

Harold Duke Makes Good Of CPCC's Job Seeking Skills Course

By Loretta Manage
Post Staff Writer

When Harold Duke was looking for a job back in '83, he was the first person to admit that after awhile the process of finding a job got to be quite a job in itself. After searching for so long and not finding anything, Duke was running low on motivation.

He eventually went to the Charlotte Area Fund, hoping to get some financial assistance to go back to school for computer programming. However, someone at the Area Fund suggested that Duke check out the "Jobs Seeking Skills" course at Central Piedmont Community College.

Taking that advice, Duke enrolled in the course and today he is a supervisor at the 7th Street Detoxification Center.

"Enrolling in that course worked as a catalyst for me



Harold Duke
Center supervisor

to get back out into the job market. It gave me the impetus to keep going," remarked Duke.

The Jobs Seeking Skills course is offered by the Human Resource Development Program at CPCC. Although the class does not find jobs for its students, it does teach students how to find jobs themselves. Other goals of

the program include learning how to set goals, how to design and write a resume, how to properly fill out an application, how to handle an interview and how to sell one's self to the employer.

Although Duke didn't land a job in computer programming, he discovered that working with people, an area in which he has been involved with for years was more gratifying and rewarding than the lucrative salary he could have earned in high tech-

nology.

"I had basically planned to get into computer programming because of the money, but the bulk of my work experience has been in social work. In the past I worked at both Memorial Hospital and the Open House. Getting back into the field of helping people, I am learning that there are a lot of rewards that money just can't compensate for," commented Duke.

Aside from the added momentum that the Job Seeking Skills Course gave

Duke he also stated that the class helped him develop his resume. "I think the program is an excellent one and I have recommended it to my friends from time to time. It doesn't find the job for you, but it does encourage you not to give up," confirmed Duke.

Duke, before getting his present position had applied for that same job back in the summer of '83, but was turned down. Still persistent, he filled out a card of interest with the

Center and in less than six months, they had contacted him again, but this time, he had the job. Maybe if it had not been for the positive feedback of the HRD program, Duke may have never tried to again.

Another "Jobs Seeking Skills" course begins February 11 from 8:30-10:30 a.m. If you are interested in enrolling in the class contact Nancy Clifford at 373-6969. It just might make the difference between employment and unemployment.

New Look For Greeting Cards

When you shop for a greeting card you usually look for something special. L'Image Graphics may have the answer for every person who has searched in vain for an ethnic greeting card that reflects their personal style. The Los Angeles-based greeting card company has created a black card line to reflect the new image of black Americans.

Within their first year on the market, L'Image Graphics has sold over 160,000 cards to fine department stores and gift shops throughout the United States and Canada. They have 60 everyday designs ranging from Thank You, Birth Announcements, Friendship, Congratulations to Personal Relationship cards. They also have 16 Christmas designs with some very innovative images, such as, as Santa Claus breakdancing, as well as beautiful, traditional images of the Three Wise Men and the Nativity.

Why a black greeting card line? According to black professionals responding to a marketing survey for the company, the features they look for most in a greeting card are product quality of the art and sentiment. While they would prefer to purchase black greeting cards they can't always find the variety of images they would like. L'Image Graphics was created to fill this gap in the market.

"What sets L'Image Graphics apart from the competition?" asks Wayne Wilson, Executive Director. "When you combine quality craftsmanship with a wide variety of unique de-

signs, you've got a consistently strong performer. The comments we hear repeatedly are how beautiful these cards are and that it is about time for a product of this type." Mr. Wilson, prior to starting this company, was teaching and counseling educationally handicapped minority children. The major problem he observed among these children was low self-esteem and negative self-image. Much of this he attributed to poor representation of minorities in the media. One way he felt he could effect a change was by creating a product that reflected black people in a positive light. Greeting cards proved to be the perfect medium because of its personalized approach. He wanted to create a product that was artistically exciting enough that it would not exclude buyers of other races. The result, 35 percent crossover sales for L'Image Graphics cards.

L'Image Graphics is growing with two new lines of greeting cards being offered in 1985, the L'Amour Series and the L'Hot Series. The L'Amour Series is a collection of original oil painting of loving couples, by artist Taylor Barnes. With words by W. L. Wilson, every card touches upon different emotional aspects of personal relationships. The L'Hot Series is a collection of contemporary graphics coupled with short, witty insides.

For more information write to 3222 South La Cienega Avenue, Suite 206, Culver City, California 90230. Or call 213-837-4588.



YOUR GOOD NEWS STATION!

- Best in Gospel Music
- "Golden Oldies" - Mon.-Fri., 1-2 P.M.
- Ministry programs from the Charlotte community
- "Flea Market" - Mon.-Fri., 11-11:15 A.M.

REQUEST LINE 597-1575



SETTING THE PACE for the CAROLINAS
with THE LATEST GOSPEL MUSIC

COMING SOON!

- "Crosstalk '84" - Live interviews audience participation
- "Gospel Today" - Contemporary Gospel Music Feature