

Business Briefs

BUSINESS PROFILE

'Circle J' stores prosper

By YVETTE N. FREEMAN
Chronicle Staff Writer

A local businessman has beaten the odds which usually cause many small businesses to fold within a year of opening.

Matthew Jeter, a native of Spartanburg, S.C., and now a resident of Winston-Salem, worked at Hanes Knitwear (now Sara Lee) for 25 years before opening his own business in 1978. That business was Jeter's Drive-In Restaurant, which was located at 433 East 30th Street.

He used his own money to open the business and says becoming your own boss is not as hard as some people think it is. "It's not too difficult to start your own business. You just have to put in a lot of effort and work to start it," he said.

According to Jeter, the restaurant was very successful and flourished for five years until it was destroyed by fire in 1983.

Such a loss might have discouraged some business owners from continuing to create their own establishments. But not Matthew Jeter. "He says "While it was burning, I was thinking." Jeter was thinking of what business to start next. So instead of just taking his insurance

money to use for his retirement and bowing his head and giving in to fate, he started all over again and opened up another business only three months after the restaurant was destroyed. This time rather than opening up another restaurant, he decided to open a convenience store,



Matthew Jeter

which he named 'Circle J.' That store is located at 1201 East 23rd Street. He says he opened a convenience store because "I got discouraged with the restaurant and then it was beginning to get to be pretty expensive to open a restaurant." The name 'Circle J' comes from the simi-

lar 'Circle K' stores, the only difference being the J which stands for Jeter.

'Circle J' became such a success, that Jeter opened a second 'Circle J' store four years later in 1987, at 433 East 30th Street; the same address where Jeter's Drive-In was located. Jeter says he decided to build the second convenience store in the same location as the restaurant because "We felt it was a real successful business in a restaurant there. And we figured that a store would even do better in that location than a restaurant. Today, both stores are doing very well, and Jeter is proud of the fact that neither has been the target of robbery.

Although he has two prosperous stores in operation, Jeter continues to look toward the future and other business ventures. He says he hopes to franchise out into High Point and/or Greensboro by sometime next year. Also, he says his wife, Janie, would like to open another restaurant where customers would be able to sit in and dine. Meanwhile he says he has a dream of his own to start up a limousine service. "I would love to have a limousine service in the near future," he said. "It's something odd in the area for minorities to own a



Matthew Jeter and his wife, Janie, have owned and managed three successful businesses and hopes to venture into other businesses in the future.

limousine service where we can serve our own people instead of having to go to other services."

But before moving on to those other business ventures, Jeter says first he would like to make sure he gets his present businesses to just where he would like them, in terms of their success and stability.

Jeter moved to Winston-Salem

in 1957 with intentions of going to California to live. But he says once he got here and began working, he fell in love with the area and decided to stay. Today, one restaurant, two

convenience stores, four daughters and two sons down the road, Jeter is glad he chose to stay and looks forward to becoming a success in his future business ventures.

Bass appointed as coordinator

A former RJR Nabisco, Inc. executive and private management consultant has been named to coordinate Right Associates' Key Executive Service here, N. John Garcia, Carolinas managing principal for Right Associates, announced this week.

The announcement follows signing of a formal agreement between Marshall B. Bass & Associates, and Right Associates.

The typical participant in Right Associates' Key Executive Service is a separated key executive, whose compensation was six figures, who is between 42 and 62 years of age and whose impact on an organization was substantial prior to separation. Generally, his or her separation package involves deferred compensation, stock options and other executive

perquisites.

Marshall B. Bass formed his executive-focused consulting firm after careers as a senior officer in the U.S. Army and as a senior executive with RJR Nabisco. His firm specializes in human resources development, organizational management, public and minority affairs and management training.

"We are delighted to add Mr. Bass to our team," said Garcia, who manages offices in Winston-Salem, Greensboro and Raleigh from his Charlotte headquarters. "His record of excellence speaks for itself. His varied experience at the top of the military and business worlds will be invaluable to our program."

"Our Key Executive Service is designed to reduce the difficulties associated with the departure of the

key executive. A distinguishing characteristic is that it balances concern for the financial, physical and emotional well being of the executive while meeting the needs of the sponsoring organization," Garcia said.

Bass holds a bachelor's degree from the University of Maryland, College Park, MD, and has received five doctor of humane letters degrees, two doctor of laws degrees and a doctorate of divinity degree.

He serves on numerous boards, including the Piedmont Federal Savings Loan Foundation, Inc. and Saint Augustine's College in Raleigh. He is also a visiting professor in business at North Carolina Central University and at Winston-Salem State University. Bass is a licensed lay reader and chalice bearer in the Episcopal diocese of North Carolina.



Marshall B. Bass

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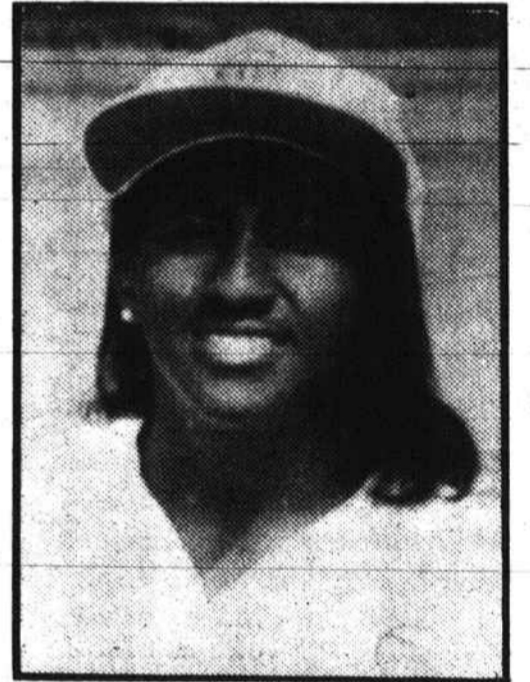
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