

Managing a business and home successfully

Managing a business and home successfully will require many skills. Most important is the ability to make sound, logical decisions. You must:

- Learn to separate the things which must be done from all things you would like to do.

- Figure out what can and what cannot be accomplished, and avoid the wasted time of attempting the impossible.

- Locate reliable information and be willing to pay for competent professional expertise.

- Act on probabilities and live with uncertainty.

Decisions about the business you are considering can be divided into preliminary, planning/organizational and managerial stages. (Only the preliminary stage is under discussion here). Regardless of the type of business you are considering, take plenty of time to deal with each issue

at the preliminary stage. These decisions are critical to the possibility of later success. Many references and other resources are available to help

HOME ECONOMICS

By JoANNE J. FALLS
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with such preliminary decisions as:

- Selecting the type of business for which you have (or can acquire) requires adequate knowledge and skill. (Would you rather make a product or provide a service?)

- Making a serious assessment of the market for your product or service (type of audience, level of demand locally or at a distance), sources and costs of supplies, avail-

ability and reliability of personnel, appropriate location of production and sales, estimated expenses versus realistic level of income, prospects

for adequate financing.

- Considering whether a new or existing business is the better choice? Will you be independent or operate a franchise? The form of ownership is a crucial decision for which you should seek professional advice. To develop a sound business plan, you will establish a team of financial, legal, accounting, and tax specialists.

- Obtaining the pertinent information on licensing, registrations, permits, credentials, zoning, and insurance needs. What will you need to do to comply with labor and consumer laws, and safety and environmental regulations?

A business of your own, no matter how satisfying the work and successful the enterprise, will affect your home and family life. It will limit the time and energy you have for additional personal interests and commitments. You will also be giving up the time and therefore the opportunity to earn money and fringe benefits from salaried employment. Unless the decision to attempt a home-based business receives serious thought and

discussion by all family members, the impact on both your business and your family can be overwhelming.

Each of us has what could be called a "mental formula" which reflects our values and the priorities we give to the three major areas of our lives — work, home, and family life, and our personal interests and activities.

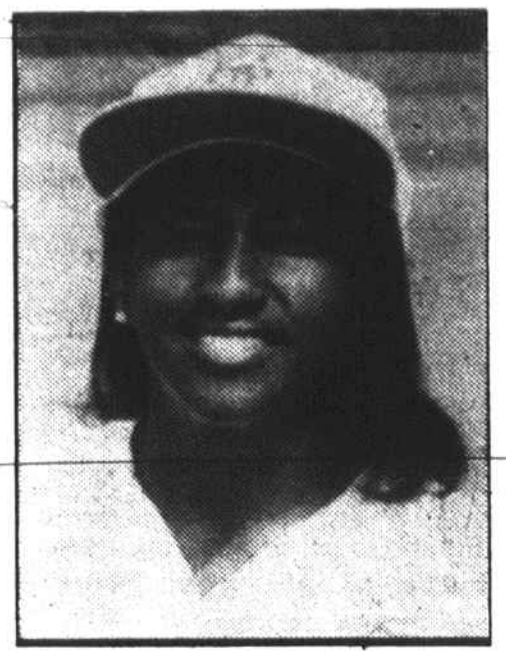
You can visualize a formula which is uniquely your own as a model representing your idea for achieving a sense of "balance" in how you spend your time. You could also picture a model of how you actually spend your time. If you must, over a long period, devote more time to any area of your life than is in your idealized formula — and are able to spend too little time in your preferred areas — there would be a sense of imbalance. You could become frustrated, unproductive, and depressed.

Most people who start a business of their own greatly increase the time they devote to work, often to a 60 to 70 hour work week. This would of course decrease the time available for home, family, and personal activities. Try to visualize the model which would result from starting the business you are considering. Would you be comfortable with such a model or formula for your life?

Are you the type to go into business for yourself? Before you invest time or money in your business idea, you need to consider your personality traits, attitudes, lifestyle, training and experience.

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EVENTS CALENDAR

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WEDNESDAY, JULY 1

2 p.m. — Sculptor Michael Shaughnessy will give a slide talk in the McChesney Scott Dunn Auditorium at the Southeastern Center for Contemporary Art (SECCA), 750 Marguerite Dr. A walk-through discussion of the work in progress will follow the program, which is free and open to the public.

6 p.m. — An opening reception will be held for the exhibits, "Waiting for a Vision" and "Haiti: Flesh of Politics/Spirit of Vodun," at the Diggs Gallery on the campus of Winston-Salem State University. A slide lecture by Sal Scalora will be held at 7 p.m.

PUBLIC SERVICE ANNOUNCEMENTS

- A showing of hand-crafted items will open at the Diggs Gallery on the campus of Winston-Salem State University through Aug. 29.

- The Citizens Coalition for a Better Tomorrow is sponsoring "Hire A Teen," an odd jobs/positive activities program for teens aged 13-18. Individuals and companies interested in hiring a teen, should call 761-0346.

- Parents Without Partners International will hold its 33rd annual International Convention in the Marque Hotel, Stouffer Winston Plaza, and Benton Convention Center in Winston-Salem, June 30-July 5.

- The WS Urban League Senior Center is distributing free electric fans to senior citizens 60 years old and over. Seniors are required to show one form of ID, and priority will be given to those who do not have access to air conditioning. Contact Athena Puryear at 725-5614 to schedule a time to pick up a fan from the center located at 519 N.

- Edgar Simon Jr. of ComPrises will present "Answers to Your Questions about Computers," Thursday, July 9 at 6 p.m., at the Neighborhood Government Services Office, 2301 N. Patterson Ave. The program is free and open to the public.

