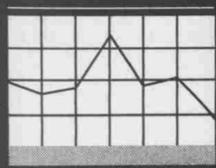


BUSINESS

The Daily Tar Heel/Thursday, November 16, 1989/5

BUSINESS BRIEFLY



From Associated Press reports

Liquor Makers Criticized

Beginning Saturday, all new bottles and cans of alcoholic beverages must carry a warning directed at drivers and pregnant women. But backers of that law complained Tuesday the liquor industry is still "playing hide and seek with a life-and-death message."

Sens. Strom Thurmond, R-S.C., and Albert Gore, D-Tenn., along with several public and private medical officials, criticized the Treasury Department's Bureau of Alcohol, Tobacco and Firearms for allowing distillers and brewers to print the warning in small, narrow type — half the size of newspaper type, in many cases.

"It's almost impossible to read," declared Gore, pointing at a sample beer bottle. "The ATF has purposely allowed the industry to come up with a label that is illegible."

Under the law, passed last year, the label of each can or bottle of alcoholic beverages must carry these words: "Government Warning: (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery and may cause health problems."

James Sanders, president of the Beer Institute, an industry lobbying arm, said, "We believe the information on the labels should have little or no impact since the risks of alcohol abuse are common knowledge to the public. However, we will comply with whatever final regulations are issued."

Illegal lumber going to Japan

Japanese lumber mills are paying three to four times more for lumber than American mills, and trees cut from national forests and worth millions of dollars might be exported illegally each year, costing Americans jobs in the lumber industry.

Timber exports in 1988 from the northwestern U.S. totaled at least 4.3 billion board-feet, up 20 percent from 1987. Most of that was legal — cut from private and state lands or under limited authorization from national forests. But federal law requires that national forest timber be milled in the United States.

"Since it's illegal, nobody really knows how much is going off the docks. As a wild estimate, I would imagine that maybe 5 percent might be federal logs. You're talking about \$115 million to \$120 million in lost revenue," said Chuck Sisco, a forester for the National Audubon Society.

Three men are awaiting trial in Montana on charges of diverting more than 500,000 board-feet of national forest timber for illegal export. And the U.S. Forest Service says it doesn't know for sure how big the problem is; there are no full-time law enforcement agents assigned to illegal export.

Small business outlook better

The outlook for business conditions improved substantially in the latest quarterly survey of small businesses.

The survey found unexpected strength in job creation and an improvement in the inflation picture during the third quarter. William Dunkelberg, who interprets results for the National Federation of Independent Business, said responses left the threat of recession something that "at best is likely to occur only in the murky 1990 future."

The more confident tone of the report showed up clearly in what the Federation calls its Small Business Optimism Index, which rose from 99.8 points in the third quarter to 102.1 in the latest analysis.

Some economic forecasters feel smaller companies are especially sensitive to changing economic conditions. Studying the responses, Dunkelberg said only 25 percent of companies in the survey planned to raise prices, a 5-point drop from the first quarter of 1989, which was evidence of "a remarkable turnaround in inflation pressures in the economy."

Town manager chosen to head chamber

Taylor steps down after 7 years, says it was time to move on

By KEVIN GREENE

Staff Writer

Chapel Hill Town Manager David Taylor announced Tuesday he would step down from his post to take over the presidency of the Chapel Hill/Carrboro Chamber of Commerce.

The Chamber of Commerce announced at a press conference Wednesday morning the Carolina Inn that Taylor would be the new chamber president.

The chamber's board of directors decided Tuesday to accept Taylor's application after Taylor told the council Monday he would be recommended by the chamber's search committee.

In an interview Wednesday, Taylor said he was looking forward to working with the private sector. He has been involved in municipal government for 30 years.

Taylor said he expected to begin working for the chamber at the beginning of 1990.

Taylor has been town manager since 1982. The town manager directs the town staff and prepares a recommendation for all items voted on by the Chapel Hill Town Council. The town manager is hired by the council.

