctor questions. They assume that they'd be taking the physician's time and that questions are not welcome. The North Carolina Medical Society says this is a mistake and urges all patients to ask their physicians questions.

Physicians are busy people, but they welcome

your questions. They want you to understand your illness and its treatment.

Many patients are embarrassed about mentioning fees when they first start going to a physician. Actually, the doctor would prefer that you open the subject, since you are aware of your own financial situation, and the doctor

is not. Many physicians have office brochures that explain their work hours, describe the kinds of treatment they offer, and outline their fee policies. Ask for an office brochure, and don't be shy about getting other information.

Select a physician that you trust and follow his or her advice.

Finding an eye doctor

To a lot of people, any health care practitioner who works with the eyes is an "eye doctor." The North Carolina Medical Society notes that not all eye care practitioners have the same training or offer the same scope of services.

An ophthalmologist is a doctor of medicine (M.D.) who specializes in the care of the eye and all its related structures.

The ophthalmologist uses a comprehensive medical examination of the eyes to diagnose eye diseases and defects, and signs of possible diseases elsewhere in the body. The ophthalmologist prescribes whatever eye treatment necessary, including prescribing of eyeglasses, fitting of contact lenses and optical aids, prescribing of medication and/or surgery when needed and performs eye surgery when required.

An optometrist is a person specifically trained, educated, and state licensed to examine the eyes and related structures to detect the presence of vision problems. The optometrist fits corrective lenses.

The optician is a person trained in the science, craft, and art of optics, as applied to the interpretation of the ophthalmologist's or the optometrist's prescriptions and to making the proper lenses or accessories.

All of these providers offer eye care, but only the ophthalmologist is a licensed medical doctor.

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