

Women say it pays to mind your own business

By KATHY NANNEY
Staff Writer

There are a multitude of opportunities for people interested in starting their own businesses, and these opportunities can bring big money, said two businesswomen during a forum on success in private business, sponsored by the Carolina Union.

"If you can project yourself well, you can sell anything," Cynthia Nelson told an audience of about 15 students.

Nelson and her business partner, Kay White, began Something Special of Greenville, a catering service, 18 months ago. Within a year, Something Special did over \$5,800 in business during one month. Both women continue to work full-time jobs at Burroughs Wellcome in Greenville, N.C.

"Look at Bert's Surf Shop," White said. "He started out with a hand stamp and a bunch of irregular T-shirts, stamping the name 'Bert's' on the back of each one." He now owns four T-shirt shops along the coast, she said.

"There are all kinds of things. All it takes is someone whose mind clicks," Nelson said. She and White told of a friend who began with a list of 16 babysitters, whom she would send out upon request. She now supports herself by dispatching babysitters, they said.

Nelson and White said fast food franchises were ripe for small businessmen. If a person owns a piece of land and has a good line of credit, they can contact Burger King in Atlanta, and the franchise will build a restaurant for \$45,000, they said.

"Burger King will build it for you, but you have to buy everything from them, and know how to manage and run the store," White said.

If the store has a poor record, Burger King will

close it down by refusing to supply it, or will buy the restaurant themselves, she said.

Some food franchises, such as Domino's Pizza, will train their workers to be store owners and provide opportunities for ownership, the women said.

Catalog or magazine mail ordering can be very profitable, Nelson said. Once she made a Christmas table piece and wreath and sent it to several mail order catalogs. One catalog decided to carry her product, and she made \$4,000 in six weeks, she said.

"With mail order, you can market anything for money," Nelson said. "Kay and I are going to market a dishcloth we pay 22 cents for, and sell it for a dollar."

White and Nelson said they sold wine baskets by mail order during Christmas and were so successful that they planned to sell them year-round.

A person interested in starting a new business should go to their town's small business bureau, credit bureau and chamber of commerce, which can direct them to classes on how to establish a business and obtain credit, the women said.

When applying to a bank for a loan to open a business, a person should be prepared to state the costs of opening and operating the business and have good projections on how much the business will make, the women said. A prospective business owner should include a good salary for himself when deciding how much to request for a loan, they said.

A person beginning a business should be careful of individual investors, who can put pressure on the owner to produce a profit, or have a voice in business operations, the women said.

Researching governmental and health regulations can keep a businessman from having to make changes

later, White and Nelson said. If a business fails to meet regulations, competition will let government officials know, they said. When they first began catering, the women did not know they needed a health license, but had to obtain one when competition informed health officials.

"We started so casually, we've had to backtrack and correct all these things," White said.

Three critical steps in establishing a business are registering your business at the local courthouse, filing for a federal tax identification number and joining the local chamber of commerce, the women said. The chamber of commerce can provide aid when establishing the business, and many people inquire there when needing a service, they said.

It is a good idea for a private businessman to patent his business' name, White and Nelson said. The women learned the importance of a patent when a competitor began using their name, they said. A patent in North Carolina costs \$350 and can be obtained through a lawyer.

White and Nelson said they did not advertise because they already had as much business as they could handle. Despite advertising, word of mouth remains the best way that customers will be attracted to a business, they said.

Family relationships can suffer because of private business, particularly when it is first established and family members are working long hours, the women said.

"It has taken more than a year and a half to work full time and work the business like we do," Nelson said. "You have to be real patient with your partner and yourself."

Turner bids for CBS takeover

From United Press International reports

NEW YORK — Cable television entrepreneur Ted Turner made a bid Thursday to take over the CBS television network by filing papers to buy 67 percent of CBS stock for \$2.9 billion in a complicated exchange offer.

Papers filed with the four government agencies in Washington said Turner would provide the public with "more high quality, innovative programming than CBS currently provides through its broadcast outlets."

Inmates attack guards

RICHMOND, Va. — Rioting inmates armed with sharpened instruments and clubs attacked guards at the State Penitentiary Thursday attempting to take hostages and disrupt the scheduled execution of condemned murderer James Briley at 11 p.m., officials said.