Taylor and Mayor Jonathan Howes said eight years was close to the average for managers in towns the size of Chapel Hill. They also said Taylor's move was not caused by any problem with the council.

"I have the very highest regard for him," Howes said. He praised Taylor's work for the council and the town.

Howes said the council would appoint an acting town manager soon and then launch a search for the town's next manager. The council will probably choose an acting manager from a pool of three town employees: assistant town managers Flo Miller and Sonja Lowenthal and Cal Horton, director of public safety.

Todd Zapolski, chamber board chairman, said that Taylor had been in public government for about 28 years. He said Taylor was making a good move because his move allowed him to continue his local public involvement while continuing to work with the private sector.

Zapolski said Taylor would remain in his post until the end of the year and then assume the chamber presidency. He said the chamber had known about Taylor's decision for about a month,

but the town council was not informed until Monday night. The news apparently came as a shock to many town officials, he said.

"With (Taylor) at the helm of the Chamber of Commerce, we expect to work closely together with the town to make Chapel Hill an even better business community," said chamber spokeswoman Sherri Powell.

Powell said the chamber's job was to bring new business into all areas of the two towns. The chamber offers information about rules and regulations associated with opening a new business in the area and free counseling sessions to discuss their needs, she said. It also attempts to help existing businesses get through the paperwork needed to remain in business.

The Chamber of Commerce will work with the Chapel Hill/Carrboro Downtown Commission on several projects this year, including some Christmas events and area celebrations.

Debbie Dibbert, Downtown Commission co-director, said the commission would be taking active steps to bring new businesses downtown.

The commission is putting together a marketing package to be sent to busi-

nesses seeking to relocate in downtown Chapel Hill. The package will include specific listings of downtown spaces available, demographic information and data on the area's concentrated shopping zones.

The commission has not yet decided how much money it will budget for the package development.

Dibbert said the commission had already printed up a brochure with a complete listing of downtown retail spaces on the market in order to promote downtown development.

Commission co-director Margie Haber said the downtown area was not just geared towards the student market, but was also aimed toward serving the town's large working population.

She said the trolley service was a major asset to the downtown community by bringing more people into the downtown area despite the lack of parking there.

Dibbert said several new businesses had opened in downtown Chapel Hill since April because of the commission's efforts. Dibbert said the commission helped provide information to some of the new businesses.

The Downtown Commission also

serves as a moderator between landlords and business owners. It also tries to match listings of available space to appropriate businesses that need certain spaces, she said.

Dibbert would not comment about any specific businesses planning to come to Chapel Hill in the near future. But she said she expected new developments for the old Southern Bell building on West Franklin Street.

Cal Horton, Chapel Hill public safety director, will report to the commission in its Nov. 29 meeting on the possibility of retail space development on top of the town's proposed Rosemary Square parking facility, according to Dibbert.

Betsy Hayes and Mary Lynne Hutchins are co-owners of Complements, which came to downtown Chapel Hill in April and moved to their new location in the Courtyard Tuesday. Hayes said the Courtyard was an ideal setting for their store. She said the store would be out of place in a mall.

Hayes said the commission was very encouraging and helpful in finding space downtown in which they could relocate their business.

WXYC's Beg-A-Thon passes station's goal

By TOM PARKS

Business Editor

With its successful Beg-A-Thon, WXYC, UNC's student-run radio station, is no longer in a bind for money.

"We were in a really tight place as far as equipment," said station business manager Gretchen Knight. Listeners responded to the station's appeal, but it turned out that it wasn't enough until Knight said the station's listeners were more than generous, responding with enough pledges to more than cover the two purchases the station planned to make.

The Beg-A-Thon was held two weeks ago. The station's disc jockeys begged over the air for enough money to update the station's emergency broadcast equipment and reel-to-reel tape machines.

The station's listeners pledged \$4,000 more than the station's \$5,000 goal. But because of a new Federal Communications Commission (FCC)

regulation, the station found out it would have to come up with another \$6,000 by June 1990.

"We were still in a hard place," she said.

