

Business Briefs

BUSINESS PROFILE

Nurse bitten by entrepreneurial bug

By ROBIN BARKSDALE
Chronicle Staff Writer

Jessie Dobson-Draft spent years as a nurse, but when she saw an opportunity to combine her business skills with her nursing expertise, she couldn't resist the entrepreneurial bug. So a year and a half ago, she opened Nurses Temps, which places nurses with medical institutions in the city.

She currently has a pool of more than 250 nurses who make themselves available to work on a part-time basis. Dobson-Draft said that her agency allows nurses the option of choosing when they will work and for how long. Some nurses, she said, use the service to supplement their income from full-time nursing duties.

"There are no obligations. Nobody gets upset if you don't work," she said. "It's up to the nurses if they accept an assignment. They can work when it is convenient for them."

Early in her career, Dobson-Draft said that she, too, made use of nursing temporary agencies. The advantage of using an agency for part-time work, she said, is that a nurse may want to make a purchase that is not in her regular budget. For instance, she said, she had seen a dress that she wanted to buy that would have been an extravagant purchase on her budget. She contacted a nurses' temporary service and worked just enough assignments to be able to purchase the dress.

"Some nurses re-do their homes and want to buy

expensive draperies," said Dobson-Draft. "So they call in, get an assignment, work for a few days and then they take off again. That's the advantage of the temporary services."

But given the shortage of nurses in the medical field, it would seem that nurses would come at a premium and that nurses would opt to work full time rather than sporadically. Not true, Dobson-Draft said.

"Nursing is not as lucrative as it used to be," she said. "A lot of nurses are opting to stay home with their kids and maybe work three days a week as opposed to seven days a week. The nurses are there, they're just refusing to work under certain conditions."

Dobson-Draft said that about 15 of the nurses in her pool receive checks every week. The rest, she said, call in to be assigned on a periodic basis.

Dobson-Draft made the gradual climb from nursing assistant to the recipient of a bachelor of science degree in nursing. As a traveling nurse, she was assigned to Florida and then to Louisiana after missing out on her first choice of Saudi Arabia. Traveling nurses are allowed to select anywhere in the world that they would like to work and are assigned to institutions in those places. Dobson-Draft said that she was attracted by the opportunity for travel which the job offered and gained valuable experience while working as a traveling nurse. But she also had an opportunity to get an up-close look at the world of nursing temp agencies. What she discovered, she said, prompted her to open her own agency.

