

Students open own businesses

By KIM MORRISON
Staff Writer

When Barbara Jo White received a homemade postcard from a friend at home, she had no idea that two years later it would be an inspiration for her to start a business. White, a junior botany-journalism major from Cary, N.C., is currently making plans to print and market the postcards, which are a satirical look at Carolina.

White said she got the idea late one night when she started thinking about her friend's postcard. It was drawn on an index card and was a picture of a person standing on a deserted island with a shark fin in the water. The caption read, "Having a great time, wish you were here."

The cards, which are geared toward college students, will show various scenes around Carolina and have a satirical vacation phrase written on them. She said, "The lines are making college look like a vacation, but it's no vacation."

Mari Harwell, a freshman from Anaheim, Calif., is taking the photographs, which will help cut costs, but White said that the venture is more for fun, rather than money. "I just love the idea, I think there's a need for it," she added.

White said she hopes to have her cards ready for sale next semester and may do a series of postcards that will be sold at Duke or State. But, she said, she wants to wait and see how well they sell at Carolina. White said she wants them to be "a post card that everyone can relate to. College is not just a glossy picture of the Bell Tower," she said.

Starting a business at Carolina may sound like an awesome task for students, but some have still managed to begin one on a small scale. Pat Beard, a senior RTVMP major, also started a business that took little initial capital. Beard operates Lou's Tunes, which provides disc jockey services for parties around Chapel Hill.

Beard began this service while he was a student at Appalachian State University, to help supplement his summer income. He plays at parties about once a week and averages \$500 a semester, before expenses. He said he may continue the work part-time after graduation.

For students like White and Beard, who have businesses based on their own talents, getting started doesn't involve a lot of outside technicalities. White said getting her ideas copyrighted was the most difficult thing about starting her business. Aside from that, she said, getting started simply required paying \$25 for a merchant's license, a wholesale license, and copyright fees.

Beard agreed that starting a business has not been too difficult. "It's an experimental thing for me," he said. He also said that there have not been a lot of outside operating costs, because he does not need a permit and most of his advertising has been by word of mouth. "It's no big deal," he said, "I just play music for some money."

For students who want to open actual businesses, getting started can involve a little more work and a lot more risk. Steve Cook, a second-year student working on his Masters in Business Administration said, the most difficult thing

is finding the capital needed to open a business. "Most students take advantage of the fact that they can do something well and provide a service," he said. He also said it was difficult for a student to get financial backing from a bank, because they were considered too high a risk. "Often students are forced to get the money on their own," he said, "that's why it's such an accomplishment when a student gets something going."

Several faculty members of the UNC School of Business Administration said they see both pros and cons to a student opening his own business while still in college.

John Walker, assistant dean in the business school, said that he felt that opening a business was a very important and worthwhile thing to do. "The experience that a student can get by opening a business is about as close as he can come at his age to being a president or chief executive of a large business. I think it's a great idea," he said.

"I can see some advantages and some disadvantages to a student opening his own business" Gary Armstrong, an associate professor at UNC, said. He said that the experience a student would gain would be helpful, but that he should not let it interfere with his studying.

Jane Kirkland, an adviser in UNC's business school, said she felt that opening a business was a good experience if a student had enough time for his studies. "I knew a student that got so involved with his business that he had to drop out of school. I think it's a good idea if it still leaves time for their studying; if not, it's like putting the cart before the horse,"



Business makes joke postcards ... students show financial gusto

she said. Although students with their own businesses are still few in number at Carolina, Cook said he has noticed a growing interest among students in his classes to someday have their own business. Cook has started an organization called the Enterprise Group where students meet and discuss their ideas about possible businesses. The meetings are open to any undergraduate who would like to talk to other business students without fear of having his idea stolen.

Program tries to improve racial relations

By KYLE MARSHALL
Staff Writer

An area of concern among black students at UNC is how they are accepted in classes taught by white instructors, according to students of the Black-White Dialogue this semester.

"The whole point of the dialogue is to make people teaching courses sensitive to the problems blacks have at UNC," said mathematics professor William H. Graves, one of the group's coordinators.

Almost 30 students were participating in the dialogue this semester, Graves said. The group, which consists mainly of black students, holds discussion sessions with instructors from several UNC academic departments to offer suggestions, complaints and criticisms.

Graves said the group was currently working with the faculty and staff of the Department of Romance Languages, and would hold further sessions with a different department soon.

"Blacks have the expectation that UNC is perhaps a little different from other predominantly white institutions because it's liberal and more tolerant of race," he said. "But blacks do run into race problems here. Greater ad-

justments must be made by black students than by whites."