But between the money raised by the Beg-A-Thon and more than \$3,000 allocated by Student Congress Wednesday, the station is now in much better straits.

Knight, also a member of WXYC's board of directors, said the fund-raiser brought in about \$9,000 worth of pledges. About \$4,000 has been collected so far and Knight said the station hoped to collect 80 percent of its pledges. Station manager Todd Mormon said he would like to collect 95 percent of the pledges but 85 percent was a more realistic goal.

Knight said the station could probably count on collecting about \$7,000.

The station held its first Beg-A-Thon three years ago, organized by Triangle Slim, the station's Sunday morning

deejay, and listeners donated about \$3,000. Knight said the station collected about 80 percent of the money pledged.

In addition to the money raised by the Beg-A-Thon, WXYC had a \$5,000 surplus that the station had saved over the years. Knight said WXYC planned to purchase two reel-to-reel tape machines and pay for repair of the station's emergency broadcasting equipment. The tape machines will probably cost about \$7,000 and the repairs will run about \$1,200.

On Nov. 6, the last day of the Beg-A-Thon, Knight said the station received notification from the FCC that it would have to buy a new studio-to-transmitter link by June. That link would cost about \$9,000.

The studio is in the Student Union on campus, and the transmitter is located near the South Campus water tower.

The FCC enacted the regulation because of problems it has had in other areas of the country with microwave and FM radio waves interfering with each other, Knight said. Updating station links will solve the problem,

which usually occurs only in areas where mostly FM frequencies are being used, but the regulation had to be enacted nationwide, she said. Knight said she had not heard of any problems with interference in the Triangle.

WXYC's link-up is too old to be updated. It began using its current transmitter in 1961. A new transmitter would cost about \$9,000. The station would need about \$6,000 more than it has now to purchase all three items.

Knight said the station's board of directors would probably meet soon and decide which of the three should take priority. The board has not met since the final results of the Beg-A-Thon were totaled.

But Knight said it was not clear what the station needs first. "One way or another, the FCC wants us to have them all," she said.

Knight said if the station waited until next year to buy the link, they could be caught in the rush of other small stations ordering transmitters and might not be able to have its transmitter in-

stalled until after the deadline.

The station's production staff uses reel-to-reel tape machines to prepare the public service announcements required by the FCC. The station bought a used reel-to-reel tape machine in 1977, Knight said.

WXYC receives about \$17,000 a year from student fees. The student constitution requires the station receive four percent of fees.

Knight said she did not expect the congress to give the station all of the money it asked for, nearly \$6,000. "Rationally, they're not going to give us all their surplus," Knight said.

But the congress did approve \$3,778.

The station is run in at least two other fund-raising projects.

WXYC sponsors a weekly dance at Magdalena's La Terraza which brings in between \$100 and \$200 a dance, Knight said. The station's disc jockeys play the music for the night and the station receives the money collected at the door. A \$1 cover charge is taken at the door. WXYC is also selling t-shirts.

Carolina Students' Credit Union Rates

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30-89 Days	8.000 simple
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180-269 Days	7.950/8.270%
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365 Days	7.680/7.980%

Compounding is daily. Rates subject to change daily. \$100 minimum deposit. Insured up to \$100,000. Rates for longer terms and larger principals are available.

LOANS

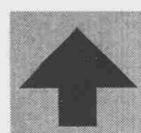
Share Secured	10.00%
Co-Signer	13.00%
Career	16.00%

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Stocks

DOW JONES INDUSTRIAL AVERAGE



2632.6

up 22.3

Volume: 156 million shares

NORTH CAROLINA STOCKS

COMPANY	CLOSE	CHANGE	HIGH	LOW	WK. AGO
BellSouth	51 3/4	+ 3/8	51 3/4	51 1/2	51 7/8
Duke Power	51 3/4	+ 1/4	52 3/8	52 1/4	52 1/2
Food Lion	11 3/8	+ 1/8	11 1/2	11 1/4	11 1/8
Liggett	9 3/8	-	9 1/2	9 3/8	9 3/4
NCNB Corp.	49 1/8	- 1/8	49 1/2	48 3/8	47 1/8

WEEKLY TREND



DTH Graphic

Source: Edward D. Jones & Co., Chapel Hill

Local restaurants contribute to help kitchen, food pantry

By ALISSA GRICE

Staff Writer

Putting food in the mouths of the hungry had never been easier.

