

Here comes the MOB

Future entrepreneurs go door to door selling bath products

BY COURTNEY GALLARD
THE CHRONICLE

They call themselves the Young MOB and the next time you spot them in your neighborhood they may be armed with bath products, to sell that is. These budding entrepreneurs are making good use of their free time during the summer vacation and they will not leave your doorstep until you've sold their product.

Young MOB (Minds On Business) is a youth economic empowerment program made up of 40 high school students determined to become "job makers instead of job takers." Profit is not the only concern of these youngsters, who want to be certain that clients are genuinely sold on merchandise the youths say they're "selling from the heart."

After hundreds of area youths were faced with a long and hot jobless summer due to state budgetary cuts, Toby Hunter and Faith Johnson, both of Third Eye Consultant Group, decided to take matters into their own hands. Hunter and Johnson teamed up with Joe Dudley of Dudley's Products to create a successful summer job opportunity that would provide investment, sales and leadership training to adolescents.

"We didn't want to give them (teens) a job... We decided to give them an opportunity to earn money the same way that everyone else earned money, which was through sales," said Hunter, who explained that most corporate professionals he has encountered made money through sales positions of some kind.

Dudley's packaged up a bath set - complete with body lotion, body spray and shower gel - for the Young MOB to sell to generate a profit. Clients can choose either a cocoa-butter or peach-scented bath set to purchase. Neighborhoods, churches, conventions and expos are all areas the group is targeting to build its clientele list.



Hunter

Hunter said that he participated in a program similar to Young MOB when he was in high school until it was cut once area businesses decided that it was not profitable.

"I wanted to re-create the program to give the same experiences that I had," said Hunter, who explained he had no plans to organize a business opportunity for area youths when he started his consulting company.

The Young MOB is not looking for handouts either, explained Hunter, who said the group purchased the bath sets from Dudley Products to develop a "self-sustaining" work ethic in the young entrepreneurs. Hunter said the group has even turned down grants to support the program so that group members might maintain the philosophy of being "self-reliant" business people.

"We want people to know that these are some kids that are about business," said Hunter, who is

known for his discipline and non-nonsense training tactics with the teen-agers. "We don't want anyone to give abundantly to the program because then they may think they have some type of leverage on the program... We are not a charity."

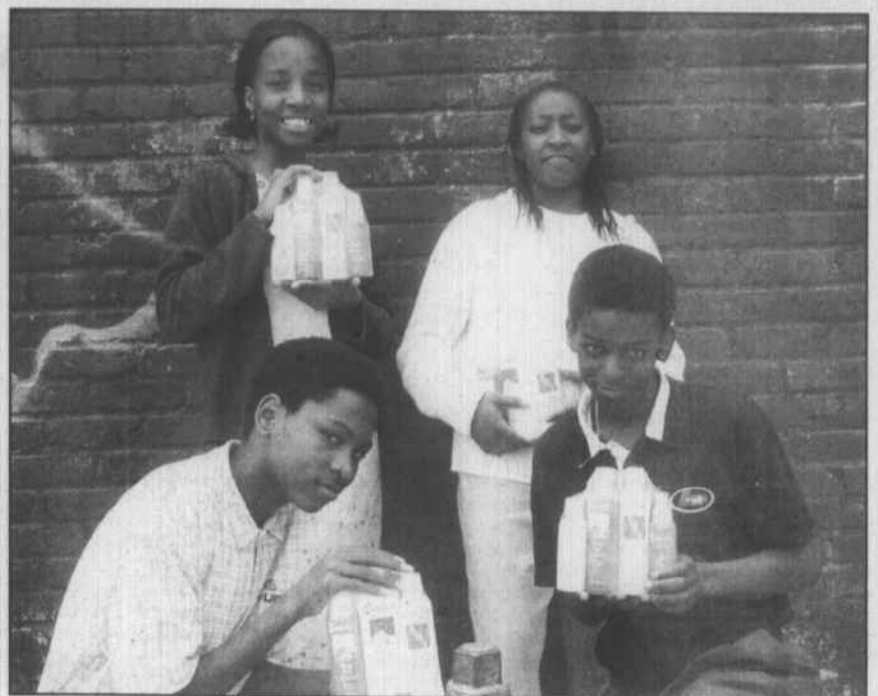
Gerard Orié is a student at Parkland High School and once he signed up to become a part of the Young MOB, Orié assumed that selling Dudley Products would be a piece of cake. At first Orié expected clients to approach him for the product, but he quickly realized it would take a little more footwork, literally.

"It's not easy... I learned a lot. I learned that things (do not) come easy in life; you have to work for them," said Orié, who is spending his summer break knocking on doors, making daily sales pitches by foot in neighborhoods.

La Tonya Panky said that Young MOB has taught participants, like herself, a solid work ethic that is critical to becoming a successful business tycoon. Panky is a student at Reynolds High School.

"In the first couple of weeks you really see how much work it takes to be an entrepreneur. As of now, everybody's work ethic has changed, and that is what the program is really about," Panky said.

John Raye has joined on to help get the young business group started and acts as a corporate liaison between Dudley Products and Young MOB. Raye assured the teens that Joe Dudley is ecstatic about the business venture and neither has ruled out the possibility of this program becoming a national initiative for teen-agers



Gerard Orié, Joshua Garrett, La Tonya Panky and Tamika Hayes display some of the products they will be trying to sell to city residents this summer.

Photo by Courtney Gallard

everywhere.

