

Twins' businesses deliver to students

Watching their own company develop from a simple idea into a commercially competitive force is a dream many have harbored but few have the chance to realize.

Jess and Jordan Washburn are two enthusiastic young businessmen who have had more than one chance to see this dream become a reality. Twin brothers from High Point, the Washburns are motivated by creativity and a strong entrepreneurial spirit. They are senior political science majors who hope to go to law school and eventually practice corporate law. But for now, they are making money.

Although they have been active in business ventures all their lives, their most recent commercial endeavors are delivering confectioneries and a limousine service.

Tarheel Treats has been tempting students with freshly-baked cakes, cookies and care packages since classes started this fall. The Washburns said that the goodies were appropriate to celebrate any occasion including birthdays, anniversaries, congratulations, holidays and good grades.

One elated student who had made an "A" sent a cake to his teacher,

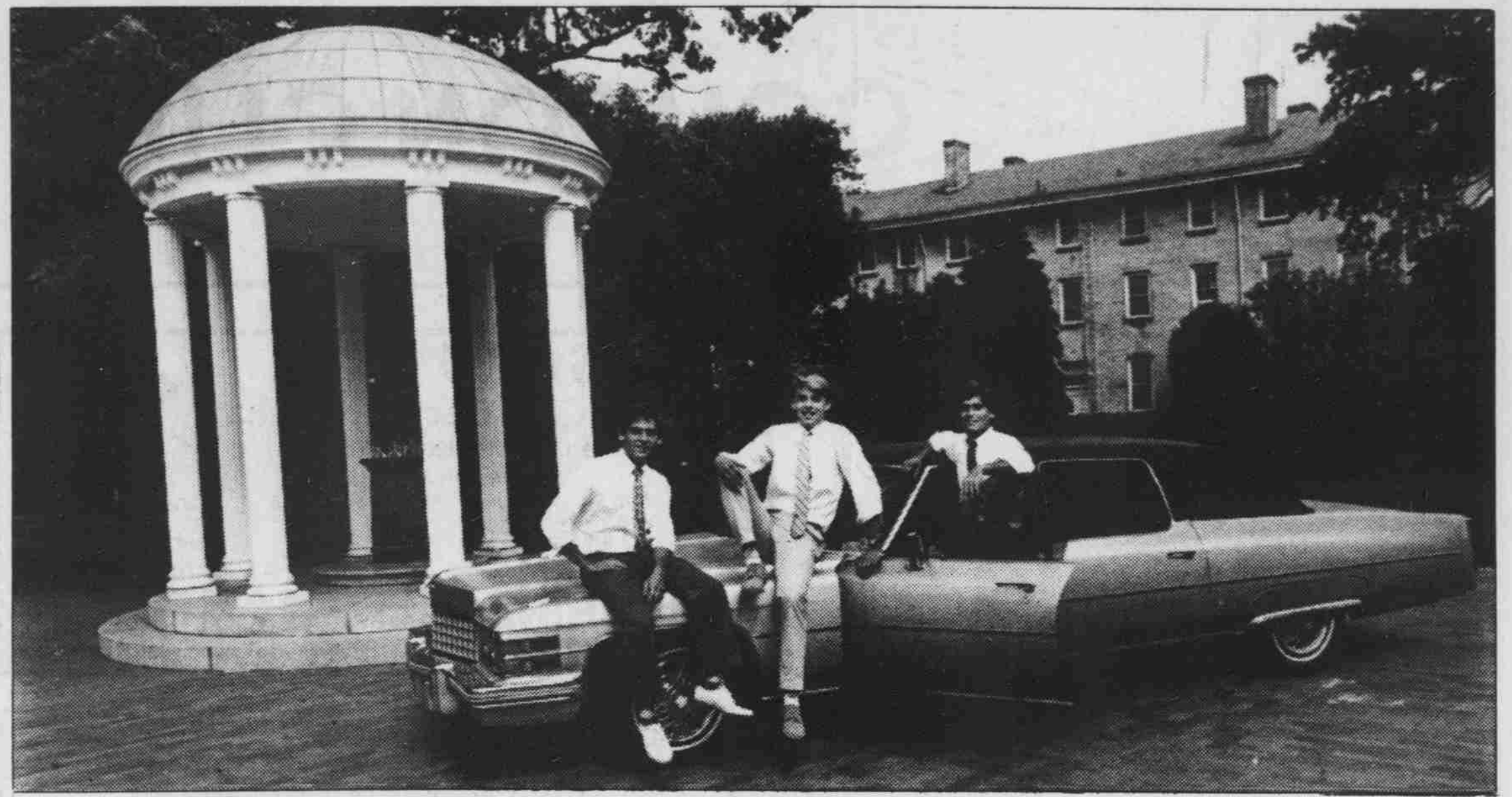
Jennifer Harley Campus Personality

Jess said. Orders are personalized with a message that may be as bizarre or simple as the customer likes. One girl sent a cake to herself, explaining, "I've had a bad day and I need a cake."