Tuesday, 49 restaurants in Chapel Hill and Carrboro donated 10 percent of the money they made from breakfast, lunch and dinner to the Inter-Faith Council Community Kitchen and Family Services Food Pantry.

The fundraiser, called RSVVP (Restaurants Sharing Ten Percent; the V's stand for the Roman numeral five) produced an excellent turnout for most restaurants.

"We got a huge response," said Hank Straus, owner of Aurora Restaurant. "A lot of our regular customers came in because they knew the proceeds were going to charity."

He said the restaurants in Chapel Hill and Carrboro responded well and that Aurora came through. Straus said the restaurant would probably participate next year.

"It was unusually busy for a Tuesday," said Pam Patterson, Pyewacket front manager of "Response to RSVVP was exceptional."

Papagayo owner Henry Schliff, said the restaurant was pretty busy for lunch Tuesday and that a few customers mentioned RSVVP. "These people are trying to do something positive and I'm

willing to work with them," he said.

But Papagayo probably won't contribute more than \$150, Schliff said. "It's a goodwill gesture, in my way of thinking," he said.

But not all restaurants noticed a change in their business. Pepper's Pizza owner Erwin Shatzen said his restaurant did only a normal night's business, but judging from the people out Tuesday night, there was a big turnout for other restaurants. "I think it had a lot to do with RSVVP," he said.

Byron Freeman, owner of the Carolina Coffee Shop, said business was pretty much the same and estimated his donation to the fund would be about \$50.

Program co-chairwoman Irene Briggaman, who represents the Interfaith Council and the Food Pantry, said they would have a preliminary total of the amount within the next week, but they would not know the exact total until next month.

All RSVVP earnings will go to the two organizations. The IFC is now preparing a follow-up survey about the RSVVP to send to restaurants.

"We're already getting calls from restaurants who want to participate next year," she said. "It's heartwarming for a first time project to be so successful. "It was gratifying to see that there

was such a tremendous response to the call. The response was without reservation. Consciousness raising is just as important as the dollars we're raising, maybe even more so."

The RSVVP program could become a yearly event involving businesses in the Triangle next fall, Briggaman said. Barbara Hardin, wife of Chancellor Paul Hardin, served as honorary campaign chairwoman. She wrote to restaurant owners and to local papers to promote the event.

Some of the restaurants which participated were: Columbia Street Bakery, Continental Cafe, Country Junction, Dragon's Garden, Hardback Cafe, La Residence, Landlubber's, McCarthy's, Rubens (Omni Europa), Sal's Pizza and the Sunshine Cafe.

Even though there was a lot of media support, there was confusion among some that the money was going to build the new homeless shelter. The owner of one restaurant which participated in the event said he thought the money was going towards the renovation of the old municipal building on Columbia and Rosemary streets. The municipal building is the home of the IFC Emergency Shelter.

Regardless, he said he was glad to do his part to help in the homeless shelter's completion.

Career Corner

Resume Drop Dec. 6

Date	Company	Job	Major
PRESCREENING COMPANIES			
1/16	First Boston Corp.	Two year Financial analysts	ANY/BA/BS
1/17	Goldman Sachs & Co.	Finance	ANY/BA/BS
1/18	Delditte & Touche	Management Consulting	BU/BS, ECON/BA, APCS/BS, APMA/BS, COMP/BS/MS, ORSA/BS
1/18	Planters Bank	Banking	BU/BS, ECON/BA, ENGL/BA
1/19	Alex. Brown & Sons	Analysis Finance	HIST/BA, POLI/BA, ANY/BA/BS
OPEN SIGN UPS			
none			

DTH Graphic

Source: University Career Planning and Placement