

UNC students start trade export business with Japan

By FELISA NEURINGER
Business Editor

Cates pickles, mountain honey, Early American furniture and Alaskan sausage are just some of the items that the Japanese want to import from the United States. And two UNC students are trying to cash in on the demand for these commodities.

Audie Cashion, a senior economics major from High Point, and Nancy Milliron, a sophomore business major living in Chapel Hill, started TradeEast Horizons, an export management company to Japan, in May of last year.

Cashion, also the founder of the UNC Entrepreneur's Club, said he always had been fascinated with Japan — its culture, its food and its

philosophies.

"Instead of playing cowboys and Indians, I used to play ninja and samurai," he said. "I've always been a black sheep, and I didn't think I'd like working for someone else."

The first time Cashion visited Japan was in the summer of 1985 while working for the N.C. Department of Commerce. He returned the next summer to do missionary work.

Cashion explained why he wanted to start a trade export business to Japan: "I saw Americans weren't really doing their part internationally. . . . The U.S. cars have the steering wheels on the wrong side and a lot of the furniture is too large to fit through the doorways (of Japanese houses)."

"I don't think Americans are

attempting to make products so the Japanese can use them," he said.

TradeEast Horizons serves as a wholesale "middle man" for Japanese and American companies, he said. The company sets up business deals between the two countries and gets a percentage of the sale.

Cashion said he met his partner, Milliron, in a Japanese conversation class at UNC. Milliron currently is in Nagoya, Japan, studying at Nanzan University. At the same time, she is cultivating the business' Japanese connections, he said.

Since May, Cashion and Milliron spent a lot of time researching the trade business. "We were doing our homework, learning what the Japanese were interested in and how to export," he said.

In addition to using marketing research information from the N.C. Commerce and Agriculture departments, Cashion got input from his Japanese friends at UNC.

Business has been slow at first because Milliron has not had many opportunities to travel to Tokyo to make sales.

Cashion said the company made its first sale last month — 20 Alaskan sausages and some Arizona Indian jewelry.

Building a business relationship with the Japanese is a gradual process, he said. "The Japanese want to deal with you on a personal level first. . . . Then the Japanese person knows how the American person works and whether he can trust him." Cashion, who is graduating this

month, will join Milliron in Japan in April to get the business completely underway.

"We've built a better mousetrap," he said. "We'll deal with them in Japan and in person."

The partners invested \$6,000 in the business and want to gross \$100,000 in 1988, he said.

Cashion is optimistic about TradeEast Horizons. "We're happy with it, and we're getting our foot in the door," he said. "We've not had a lot of sales but have made good contacts."

Eventually, Cashion wants to have a full-scale export trade company.

"Our long-term goal is to reduce the trade deficit with Japan," he said.

Ken Maxwell, the manager of international marketing for the N.C.

Department of Agriculture, worked with Cashion on starting the business.

Maxwell, who has traveled through Asia, said he has had exposure to Japan's markets. "I know the differences in people's tastes and preferences," he said.

"Their (Asians) tastes and culture are more slanted toward the West, . . . so there's a lot of potential there," he said.

There is a lot of promise for the export business in general, especially now because the exchange rate is in the United States' favor, he said.

But Maxwell also thinks there could be a lot of promise for TradeEast Horizons.

"Nothing ever succeeds without someone giving it the good old college try," he said.

For a Tar Heel Christmas gift, try the Carolina ram watch

By KYLE HUDSON
Staff Writer

With the Christmas season fast approaching, many people in the area probably are wondering what to give the Carolina fan who has everything. For these buyers, the answer may be a watch that offers the true-blue fan more than the correct time.

ETA Industries, the maker of Swatch Watches, is marketing a Carolina blue watch sporting the UNC ram. The watch is part of ETA's Class Watch line.

The watches, which come in both men's and women's sizes, are designed with the insignia and colors for 50 of the nation's most popular universities, including UNC and N.C. State.

Hillary Levy, ETA's national sales manager, said that Class Watches first came out in the fall

of 1986.

"We decided to produce this kind of watch because there are few similar products available in the college market," she said.

Levy said that Class Watches give fans of big-time college athletics an alternative to sweatshirts and other clothing items.

