

# Business Briefs

## Dudley Cosmetology Hosts Business Fair

If you have a burning desire to own, operate or manage your own business, then make plans to spend this coming weekend at Dudley's Cosmetology University at 900 East Mountain Street in Kernersville.

Organizers have put together a business fair that will feature a number of prominent business leaders and entrepreneurs from around the Triad area.

Weekend activities begin with a 7:00 p.m. get acquainted networking session at the DCU Auditorium on Friday, January 29, 1993. This session is designed to help participants develop positive and long lasting business relationships.

This activity will be followed by a day-long series of business seminars beginning at 10:00 a.m.

Saturday, January 30, 1993. The seminars will cover a wide range of related business and financial topics such as "The ABC's of Starting Your Own Business," "How to Grow Your Business, Steps to Financing Your Future," "Managing Your Business Environment," "Business Opportunities In the 90's," "How To Market and Promote Your Business," plus others.

Seminar leaders will include a number of prominent business executives led by Dudley Products' Founder, President, and CEO Dr. Joe Dudley, Sr.

"Now is the best time to start or expand your own business," said seminar coordinator, Joyce Richardson, President and CEO of Richardson Associates, Inc. "Mr. Dudley is

a bold example of what the average individual with little initial set up or operating capital can do," she said.

Dudley, a name that has reached nearly legendary status in the local and national business community, started his business some 35 years ago in Brooklyn, New York with a \$10 investment that included the purchase of a Fuller Product Cosmetic Kit. For the next 10 years, Dudley sold products door-to-door, earning a modest income in the process.

Now, 35 years after that initial ten dollar investment, Dudley has become one of the nation's longest and most successful business entrepreneurs. The company manufactures more than 80 professional products that are sold nationwide.

He will share tips and offer comments on starting and operating a successful business. Other speakers will share comments on business pitfalls and problems to avoid as well as business promotions and events planning.

A brilliant business leader as well as one of the nation's most powerful and eloquent motivational speakers, Dudley maintains that the 1990's will be a decade of unlimited opportunity.

"Information and continued self-improvement can make and keep you successful." Always start your business with a purpose, and then a plan.

You must know what you want, and where you want to go," Dudley said.



## Founders' Day Convocation

Speaker: Charlayne Hunter-Gault  
National correspondent for  
the MacNeil/Lehrer NewsHour

Thursday, February 4  
Wait Chapel, 11 a.m.

No admission charged, open to the public

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## Circulation Experti Marks 25th Anniversary

It was with a vision of forging a link between the nation's African-American community, media and private sector that Warren G. Jackson started Circulation Experti in December 1967. Twenty-five years later that dream is rooted in reality. Corporate America is redefining both its product line and marketing strategies to meet the demands of the \$300 billion black consumer market. African-Americans leaders are sitting on boards of Fortune 500 companies and working with industry and government leaders to develop major job training and employment initiatives. The media, with the expertise of minority reporters and news executives, is providing unprecedented insight into issues facing the community, and Circulation Experti has blossomed into one of the most successful minority-owned public relations and advertising agencies in the country.

"One of the major strengths of our organization over the years has been our ability to change with the times," Jackson says. "The philosophy, the belief that the destinies of the black community, the business community in fact all of our communities are intertwined, is constant. What changes is the climate in which that philosophy must be implemented."

In the late 1960s, early 1970s, it was social concerns that brought the various parties to the table. "The Kerner Commission Report, issued in the wake of the riots of 1968, warned of two separate worlds—one black and one white—from which, without intervention there may be no return," Jackson explains. "This, caused the media,

corporate America to initiate a self-examination process which made them receptive to beginning a dialogue with black leaders. The realization that economic opportunity was the real key to social change had also begun to permeate the African-American community, and thus building bridges to permeate the African-American community, and thus building bridges to the private sector became part of the civil rights agenda."

Ten years later, the relationship was motivated by economic interests. African-Americans were beginning to develop an awareness of their consumer purchasing power and as they looked at the companies they spent their money with, the notion of economic reciprocity, or supporting the people who support them, began to take hold. Corporations which had never given much thought to blacks as a consumer base started to emphasize their affirmative action and community service programs, thus creating the need for the kind of coordinated public relations advertising campaigns which inspired Jackson and wife, Christina, who had joined him in the business as a partner, to establish a full-service advertising agency in 1980.

