

Jobs plentiful for busy holiday season

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Norfleet said that the store's business has picked up with Christmas closing in.

"It's a lot busier now," he said. "We've hired one new person in the last two weeks."

Johnson C. Smith University senior Bryan Ferguson has cashed in on the holiday job rush, but for a different reason.

"I took this job (at Victoria's Secret) for gas money," he said. Like Mitchell, Ferguson said

finding work was relatively easy.

Many retailers are still hiring or expect to do more hiring for the 1997 Christmas season. Gazooods assistant manager, Melissa Beaver said, "Christmas gets extra busy and (we) will have a

lot of new people on staff."

So for all of the high school and college students looking to make an extra buck, head out to the nearest mall and fill out an application. Because, just like Uncle Sam, the retailers want you.

BUSINESS BRIEFS

Dr. Mary Elizabeth Gaffney has opened a family medicine practice, Gaffney Health Services, at 8825, Suite 106, East W.T. Harris Blvd., near Albemarle Road.

Gaffney graduated from Spelman College in Atlanta, Meharry Medical College in Nashville and Michigan State University's College of Osteopathic Medicine. Her residency in family medicine was at Henry Ford Hospital Medical Center, Detroit.

The New York City native obtained her North Carolina and South Carolina licenses in 1996. She is a member of the American Academy of Family Physicians, American Osteopathic Association, the National Medical Association House of Delegates and the National Association of the Coalition of Women Physicians.

Black Enterprise magazine publisher Earl Graves will be the speaker at N.C. Central University's commencement exercises Wednesday.

He had originally been scheduled to address the May 10 exercises, but postponed his appearance.

Graves is president and CEO of Earl G. Graves Ltd., the parent corporation of Earl G. Graves Publishing Co., which publishes Black Enterprise magazine. He is also chairman and chief executive officer of Pepsi-Cola of Washington, D.C., L.P., the largest minority-controlled Pepsi-Cola franchise in the United States.

Graves is also a general partner of Egoli Beverages, L.P., the Pepsi-Cola franchise bottler in South Africa.

Commencement exercises begin at 9 a.m. Dec. 17 at McLendon-McDougal Gymnasium.

WSOC news producer L a V o n d a Kinloch and WSOC promotional news editor Dave Ferebee have received Emmy nominations in the 12th annual Midsouth Emmy Award competition.

The nominations are among nine received by the station, which has the top-rated news cast in the Charlotte market.

Kinloch's nomination was for Newscast for an Eyewitness News at 11 show. Ferebee's nomination is for Editor/Non-news, for a promotional news series.

The Midsouth Emmy Awards will be presented Jan. 17 at Opryland Hotel in Nashville. The Midsouth region currently comprises all of Tennessee, North Carolina (except Asheville), and parts of Alabama and Kentucky.

A four-part series of job search seminars will be sponsored in January at the Public Library Main Branch, 310 N. Tryon St. Topics will cover job matching, using library

resources and Internet job searches.

Seminars will be from 7-8:30 p.m. Jan. 8, 15, 22 and 29.

Titles in order are: "How the Library Can Help with Your Job Search," "Conducting a Successful Job Search," "Moving from Stress to Balance," and "How to Use the Internet to Find a Job."

No pre-registration is

Recruit new business by pushing upscale message

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importance to the music industry. When you handle sizable entertainment accounts don't be modest.

Send a press release and photographs to entertainment industry publications as well as entertainment editors of local newspapers. Never, never, let your location become a barrier. If the entertainment industry is not flourishing in the city you practice in, with a fax machine and telephone you can lure clients from larger neighboring cities.

Q. Dear Regina:

Although I advertise heavily, I am having problems attracting the caliber of clientele I desire to my black-owned dating service. What messages should I relay?

A. Traditionally African Americans are more conservative than their white counterparts when it comes to aggressively and openly relying on a "service" to meet significant others. It can be a delicate and touchy subject because the wrong wording can

depict your service as the answer to a "cry for help." Big egos will shun such help. You want to represent yourself as a sophisticated, upscale, option for busy professionals. Using buzz words like those above will subliminally draw a discerning patronage.

Send marketing and public relations questions to: Regina Lynch-Hudson, The Write Publicist, c/o Regina's PRemedies, 6129 Queen Anne Court, Norcross, GA 30093; or call (770) 717-7020.



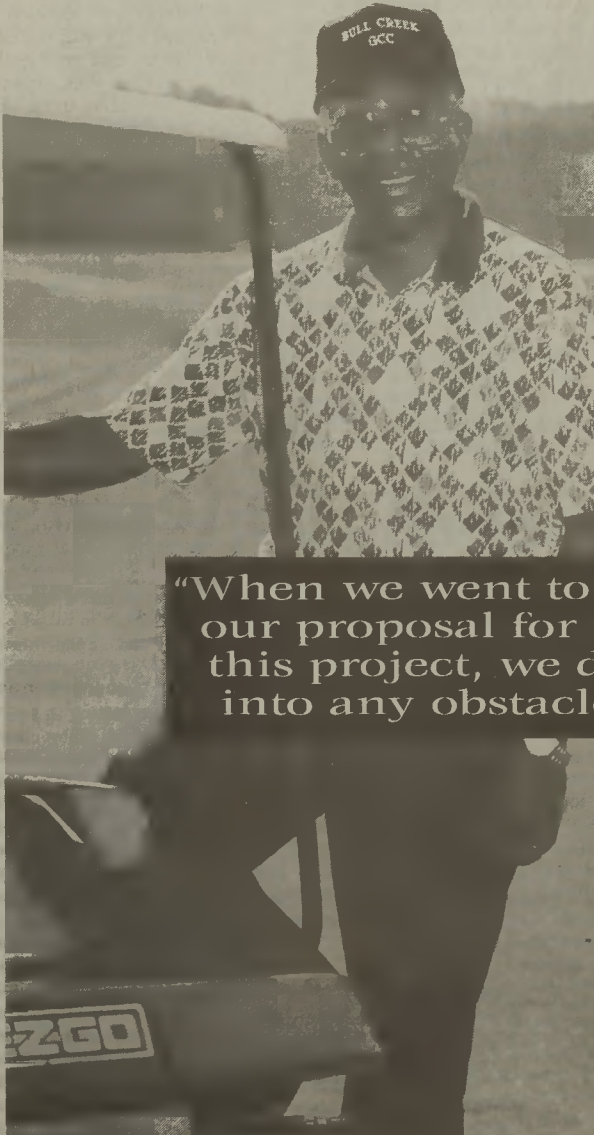
Kinloch



Ferebee

BUSINESS BANKING

Sam Solomon, President
Bull Creek Corporation



Six families in Franklin County had a bold vision: they've turned their tobacco fields into a golf course. Before they went to First Citizens for financing, they had completed a fourth of the project themselves.

"We picked up rocks, we cut bushes, we worked on the tractors," explains Sam Solomon, president of Bull Creek Corporation. "We get out there and we grab the shovel."

When loan officers from First Citizens saw first hand the sweat equity the families had put into their vision, they were impressed. "First Citizens was very receptive to us when we went to them," says Solomon.

"When we went to them with our proposal for financing this project, we didn't run into any obstacles at all."

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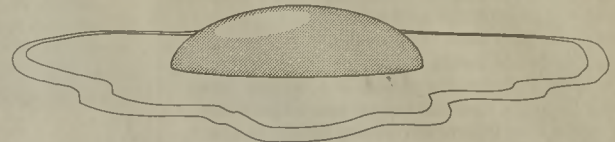


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