"I predict that this is going to spread rapidly because it is going to show that this is our future. Fourteen- to 17-year-olds, nobody wants to give them a shot, and now they know they don't have to go beg for a job," said Raye, who appreciates the many positive traits - such as public speaking skills, self-confidence, economic awareness - that the teens are developing along the way.

Joshua Garrett had his sights on becoming a professional athlete until he joined Young MOB. The entrepreneur program has caused him to broaden his horizons on what he not only wants to do, but what he can do after he

completes college. Garrett attends school in Greensboro.

"(Becoming) an entrepreneur never came to mind... Going around and selling the products really made me think about what else I want to become," Garrett said.

Tamika Hayes, another member of the Young MOB and a student at Parkland High School, said, "I didn't think I could do it... but now I know I can do it because I have faith."

Young MOB members are also receiving some lessons in spiritual welfare to assist them with their business venture. Margaret Johnson, pastor at Rhema Triumphant Ministries in Greens-

boro, volunteers with Young MOB as a spiritual director of sorts by leading a weekly motivational devotional with the young capitalists.

"It's important that we develop their spirits, not just their business (side), because what we're looking at is future millionaires who are going to do things in this city," Johnson said.

Young MOB plans to continue selling the bath sets year-round and are even looking ahead to next summer when they can serve as instructors to a new band of young entrepreneurs like themselves.

To order a bath set from the Young MOB, call (336) 918-5888.

Fate of black high school topic at upcoming meeting

SPECIAL TO THE CHRONICLE

The Winston-Salem/Forsyth County Board

of Education has scheduled two action meetings near the end of July.

The board will meet on

July 23 at 6 p.m. for a regular action meeting.

On July 30, the board will meet at 4 p.m. It will go into

closed session to discuss a personnel matter, then return to open session at 6 p.m. During the open session, the board will consider site locations for the new southeast high school and vote on the location.

A public hearing to consider names for the southeast

high school and the new northwest high school will be held Aug. 13 at 6 p.m. before the board's regularly scheduled meeting. Action on the names is scheduled for Aug. 27.

Anyone wishing to submit a name for either school

before Aug. 13 should send it in writing to Pan Briles, Winston-Salem/Forsyth County Schools, P.O. Box 2513, Winston-Salem, N.C. 27102.

All meetings will be held in the school system's third-floor auditorium at 1605 Miller Street.

AG makes grants available for domestic abuse agencies

Funds from Nine West shoe settlement will go to shelters and programs

SPECIAL TO THE CHRONICLE

GREENSBORO - Attorney General Roy Cooper announced last week that domestic violence and sexual assault programs across North Carolina will receive \$360,000 in grants as the result of a consumer settlement with Nine West, a major manufacturer of women's shoes.

"Thanks to domestic violence and sexual assault shelters, women in North Carolina who suffer from these terrible crimes have a safe place to go," Cooper said. "With this extra help, these programs will be able to help even more victims become survivors."

Grants averaging nearly \$3,000 each will go to 112 community programs that serve victims of sexual assault and domestic violence in North Carolina. Cooper worked with the N.C. Coalition Against Domestic Violence, the N.C. Coalition

Against Sexual Assault, and the N.C. Council for Women/Domestic Violence Commission to identify the grant recipients.

"We are thankful for Attorney General Roy Cooper's continued commitment to ending violence against women. This unexpected funding during difficult financial times will help domestic violence programs continue their vital work," said Mary Beth Loucks-Sorrell of the N.C. Coalition Against Domestic Violence.

"This money will allow advocates to provide

clothing, emergency housing and transportation for victims of sexual violence," said Monika Johnson Hostler, who works with the N.C. Coalition Against Sexual Assault.

The funds are the result of a multi-state antitrust settlement with Nine West. North

Carolina and 55 other states and territories alleged that from Jan. 1, 1988, through July 31, 1999, Nine West pressured retailers not to discount shoes it sold under the following brand names: Nine West, Enzo Angiolini, Easy Spirit, Bandolino, Calico, Capezio, Papagallo, Evan-Picone, Joyce, Amalfi, 9 & Co., Selby, Westies and CK/Calvin Klein.

Nine West did not admit that it engaged in price fixing but did agree to pay the states \$34 million on behalf of consumers who purchased Nine West shoes. According to the court-approved agreement, states must use the fund to benefit health, educational, vocational, and/or safety programs for women.

Nine West also agreed to abide by antitrust laws and to notify shoe stores that they are free to sell Nine West shoes at any price they choose, not just at the company's suggested retail price.

Information about the 122 community organizations receiving grants (listed by county) is available on the Web at www.jus.state.nc.us under "Important News."

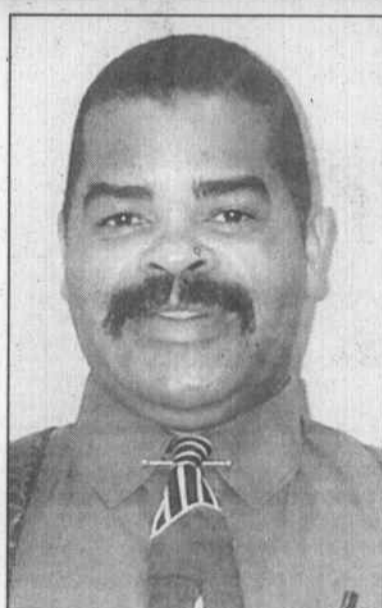


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