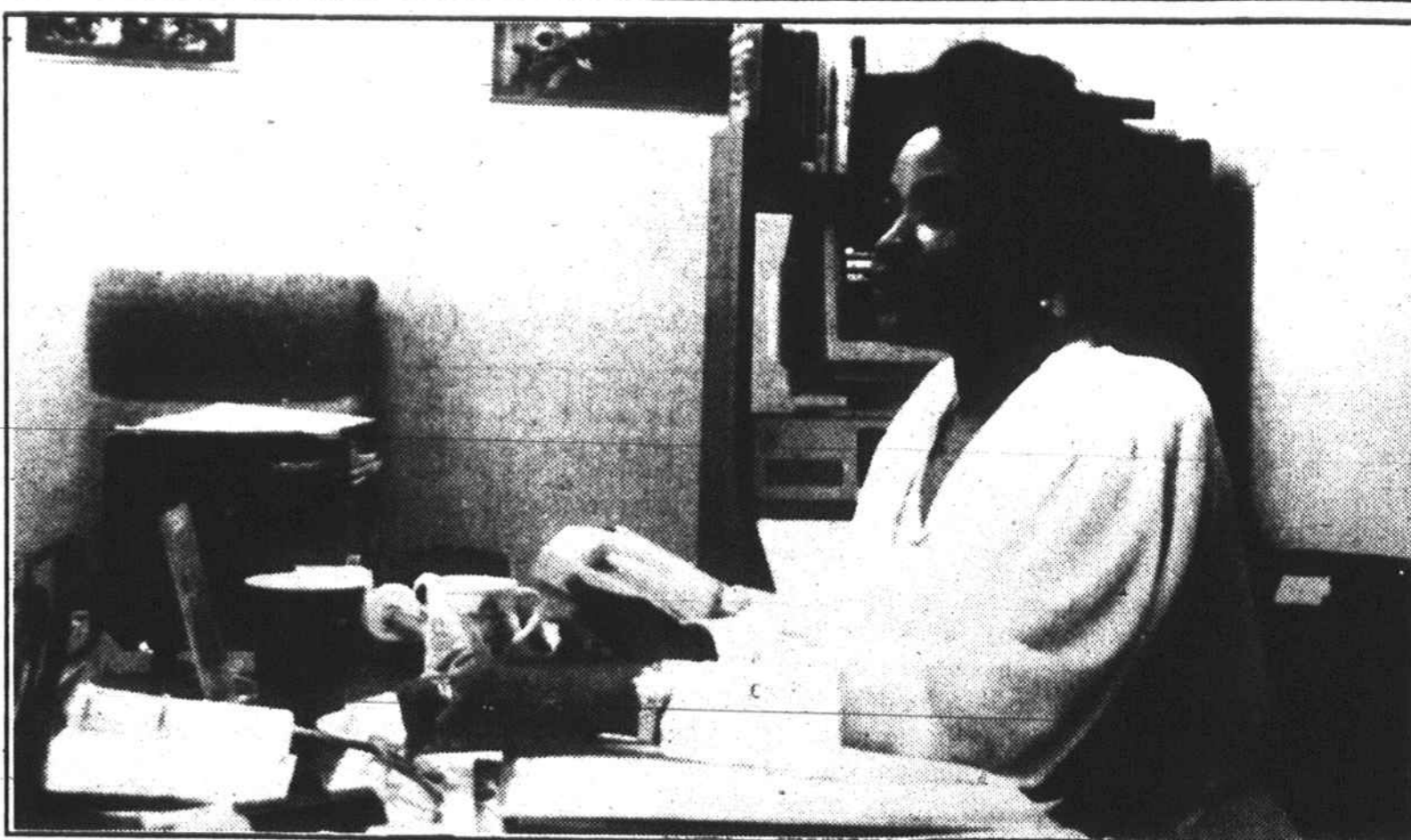


Photo by Sonja J. Covington

Jessie Dobson-Draft says there are many advantages to working on a temporary basis.

"During my travels, I noticed that there were a lot of agencies run by non-medical people," said Dobson-Draft, who worked at Baptist Hospital for 21 years. "I decided that, with my nursing experience and my managerial skills, I could start my own business. My husband (Nathaniel Draft) helped me start the business and

works with me in the business now. I felt I had an added advantage because I can understand what the nurses want -- because I am a nurse, and I can understand what the institutions want. I always wanted to be blessed with a wonderful voice so that I could sing, but

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Stouffer Winston Plaza has new management team

The Stouffer Winston Plaza Hotel has a new management team in place as it prepares to celebrate its fifth anniversary.

The new executives, all with extensive experience in hotel management, are Thomas L. Mareello, general manager; Kim O. Dinsmoor, director of sales and marketing; Bill D. Bretches, director of operations, and Peter L. Labrecque, director of food and beverage services.

Mareello is responsible for all aspects of the hotel's operations. He came to the Stouffer Winston Plaza from Battle Creek, Mich., where he managed the 245-room Stouffer

Battle Creek Hotel. During his three years there, the hotel received six of the 12 national awards presented by the Stouffer Corp.

As director of sales and marketing, Dinsmoor is responsible for the sales and marketing programs for the hotel's guest rooms, banquet facilities, Blossoms and The Quill restaurants, and lounges. He came to the Stouffer Winston Plaza from Brownsville, Vt., where he was general manager of the Ascutney Mountain Resort.

Bretches is responsible for the day-to-day operations at the Stouffer Winston Plaza. Previously, he

was senior assistant manager for Stouffer PineIsle Resort at Lake Lanier Islands, Ga.

LaBrecque came to the Stouffer Winston Plaza from the Stouffer Hamilton Hotel in Itasca, Ill., where he served as assistant director of food and beverage services, and he has been with Stouffer Hotels since 1977. Labrecque is a graduate of the Culinary Institute of America in Hyde Park, Ill.

Located at Cherry and Fifth streets in downtown Winston-Salem, Stouffer Winston Plaza is one of the Southeast's premier hotels.



Thomas L. Mareello

Local McDonald's plans Family Nights

McMan Inc. a local McDonald's franchisee, has planned a series of "Join Me in Action" family nights at their McDonald's restaurants.

These evenings will allow these relatives to get "on-the-job" experience and be part of the McDonald's action. Also the Family Night allows relatives to meet the owner, managers and other employees of McDonald's.

All participants will work side by side for two hours taking orders and preparing food with the same standards the regular employees

must meet.

Family Nights will be held at the 840 S. Main, Kernersville, location on March 13, 1647 N. Bridge St., Elkin, on March 14, Hwy. 52 Bypass, Mount Airy, March 20, and at 780 Martin Luther King Blvd., Winston-Salem, March 21.

McDonald's is the world's leading quick service restaurant organization, serving 22 million people each day in more than 10,000 restaurants in 50 countries. Seventy-five percent of McDonald's restaurants are locally operated by independent entrepreneurs.

Some things change.

- We've lowered prices on over 50,000 items.
- We now carry over 1,000 name brands and we're adding more every single day.
- We've added more salespeople for better service.
- We've made shopping easier, by providing more conveniently located cash registers.