Nine guards and one inmate were injured and taken to the Medical College of Virginia. The extent of their injuries was not immediately known.

Economic expansion slows

WASHINGTON — In an abrupt slowdown, the nation's gross national product grew just 1.3 percent in the January-March quarter, the slowest advance since the end of the 1982 recession, the government said today.

Higher trade deficits and a massive Internal Revenue Service delay in returning income tax refunds were the major factors cutting economic expansion from its 4.3 percent rate in the fourth quarter of last year.

Reagan defends trip

WASHINGTON — President Reagan says he will take some of

news in brief

the blame for the decision but Thursday stood firm against Jews, veterans and a majority of the Senate on his plans to visit a German military cemetery next month.

Although failing to quell a public clamor by adding a tribute to Holocaust victims to his schedule, Reagan has sounded no retreat and argued instead that his plan to honor German war dead May 5 will help heal long-time wounds.

Street battles kill 33

BEIRUT, Lebanon — Heavily armed Shiite militiamen surrounded three Palestinian refugee camps in Beirut Thursday where fierce street battles killed at least 33 people and caused the collapse of Lebanon's "national unity" government.

The fighting between rival Moslem militias in west Beirut began Tuesday night and ended 15 hours later with the defeat of the pro-Libyan Sunni Moslem Mourabitoun, which had sparked the clashes by trying to set up an office in an area run by Amal, the Shiite Moslem militia.

Leaders seek compromise

WASHINGTON — Congressional leaders, apparently convincing President Reagan that his request for \$14 million in aid for anti-Sandinista rebels is doomed, Thursday sought a compromise that does not fuel the war in Nicaragua.

In the Senate and House, supporters and critics privately debated Wednesday how to provide indirect humanitarian assistance to the rebels that would not support their struggle to overthrow the leftist Nicaraguan government.

N.C. Senate passes mandatory seat belt bill

From wire reports

The N.C. Senate passed a bill Wednesday to force motorists to wear seat belts after it defeated an amendment to lower the penalties for violators.

The 30-20 vote passing Sen. Robert Warren's (D-Johnston) bill came after the defeat of an amendment to make motorists who refuse to buckle up guilty of an infraction and receive no criminal record rather than being charged with a misdemeanor.

Sen. Warren said it seemed likely the House would pass the bill, which would take effect Oct. 1 with 15 months of

warnings before fines of \$25 would be handed out to violators. The bill contains exemptions for those with medical problems, delivery people, and farm vehicles. The bill would apply to drivers and front-seat passengers in all cars required by federal law to be equipped with seat belts.

Warren called the proposed amend-

ment, which was defeated 26-24, "a delaying tactic" and said the bill in its current form was acceptable to most legislators.

But Sen. Donald Kincaid (R-Caldwell), who proposed the reduced penalties, said failure to buckle up should not be considered a misdemeanor.

"We should not treat these people as criminals simply for not buckling up," he said.

A similar proposal came out in the debate surrounding a hike in the drinking age. The House proposed making drinking by 19- and 20-year-olds an infraction carrying no criminal record.

Referendum

made the referendum a difficult task, Lillie said.

"You can't drag people off to volunteer for this thing," he said. "(CGC speaker) Wyatt Closs appealed for polltenders during the rally (against the meal plan on Tuesday), and we had a booth set up in the Pit. Of those concerned students, only one came to

polltend."

Lillie said the polls that opened late were left open longer to compensate for the lost time. And although there were also fewer polling sites than in the past, students could have voted if they chose to, he said.

"It's an imperfect world and things happen at the last minute that you have

to deal with," Lillie said. "Everyone who wanted to express an opinion had a chance to do so."

The number of voters who turned out for Thursday's referendum and the large proportion of those who voted against the mandatory meal plan show that students do not want a mandatory meal plan, said Tom Terrell, one of the authors of the "Report to Patricia Wallace, Student Body President, on the Mandatory Meal Plan."

"It's conclusive evidence that there's overwhelming opposition (to the plan)," Terrell said.

Terrell said the turnout was not low compared to other election turnouts. "It's excellent turnout," he said. "There are more people who voted against the meal plan than voted for Patricia Wallace for student body president."

from page 1

Spanish media no longer censored, newspapers no longer gov't owned

By JILL GERBER
Staff Writer

Censorship of the Spanish media has been abolished recently by the nation's constitution, causing great changes in the way the media can criticize institutions, Inbocenio Arias said Wednesday.