"The watches are selling well," she said. "We've already added five more universities to the campaign, and we plan to add 20 more next fall."

The watches are available in the Student Stores for \$35.95, said Vicki Pendergrass, a buyer for the store.

Jennifer Inghram, a manager at Johnny T-Shirt, said that her store carries the UNC Class Watch for \$26.95.

She said that Johnny T-Shirt has only been carrying the watches for

two weeks, but that some have already been purchased as Christmas gifts.

Reed's Jewelers in University Mall offers the watch for \$49.95. Reed's saleswoman Karen Pinckney said that her store has not sold many of the watches.

"Lots of the kids who come in like the Carolina watch, but their parents don't want to pay the price," she said.

The Shrunken Head also sells the UNC watch. Manager Shelton Henderson said that his store's price for the watch is \$35.

He also said that the Shrunken Head offers a newer watch, which has a face that looks like a basketball, for \$29.50.

Henderson said the watch with the ram design is more popular, especially among children.

Market crash hasn't crushed job opportunities for graduates

By BRIAN LONG
Assistant Business Editor

The stock market crash of Oct. 19 had a minimal effect on companies hiring college graduates, a Michigan State University study shows.

"In spite of the stock market slump, the market for college graduates is up 3.8 percent (over last year)," said Patrick Scheetz, assistant director of placement services at MSU and co-author of the report.

The unstable stock market, however, has slowed the hiring increase, Scheetz added. Before the Oct. 19 drop, corporate hiring of college graduates was up 5.5 percent over 1986 hiring totals, but the increase has dropped to 3.8 percent since the crash, the survey showed.

"We thought this could have a dramatic effect, but we have a fairly stable economy," Scheetz said.

One reason the stock market decline hasn't drastically affected the job market is that many employers delayed hiring graduates in 1986, Scheetz said. The result was a need to hire more graduates in 1987.

MSU, which conducted the survey for 17 years, based its statistics on the responses of 1,019 employers in a variety of industries. Scheetz said that following "Black Monday," MSU's placement department resurveyed the companies to determine the crash's effects on recruiting.

Any revisions in company hiring

policies have not surfaced at UNC, said Sharon Wiatt, associate director of business placement for University Career Planning and Placement Services. "We haven't noticed it yet," she said. "We're firming up our spring schedule."

"We'll probably have a better idea in another month," she added. "Some companies may well revise their hiring plans."

Wiatt agreed with Scheetz that a slow recruiting year in 1986 was the reason the job market was more lucrative for 1987 graduates. "Part of it was (companies) making up for lost time," she said.

First Union Corp. in Charlotte, whose 1987 recruiting class of 300 graduates qualified as the largest in its history, has planned to hire only half as many graduates in 1988, said Steve Jones, who manages college and MBA recruiting for the corporation.

Jones said that First Union would not alter its policy of recruiting at UNC, one of its major suppliers of employees. "We're still going to recruit heavily in Chapel Hill," he said. "We need as many of those people as we've always needed."

Jones said First Union's hiring plans were based on the company's acquisition program. Since First Union has decided to slow its acquisition of banks during the next year, it won't hire as many graduates, Jones said.

He added, however, that the slowed acquisition program was not a result of the stock market slump. "We had decided the acquisition program would be slowed in the fall before 'Black Monday,'" he said.

Mark Decherd, assistant director of recruiting for Arthur Andersen and Co. in the Carolinas, said the accounting company has no plans to revise its recruiting policy.

Friday to speak at December graduation program

From staff reports

UNC-system President Emeritus William Friday will deliver the keynote address Dec. 12 during the annual recognition program for December graduates.

The free, public event will begin at 4 p.m. in Memorial Hall. A reception will follow in the Carolina Inn.

Other program speakers will include James Exum, chief justice of the N.C. Supreme Court and president of the General Alumni Association at UNC; UNC Chancellor Christopher Fordham; Donald Boulton, vice chancellor and dean of student affairs; and Anne Davidson, senior class president.

Musica, a UNC faculty brass

quintet, will provide musical entertainment. The Chapel Hill Senior High School orchestra will provide music at the reception.

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