One suggestion offered by students in the dialogue was for professors to make their black students feel welcome during office hours, Graves said. "The group also tells faculty that it's all right to talk about race, as long as it's done with sensitivity," he said.

"We're not saying instructors should favor black students," Graves said. "We're saying blacks should be given an equal chance."

Joyce Clayton, assistant dean of the General College, coordinates the dialogue along with Graves. She said professors often give specific examples of classroom situations involving blacks and race relations.

"Students respond with the way they think the situation should have been handled," she said. "And it's not purely negative. There is an emphasis on the positive ways instructors handle their classes, as well as on the negative."

Clayton said it was difficult to evaluate the effectiveness of the dialogue. "But we do know of instances where students have seen improvements in classroom situations."

One student participating in the Black-White Dialogue, Cassandra Thomas, a senior from Fayetteville, said pro-

fessors' handling of race relations had a significant impact on minority students.

"Most professors have not had to deal with minorities and race relations all their lives," she said. "One thing we point out to them is that the obvious thing about blacks is their color."

"I see some progress, but you always run into people who deny that there's any sort of problem with race relations," Thomas said. "The progress comes when faculty who attend the dialogue sessions go back to their departments and relate what we discuss with them to the other instructors in the department."

The Black-White Dialogue was begun four years ago in the College of Arts and Sciences by Dean Samuel R. Williamson, Graves said. Since then, the dialogue has expanded outside the College of Arts and Sciences and has become more campus-wide, he said.

"One improvement is that the University administration is becoming more involved," Graves said. "Chancellor (Christopher C.) Fordham (III) and Vice Chancellor (Harold G.) Wallace have each attended one or two sessions, so the administration is taking an interest in what we are doing."

Executive branch undergoes facelift

By LISA PULLEN
Staff Writer

Student Government's executive branch is undergoing a minor facelift with recent appointments and resignations.

Student Body President Mike Vandenberg's executive assistant's Donald Beeson and Jon Reckford have resigned their posts, as has Food Services and Health Affairs Committee Chairperson Kevin Monroe.

Beeson plans to graduate later this month, while both Reckford, a junior English and political science major from Chapel Hill, and Monroe, a junior political science major from Spring Lake, are expected to run for student body president next spring.

Filling the vacancies in the executive assistant posts are Terry Bowman, a sophomore English and political science major from Winston-Salem, and Charlotte Fischer, a senior business major from Slidell, La.

Both Bowman and Fischer are former committee chairpersons in the Vandenberg cabinet. Bowman oversaw the Parking and Transportation Committee while Fischer headed the Scholarships,

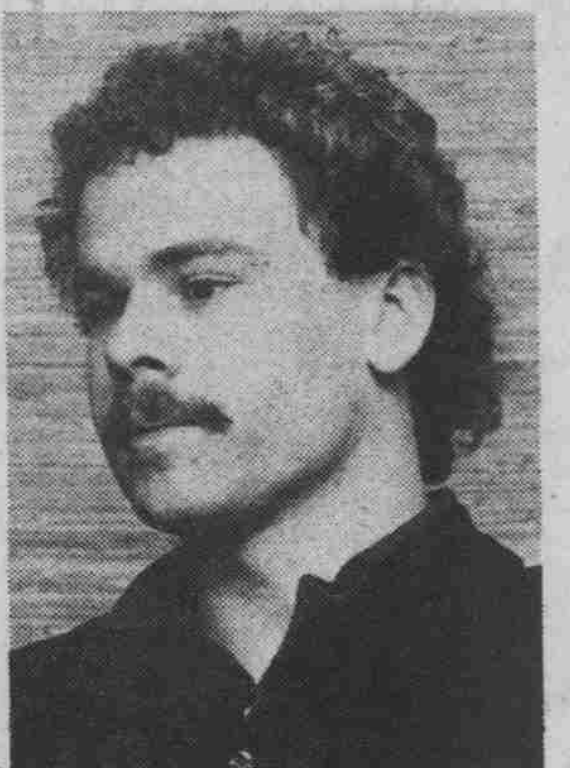
Financial Aid and Student Stories Committee.

"Both of them have been very effective in their roles as cabinet chairs," Vandenberg said of the appointments. "In addition, I was looking for people in the executive branch to promote to maintain continuity."

Replacing Bowman as head of the Parking and Transportation Committee is Wayne Boyette, a junior history and political science major from Wilson. Boyette is a former Parking and Transportation Committee member.