The service is geared toward attracting student customers, although it serves anyone in Chapel Hill or Carrboro.

Because of the volume of sales and the amount of time and effort required to run the business, there are several other students involved in its organization. Among these are Sean Fincher, a junior industrial relations major, and Chuck Cox, an accounting major who does the bookkeeping. "Currently almost all the profits are being reinvested in the company in either advertising or expansion campaigns," Jordan said.

Jess and Jordan spent much of this summer obtaining the permits and licenses needed to get their Tarheel Taxi and Limousine Service into motion this fall. The Washburns own



Jess Washburn, Sean Fincher and Jordan Washburn and one of their 'Tarheel Taxis'

two limousines — a 1966 classic that is being restored and a newer model that boasts a high fidelity sound system, plush interior, tinted win-

dows and a soundproof tinted glass partition between the driver and passenger sections of the vehicle. Customers are charged an hourly

rate and the brothers rent limousines for the evening to groups of up to eight people. "Six or seven friends can pile into the limousine for the

night and we'll take them wherever they want to go," Jordan said.

The Washburns said stricter DUI laws and the higher drinking age would force people to look for alternatives to bar-hopping.

Both brothers agree they are competitive with each other, but being twins has been an asset to them in their business ventures because they think so much alike. While Jordan tends to be the better organized of the two, Jess is the more creative, being inclined to brainstorm anytime and anywhere.

As children, Jordan and his brother developed entrepreneurial schemes very early, hunting golf balls at a nearby golf course and later selling them. More recently here at UNC, the Washburns sold several lines of casual sports and outdoor wear and plan to sell Christmas ornaments later this year.

Although running the limousine service and Tarheel Treats demands a lot of time and organization, the Washburns are active in other ways. They are members of the newly formed UNC Entrepreneurial Club and Delta Kappa Epsilon fraternity.

Jordan idolizes his father, who gives the brothers business advice. Jess jokingly said that his idols are Michael Jordan and his grandmother, explaining that they were both great and alike in ways he cannot explain.

The Washburns said that their business is a "good way to meet people and use our talents." They advise others interested in starting their own companies to "start out knowing exactly what you're doing and work with people you know well and can trust and that are outgoing. Know what needs to be done and don't quit 'til it's finished."

GENERAL PUBLIC

Saturday October 18 8:00 p.m. Carmichael Auditorium

Tickets on Sale Now: Union Box Office 962-1449 12-6 p.m. Weekdays

Ticketron Students \$12.50 Public \$13.50

MerChant 20% OFF

Jeans for Men and Women

This week only with this ad. No layaway. Coupon not valid on sale items

North Hills Mall Raleigh, NC 27609 (919) 782-8676

University Mall Chapel Hill, NC 27514 (919) 929-9629

Enter now for vacation giveaway!

On sale at Kinko's:

KODAK FLOPPY DISKS

\$9.95 5 1/4" s/s 10-pack

\$11.95 5 1/4" d/s 10-pack

\$17.95 3 1/2" Micro s/s 10-pack

\$22.95 3 1/2" Micro d/s 10-pack

- Double density
- Error-free
- Also sold individually

Contest ends Nov. 1st.

kinko's

114 W. Franklin St. 967-0790

Win a Trip to HAWAII

Includes Airfare & Hotel for 2!

GRAND PRIZE

Round-trip to Honolulu on Hawaiian Airlines. One week at the Sheraton Hotel at Waikiki Beach.

2nd PRIZE

Apple® MacIntosh™ Computer

3rd PRIZE

8mm Kodak Video Camera System

Campus Calendar

Tuesday

2 p.m. The BoSox Fun Club will hold a rally in the Pit.

4 p.m. The Fine Arts Festival will hold a full meeting for committee members, advisers and any interested people in 220 Union.

5:45 p.m. The Anglican Student Fellowship will host its weekly Fellowship meeting in the Chapel of the Cross. Dinner will be provided for \$2.

6 p.m. The Media Board will meet in the Yackety Yack office.

7 p.m. NCSL will meet in 226 Union.

The Counseling Psychology Colloquium Committee presents Dr. R. Reid, clinical psychologist, on specific strategies for the treatment of severe anxiety, panic disorders, obsessions and compulsions. The presentation will be held in 203 Peabody.

7:30 p.m. Career Planning and Placement Services will host a presentation for all accounting majors by McGladrey, Hendrickson, & Pullen in the North Parlor of the Carolina Inn.

The Society For Individual Liberty will have its first meeting in 218 Union. All welcome.

The Carolina Committee on Central America will present the documentary "Americas in Transition" in 104 Howell.

8 p.m. UNC Young Democrats will feature state Democratic Chairman Jim Van Hecke in 224 Union.

Friends of the Library will host Bill Neal, co-owner of Crook's Corner, in 201 Coker Building. Neal, author of Bill Neal's Southern Cookbook, will speak on "The Origins of the Cookbook."

The UNC College Republicans will meet in 209 Manning.