

Chronicle Profile

Sports aid business determination

By SAM DAVIS
Chronicle Sports Editor

As a high school and collegiate basketball player, Larry Haney was a fiery, scrappy and purposeful type of player. Though he stood less than five feet ten inches tall, his determination and courage to go up against anyone was more than enough to compensate for his lack of height.

The same competitiveness which he exhibited in sports carries over to the rest of Haney's life. When Haney decided to open a business of his own in August of 1983, he knew it wouldn't be easy. But he did think that given the proper time to work his business plan, things would turn out fine.

In view of his background, Haney chose to start a sporting goods store. After all, he had been a standout basketball player during his high school days in Winston-Salem. He also knew most of the coaches and players that played in the recreation leagues and on high school teams.

Haney had also worked as a manager for two years at a local K-mart department store. With an undergraduate degree in Business Administration, Haney felt confident in his ability to handle resources and people.

Thus, Haney opened the doors of his new business, Haney's Lockerroom and Sporting Goods Outlet, in September of '83, thinking it wouldn't be long before customers would start rushing in.

However, things didn't work out that way. "When I went into business, I thought that since I was one of the fellas that everybody in sports around here knew, that would be enough to get my business off the ground," says Haney.

"You'd think that your 'so-called friends' would be willing to come into the business just because they know you," Haney says. "My prices are competitive, if not lower than my competitors, so no one can say it's because I'm trying to overcharge them."

An outgoing individual, Haney realized that if his business was to succeed, he'd have to go out and solicit business. He targeted the local school system in his attempt to stimulate business and went full-speed ahead in his attempt to corner some of the money being spent by the local high schools.

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"Since I had done some coaching on the high school level, I had a direct line of communication with the coaches," says Haney, who attended the University of New Haven (Connecticut) on a basketball scholarship. "The relationship that I have with the coaches has really worked out well for me. If I had been totally dependent on walk-in sales, I wouldn't have made it."

While the public hasn't responded well to his business, Haney says he nevertheless has received the encouragement to forge ahead.

"I've gotten a lot of moral support from my family," says Haney. "My parents, as well as my sisters and brother, have helped me to keep things in perspective."



Larry Haney and Robin Debnam: They're working hard to make their business a success (photo by James Parker).

Although he has yet to realize the profits he thought would come when he opened up shop, Haney says he feels confident the business will be a success.

"The potential of it is tremendous," Haney says. "It's something I think I can be really successful at, but it requires a lot of hard work."

Part of that, Haney says, is developing new ideas to make the public more aware of his business. To beef up his sales, Haney now screen-prints athletic gear. He has also come up with a plan he feels will lessen the cost of athletic

apparel to families. "I came up with the VIP membership to throw a new wrinkle into the store," says Haney. "I consider it a family plan. By paying \$35, you get merchandise at 10 percent above cost." Though the plan is still in its infant stages, Haney says he hasn't gotten the response he expected.

"In order for it to be effective, it has to be by popular demand," he says. "I'm selective about who I mention it to, but I hope that the response

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Newly elected officers of Rutledge College, left to right, Vickie Jones, social chairman; Joyce Mouzon, president; and Anita Black, secretary. Not pictured is Tina Beckerdite, vice-president (photo by James Parker).

Melanie Agnew is Band Student of Month

Melanie T. Agnew, an 11th grader at Carver High School, won the honor of being named "Band Student of the Month" for October. She is the daughter of John D. and Annette Agnew of 3760 Whitfield Drive.

Melanie is active in marching, concert, pep and stage bands. She is president of the band an honor roll student. She is also section leader and plays clarinet, piano and other keyboard instruments.

Her music teachers include Mrs. Jean Tripp, Ms. Peggy Wheeler, and Ms. Evangeline Metts. She still takes private lessons on piano and her goal is to become a professional musician.

Her honors include Band Student of the Month (1983), All-County Band, the U.S. Academy of Achievement (Band) and All-American Band.

"She seeks knowledge with a great thirst and finds a lot of answers to her inquiries because of determination," said Mrs.

R.V. Boone, her band teacher. "She is an excellent student and has a very friendly and glowing personality. Melanie will be suc-



Melanie T. Agnew

cessful because she knows her goals and how to achieve them. More important, she works hard and does not allow obstacles to prevent her from succeeding. She is most polite, cooperative, studious, aggressive, industrious and many other superlatives," Mrs. Boone said.

Freda Henry, a 10th grade clarinet player won the runner-up honor.

The top 10 band students of the month were Melanie Agnew, Freda Henry, Kelia Gray, Lisa Pegram, Argress Hymes, Pete Birkner, Anmarie Cowan, Judy Roberts, Bryan Wall and Stephan Moore.

Honorable mentions went to Lisa Anderson, Jemmisse Bowen, Tanya Martin, Geoff Fulton and Teddy Davis.

The Carver Band has performed at all football games this year. Other performances include pep rally, three parades (Ronald McDonald, WSSU Homecoming and Livingstone College Homecoming) and the October PTA meeting.

The band will end its marching season for 1984 with a performance at the school's last football game against Glenn at East Forsyth's field on Friday, Nov. 9, and the Holiday Festival Parade on Thanksgiving Day.

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Color was the focal point of all the designer fashions -- shocking colors like purple and green combinations, red and bright blue combinations, canary yellow and black in a man's blazer, and bold winter whites for men and women. Neutrals were prevalent, but only in combination with bolder col-

ors. Commentator Pamela Fernandez of Silver Spring Md., filled in for Shayla Simpson for the Winston-Salem show and left the audience with the thought, "Fashion is a fantasy created by you. Only you can make your dreams come true."

FAMILY DOLLAR

<p>79¢ QT. QUAKER STATE Regularly 1.03. Regular 30 or HD 30 motor oil. Limit 5.</p>	<p>7.99 8.99</p>	
<p>\$1 PK. 6 ROLL DELTA Regularly 1.19. 400 one ply sheets per roll. Limit 2 packs.</p>		
<p>3 FOR \$1 5 OUNCE SHIELD Regularly 39¢ Bar. Extra protection deodorant bar soap. Limit 3 bars.</p>		
<p>4.99 ELASTIC LEG BAG DIAPERS Regularly 5.99. 36 medium or 24 large disposable diapers. DIAPER BAG.....4.99</p>	<p>7.99 EACH PIECE COORDINATING JOG TOPS & PANTS Men's quality fleece jog tops and pants in fashion colors and styles. Sizes S,M,L,XL.</p>	<p>8.99 EACH PIECE LADIES' FALL SEPARATES Values To 11.99. Twill or corduroy pants. Sizes 6 to 16. Sweaters and fleece tops. Sizes S,M,L.</p>
<p>\$1 SPECTACULAR SOCK SALE! Values To 1.39. Nylon crews, over the calf, sport & ankle styles for the family.</p>	<p>COMPARE At 9.97</p>	<p>\$5 PAIR CASUAL SHOES FOR THE FAMILY Styles include ladies' and girls' canvas oxfords or men's and boys' basketball shoes. Assorted colors.</p>

Prices Good At All Family Dollar Stores Through This Weekend. Quantities Limited On Some Merchandise. No Sales To Dealers.

College Plaza Shopping Center
1425 Woughtown Street • Food World Shopping Center
East Winston Shopping Center