



Mr. and Mrs. James Guinyard
.....She was Miss Jeanne Horne

Miss Jeanne Horne Weds James Bernard Guinyard

Vows of love and honor were exchanged by Pamela Val Jeanne Horne and James Bernard Guinyard recently at Faith Memorial Baptist Church. Pastor Wilch H. Caldwell, Sr. officiated the ceremony.

Given in marriage by her brother, Anthony D. Horne, the bride was dressed in a long candlelight gown of tissue faille. Special features of the gown included a Queen Anne neckline, long slender sleeves and a beaded Alencon lace enhanced bodice. The full skirt was designed with a scalloped cathedral train. Both the skirt and the train were edged with Alencon lace.

The bride carried a bouquet of silk roses, miniature carnations and lillies. Rosalyn M. Horne, the bride's sister, was the maid of honor. She wore a burgundy taffeta gown. The other bridesmaids included Linda Harris, Sabrina Hinson, Sherry Guinyard, and Elona Jones of Hartford, Conn.

Little Miss Shonda Collins was the flower girl.

For the groom, the best man was Thomas Harsh. Edward Horne, Kenneth Crawford, Leon Davis, and Dennis Adams served as ushers.

Master Omar A. Guinyard was the ring bearer. The bride's mother wore a floor length silk gown with contrasting accessories and a white carnation corsage.

The groom's mother was dressed in a rose suede silk gown with matching accessories and a white carnation corsage.

Music for the ceremony

was provided by organist, Beverly Chapman and soloists, Rhonda Moore and Betsy Valentine. Out of town guests included the bride's grandmother, Mrs. Ola Horne of Wadesboro, N.C., Mr. and Mrs. Charles Ridenhour of Albemarle, N.C., Tonya Horne of Wadesboro, Mr. and Mrs. N. Woodburn, the bride's grandparents from Greensboro, N.C., Elaine Dulin of Mocksville, N.C., Mr. and Mrs. Sammy Allen, Ida Allen, Mr. and Mrs. Moses Buchanan, and Mrs. Elizabeth James, all of Columbia, S.C.

The daughter of Mr. and Mrs. James Massey, the bride is a graduate of King's College and Catawba College. She is employed as secretary of advertising at Knight Publishing Company.

An analyst for IBM, the groom is the son of Mr. and Mrs. James Guinyard. He is a graduate of Winston-Salem State University and attends graduate school at UNCC.

The couple will take a trip to the Poconos during the summer.

"Personalized" And "Professional" Characterize Cowan's Business

By Audrey C. Ledato
Post Staff Writer
"Personalized" and "professional" are terms that characterize business woman Linda Cowan's most recent venture.

Ms. Cowan owns and operates Step Up Answering Service, a spin-off of Step Up Temporaries, of which she was a partner until recently.

"I always wanted to have my own business," she confided in a recent interview. "I set myself the goal to do it by the time I was 35." She has accomplished her goal with time to spare.

Prior to teaming up with Brenda Goodman to form Step Up Temporaries in 1982, Ms. Cowan worked as a data processor and a buyer. While still employed, she began researching the temporary service field, thinking she might start such an enterprise "because it sounded interesting."

What prompted her to take the plunge into self-employment when she did was a Charlotte Post article about her future business partner, who was just starting such a service. Ms. Cowan contacted Ms. Goodman, and, several meetings later, they merged their efforts to form Step Up Temporaries in December, 1982.

The partners decided to start an answering service last October because that was something their customers often asked for.

Although the answering service and temporary service are now separate business entities (Goodman retained ownership of Step Up Temporaries and Cowan has Step Up Answering Service), the two women work cooperatively, referring customers to each other and sharing office space.

Personalized service is what sets Step Up Answering Service apart from other answering services, Ms. Cowan believes.

"We do a profile of each business customer so that when a call comes in, we



MS. LINDA COWAN

Likes being own boss

can provide basic information," she explained. Operators are trained to be courteous and show concern. Sometimes they will even follow up on calls, especially when the caller is a patient trying to reach a physician. Besides taking messages, Step Up operators also deliver messages to callers when the customer requests it.

Step Up Answering Service provides 24-hour-a-day, seven-days-a-week phone coverage. Generally, a customer simply uses call-forwarding to have calls diverted to Step Up. Customers without their own phones are assigned a telephone line at Step Up which their clients dial directly.

Most service costs as little as \$22 a month.

Although still a new business, the company already has expansion plans that include the installation, in the next few months, of a computerized answering system which will provide the capability of handling 200 customers.

Step Up has both business and residential cus-

tomers. "Some individuals just don't like the impersonal nature of an answering machine and prefer to use a service such as ours," explained Ms. Cowan.

About 40 percent of Step Up's customers have switched from other answering services. Ms. Cowan attributes this to the low-cost yet professional service the business provides.

How does it feel to have your own business by the age of 35?

"I like being my own boss and making my own decisions," Cowan answered.

Ah, the sweetness of success.

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