The Financial Aid, Scholarship and Student Stores Committee has been divided into three parts, with a chairperson for each. Sophomore Jeff Parsons will oversee financial aid issues, freshman Susy Adler will be in charge of scholarships, and sophomore Carol Mulholland will be in charge of textbook orders.

Former duties of Reckford and Beeson have been assumed by Bowman and Fischer, with some changes. Bowman will oversee the Academic Advising and Parking and Transportation committees, as well as serve in Reckford's former position as liaison to the Campus Governing Council.



Mike Vandenberg

Fischer will supervise the Scholarship, Financial Aid and Student Stores Committee, Food Service and Health Affairs Committee and Housing Committee and will oversee plans for Chapel Hill.

The Educational Policy and Academic Procedures committees have shifted to Executive Assistant Tony Lathrop, and the State and National Committee and the Chancellors Committees have been shifted to Executive Assistant Melanie Wilson. Executive Assistant Leslie Takahashi, in charge of publicity and student services, has been named chief of staff.

New magazine lets students meet through ads

By JIM YARDLEY
Staff Writer

Are you looking to meet an easygoing, good-natured person who is interested in hiking and music and who likes to eat baked apple dumplings?

If so, then *College Students Magazine* may have the perfect match.

College Students Magazine is a new monthly publication designed to allow students from various colleges to meet each other through personal ads, according to its founders. Nelson Adams, the founder of the publication, said he saw the magazine as a great chance for students "to meet people from their area as well as people from different areas."

Adams, who graduated from San Diego State University this year with an MBA, got the idea for *College Students Magazine* when he saw the success of a similar personal ads magazine named *INTRO*.

INTRO, which is based on the West Coast, has helped more than 170,000 people meet each other in the last two years, Adams said.

"*INTRO* magazine had been a success and it was marketed toward an older age group," he said. "I felt it could be successfully marketed to college students."

Working out of his home in Cary, Adams is a one-man corporation. So far, responses have been limited, but Adams still remains very optimistic.

"I have put \$2,000 into advertising and I expect to break even after the first month and then to begin showing a profit," Adams said.

The first issue is coming out in December, and Adams is offering a special introductory offer of \$5 for an ad of 120 words or less. The magazine itself costs \$3 and it will only be sent to students who have placed ads in the magazine.

UNC is not the only university toward which Adams is marketing his magazine. Other major universities that the magazine will reach include the Universities of Florida, Texas and Virginia as well as Duke University and North Carolina State University.

After the magazine gets off the ground, Adams said he hoped to expand it into more than just a personal advertising magazine.

"Eventually, I want to include articles that are interesting to college students," he said. "I would like to include pieces on sports, careers, movies and albums along with many other things. It will be something that people will enjoy reading."

Anyone interested should write *College Students Magazine*, P.O. Box 6000, Chapel Hill for more information.

Thief gets wrong medical school exam

By MARK STINNEFORD
Staff Writer

At the time, it may have seemed the perfect heist, but an exam thief at the UNC School of Medicine apparently made off with the wrong test.

Portions of a National Board of Medical Examiners (Part II) Examination are believed to have been stolen from a locked filing cabinet in a medical school office in late September. But the material was from a "retired" edition of the test — one no longer used by NBME — said Frank Stritter, director of the office of educational research and development for health professions at UNC.

The University serves as a regional testing center for the NBME exam, which is used by North Carolina and most other states to certify doctors to practice medicine, Stritter said. Because the exam was given at about the same time as the theft, the culprit may have thought he was getting an advance copy of the test, he said.

"Most people don't know that there's a difference between a retired test and one that's still in use. But we don't even see a copy of the exam until the day it's actually given."

"Whoever took it probably thought they were getting something a lot more current than it was," Stritter said.

The University, like many other schools, purchases retired editions of the test from NBME to use as comprehensive examinations for medical students, Stritter said. However, the material that was stolen was believed to be from an exam given to third-year students last spring and was only on hand for reference purposes for the faculty.

University police have been investigating the theft since it was reported on Oct. 1, said Sgt. Robert Porreca, of the University police.

There was no evidence the exam was gained through forcible entry, Stritter said.

"We haven't got a clue how it happened," he said. "But the exam was in an ordinary locking filing cabinet that's not that hard to get into. You might be able to use a paper clip or credit card to do it."

The medical school has since upgraded its security procedures for storing testing materials, Stritter said.

Because NBME previously approved the medical school's security precautions, it is unlikely to take severe punitive measures against UNC for the theft, Stritter said.

While the thief may have been "helped in a general way" by stealing part of an old exam, no specific questions from the retired edition will appear on a future NBME exam, Stritter said.



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