Arias spoke to an audience of about 30 in his lecture "Media Coverage and Foreign Policy in Spain" in Manning Hall.

"Now we have freedom of the press. Journalists are very conscious that the democracy is more stable," said Arias, vice president of the Instituto de Cooperacion Iberoamericana de Spain.

Traditionally untouchable institutions such as the Catholic Church and the army are now openly criticized in Spanish newspapers, he said.

"In the recent past, no one would dare attack the Pope. Now we see cartoons about him concerning abortion," Arias said.

Arias attributed the new attitudes of the newspapers to a change in ownership. Today, all papers are privately owned, whereas one-fifth were owned by the government a few years ago. But newspapers are not widely distributed in Spain, so many turn to other sources for information, he said.

"Radio is, by far, the most trusted medium in Spain and the best-paid journalists work for it. Newspapers deal in depth more than the radio," Arias said.

Although the U.S. and Spanish media are alike structurally, the Spanish press has little influence on political outcomes or public opinion, Arias said. For example, most of the press is in favor of Spain's involvement in NATO, but 90 percent of 2,000 people surveyed were against it, he said.

Arias said coverage of foreign events was not adequate.

"As far as quality is concerned, I wouldn't complain. About quantity, more international news needs to be covered," he said.

The Magic of Mexico.

Summer 'Tar Heel' looking for writers

Anyone interested in working for the summer Tar Heel should come by the DTH office and talk with summer editor Jim Greenhill.

Royal Park Kingswood
Estes Park Booker Creek
UNIVERSITY LAKE

Avoid the lottery blues. Apply now! All apartments on the bus line to UNC. Fantastic Social Program. Call today for full information. 967-2231 or 967-2234. In North Carolina call toll-free 1-800-672-1678. Nationwide, call toll-free 1-800-334-1656. The Apartment People.

\$1500 SPECIAL ON SCULPTURED NAILS

Phyllis' Nail Gallery Training Center

128 E. Franklin Street
Franklin Centre
Chapel Hill, NC
942-6447

904 Plum Street
Durham, NC
596-3767

NIKON SPRING SALE DAYS AT

FOISTER'S CAMERA STORE

133 E. Franklin 942-3026

- We recommend the right products to fit your particular needs.
- All 35 mm cameras come with our special \$100.00 coupon book.
- We have a great selection.
- We fully back what we sell.

A great simple camera for travel and family shots

Most autofocus cameras have warning signals that tell you when you're shooting in bad light. But on the Nikon One-Touch (L35AF), the electronic flash pops up automatically, fully charged and ready to fire. So you'll get better shots in bad light. Without warning.

- Automatic focusing 35mm f2.8 Nikon wide angle lens.
- Programmed automatic exposure control, indoors or out.
- Automatic film loading, advance, rewind and more.
- Flash pops up automatically in low light fully charged and ready to fire.

Nikon
We take the world's greatest pictures™

Regularly \$139.95
Special only \$128.95

Clear, crisp close-ups. With quality Nikon binoculars.

Foister's can supply all of your binocular needs at great prices!

Nikon FA. The only camera with Automatic Multi-Pattern metering.

The smartest camera in existence. Now only... \$349.95 Chrome body

New Nikon FG-20. The advanced camera to begin with.

A great Foister's value!

NIKON FG REBATE!
Buy an FG with any Nikon lens and get back \$25!

Price was \$269.95
Your price after the Nikon rebate is now only \$219.18

Regularly \$179.95
Spring Special \$169.95
with 50 mm 1.8(E) lens

Nikon
We take the world's greatest pictures™

V.I.C.™ Card Special

1/2 Price

All-You-Can-Eat Famous Deluxe 50 Item Fresh Fruit, and Salad Bar with the purchase of any Luncheon Special or

FREE with the purchase of any Dinner Plate

No other specials or discounts apply. Dining Room only.

Sonny's REAL PIT BAR-B-Q

15-501 Bypass at Elliott Rd. in Chapel Hill 933-9248

HE'S NOT HERE

It's Spring and That Means Apple Chill In Chapel Hill! So come out and enjoy the weather, the festival and a nice cold beer on the Village Green!

Open 1 PM til closing on Sunday
Behind the Pizza Hut on Franklin