In 1987, when Workforce 2000, a study conducted by the Hudson Institute for the Department of Labor, predicted that by the year 2000 nearly 85% of the new additions to the labor force would be minorities, immigrants and women, the nature of the relationship changed again.

"The realization that workers are consumers was not lost on anyone," Jackson said, "and if the com-



Members of Circulation Experti

plexion of the American workforce was changing, so was the face of the American consumer." Corporations started rethinking the way they marketed products to consumers as well as the products themselves and media began to reconsider both the news they brought to their audiences as well as the reporters and other personnel who delivered it. Circulation Experti underwent some changes as well during this period as the Jacksons' children W. Garrison, Tenley-Ann and Terrance became major forces in the business. In addition, in 1987 the company celebrated its 20th anniversary with the creation of a Hispanic division, Hispanic Experti.

Today, Circulation Experti's clients cover the spectrum of consumer goods and services, as companies like Phillip Morris, Reebok International, Ryder-System, Miller Brewing Company, Chase Manhattan Bank, The Seven-Up Company, Kraft General Foods and Chese-

brough-Ponds's seek to enhance their relationship with the African-American market and increase their market share. And with Garrison serving as vice president of development and advertising, Tenley as senior director of editorial services, the company has truly become a family business.

"One of my greatest satisfactions in life is that my family considered my dream worthy enough to make it theirs," Jackson said. "I was proud to be able to offer my children a place in a company where they could learn and grow and one day take over the reins. I was prouder still that they all took me up on it. There are also people in this company who have been here for years and have become an extension of our family. It is the combination of the experience, enthusiasm, the energy and creativity that each person possesses that makes us a stronger company with every passing day."

## Baker Elected To Chief Operating Director

L.M. Baker Jr., has been elected president, chief operating and a director of Wachovia Corporation effective February 1. He will continue as president, chief executive officer and a director of Wachovia Bank of North Carolina. The appointments were made by the board of directors of the corporation at their meeting today.

John G. Medlin Jr., 59, who will retain the titles of chairman and chief executive officer of Wachovia Corporation, said Baker will have overall top management responsibility for business operations of the company, including the Georgia, North Carolina and South Carolina banks, and the corporate banking, consumer credit and trust services subsidiaries. Baker and the heads of company wide administrative functions will report to Medlin.

"This is a natural step in the evolution of the organizational

structure to coordinate and direct the widespread and diverse businesses," Medlin said. "Their talents, combined with the leadership of Bud Baker, give Wachovia an enviable operating management team. With leading community banks in three attractive southeastern states and as a prominent provider of corporate banking, consumer credit and investment services on a broader scale, Wachovia is well positioned to continue competing successfully in a fast-changing financial marketplace."

Since joining Wachovia in 1969, Baker's assignments have included serving as chief credit officer of Wachovia Corporation and as executive in charge of the International Loan Administration and Administrative Services Divisions. He has been president and chief executive officer of the North Carolina bank since 1990.

Baker is a native of Lovettsville, Va., and a graduate of



L.M. Baker Jr.

the University of Richmond. He earned a master's degree in business

administration from The Darden School at the University of Virginia after serving as an officer in the U.S. Marine Corps.

Baker is a native of Lovettsville, VA., a and graduate of the University of Richmond. He earned a master's degree in business administration from The Darden School at the University of Virginia after serving as an officer in the U.S. Marine Corps.

Wachovia Corporation, an interstate bank holding company with dual headquarters in Atlanta and Winston-Salem, has total assets of \$33.4 billion. Its member banks are Wachovia Bank of Georgia, Wachovia Bank of North Carolina and South Carolina National Bank.

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BLACK ISSUES FORUM  
Philanthropy in the Black Community  
Wednesday, Feb. 3 8 p.m.

THE MEETING  
Wednesday, Feb. 3 9 p.m.

FREEDOM BAGS  
Wednesday, Feb. 3 10:30 p.m.

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