- Tim Gauss of the City Planning Dept. will present an overview of the new zoning ordinance at the Main Branch Public Library, Thursday, July 2 at 7:30 p.m. For more information, call 727-2087.

- Crochet and Cross Stitch classes will be offered to senior adults at the William Sims Recreation Center on Thursdays from 1:30-3:30 p.m. beginning June 25-Aug. 27. The program fee is \$1.50 and the cost of supplies. For more information, call 727-2505 or 727-2837.

- The WS Chapter of Self-Help for the Hard of Hearing will hold its monthly meeting Thursday, July 2 from 7-9 p.m., in Room 211 of the American Red Cross Building, 690 Coliseum Dr.

- Associated Artists of WS announces a call for entries for Black on White, a national juried art exhibition, that will feature artwork executed exclusively in black and white. Eligible media by professional and amateur artists include painting, drawing, printmaking, and photography. Initial selection of work will be made from 35mm slides submitted by the artist for preliminary judging. Slides must be entered by June 29. For more information, write or call: Associated Artists, 226 N. Marshall St., Winston-Salem, N.C. 27101, 722-0340.

- The Delta Fine Arts Center, 1511 E. 3rd St., is presenting the paintings of Francis Brown Jr. on display through July 2. The exhibit is free and open to the public. The Center is open Monday through Friday, from 12 p.m.-5 p.m.

REUNIONS

- West Forsyth Class of '82 will hold a reunion July 25 from 7 p.m. to 1 a.m. at the Holiday Inn-North. The cost is \$14 per person in advance and \$20 at the door. Admission includes light hors d'oeuvres and a dj. The 1981 and 1983 West Forsyth classes are also welcome. For more information, call Brad Barrow at 945-3475 or John Riggins at 759-0544. Make checks payable to: Class of 1982 Reunion, 404 Burkewood Dr., Winston-Salem, N.C. 27104.

- The Hauser Williams Russell Family and Friends Reunion will be held July 24-26. Registration should be made by July 1 by contacting C.B. Hauser at 2072 K-Court Ave., NW, Winston-Salem, N.C. 27105. Phone: 722-8708.

- A reunion will be held for graduates and supporters of London High School in Walnut Cove June 27 at the Benton Convention Center. If you have not been contacted, or for more information, write London High School Alumni, P.O. Box 882, Walnut Cove, N.C. 27052; or call 871-2413, 427-3323, or 427-3941.

- Members of Atkins High School Class of 1962 are asked to contact Pauline Ferguson at 724-2702 for information needed for the upcoming reunion.

- The East Forsyth Senior High School Class of 1972 will have its 20-year reunion on August 15. For more information, call 884-4016 or 800-768-7619, or write to Class of 1972, P.O. Box 7487, High Point, N.C. 27264.

- The East Forsyth Senior High Class of 1982 will have its 10th year reunion on August 22. Anyone who has not been contacted or been contacted by the Reunion Committee, should call Fran at 996-6657, Belinda at 993-4420, Jeff at 750-0815, or mail your name, address and phone number to East Forsyth Senior High Class of 1982 10th Year Reunion, P.O. Box 1481, Kernersville, N.C. 27285-1481.

- A reunion for shipmates that served on the U.S.S. Alderamin (AN-116) during 1943-46 will be held Sept. 25-27 at Nashville, Tenn. For more information, contact Merian O'Bryan at P.O. Box 2665, Wise, Va., 24293. Tel: 703-328-9465.

- The former crewmembers of the U.S.S. Everett W. Larson (DD-830) will hold their 4th reunion Oct. 6-12 in Huntsville, Ala. Contact Pat W. Ross at 6623 Circle Drive W., Cicero, N.Y. 13039. Tel: 315-437-4377.

Jones to serve second term as Dept. Historian

The 72nd Annual State Department Auxiliary Convention was held June 18-21 at the Hilton Hotel in Raleigh.

Martha G. Jones was re-elected



Martha G. Jones

to serve a second term as Department Historian for the auxiliary 1992-93 year. She is a member of #220 auxiliary.

Installation of all elected officers was held following the business session beginning at 2 p.m. Vickie Benton, post department auxiliary president was the installing officer.

Jones has served in the position for the past year. She is responsible for collecting and compiling all data during the district division meetings, spring and fall conferences and the state convention. She will receive all reports from all officers and committee chairmen, district and division presidents for the 1992-93 year.

Other officers elected to serve and appointments by the president include: Mrs. Betty Ernst, Unit #55, 18th district president; Naomia Lone, Unit #220, 18th district vice president; Betty Drye, Unit #51, 4th district president; Irene Barbee, past department president, Unit #55, distinguished guest committee; Mary Tuttle, past department president, Unit #55, Calvacade of memories committee; Addie Jenkins and Frances St. Land, both of Unit #220, will serve as the junior activities committee. Evelyn Funches, Unit #128, Gold Star chairman; and Frances St. Land, Unit #453, membership committee.

Other members attending from the Ralph R. Morgan Post #220 Auxiliary include: Lucy Boykins, Unit #220, president; Mary Thomas, Janie Murray, and Carrie Richardson.

Installation of Post #220 auxiliary officers 1992-93 was held on Tuesday at the Post home. They were Lucy Boykins, presi-

dent; Addie Jenkins, vice president; Naomia Lone, secretary-recording; Carrie Richardson, financial secretary; Martha G. Jones, treasurer; Flavella Whisonat, sergeant-at-arms; Mazie Woodruff, assistant sergeant-at-arms; Janie Murray, chaplain; Laura Watts, assistant chaplain; Helen Nichols, historian; and Magelene Cuthrell, membership.

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