

WINSTON-SALEM ENTREPRENEURS STRIKE IT BIG IN THE MARKETING INDUSTRY

Lafayette Jones, President and CEO of Segmented Marketing Services, Inc. (SMSi), determined a long time ago that sensitivity to clients' needs and expertise on the company's products are the real keys to success. He learned the wisdom of listening -- and that questions need not be a pressuring technique, but rather a respectful attempt to understand exactly what a client is trying to accomplish. He honored the concept that a sales and marketing professional should be more an advisor than a "pusher." And, as a result, his high-principled style... one that works toward a close, trusting, long-term relationship... has made him a master of his trade.

Over the past twenty years, Jones has built his impeccable reputation as a marketing executive while serving some of America's leading blue-chip corporations: Lever Brothers, Kraft-General Foods and Pillsbury. As a marketing manager for Hunt-Wesson, he created the highly successful Orville Redenbacher Gourmet Popping Corn and Hunt's Manwich strategies.

A true innovator, entrepreneur, marketer and business developer, Jones's former association management firm provided services to national management associations, which included the National

Black MBA Association, the Black Entertainment and Care Manufacturers, and was the institute's executive



Sports Lawyers Association, the National Association of Urban Bankers, and the National Society of Black Engineers.

He served as vice-president and general manager of Supreme Beauty Products Company, the hair-care subsidiary of Johnson Publishing Company (EBONY, JET, and FASHION FAIR COSMETICS magazines). He is founder of the American Health & Beauty Aids Institute (AHBAI), the Association of Black Hair

director for a seven-year term.

With a genuine knowledge of consumer market segmentation, he has been cited as a leading expert by business editors for features published in NEWSWEEK, EBONY, USA TODAY, WALL STREET JOURNAL, NEW YORK TIMES, and other major publications. He has spoken to major retail trade associations such as the Food Marketing Institute, the National Association of Chain Drug Stores, the

National Association of Convenience Stores, and the National Association of Grocery Merchandising Retailers.

A Fisk University alumnus, Jones is the recipient of numerous awards and citations, including the National Business League's Frederick Douglas Award and the 1991 AHBAI Founder's Award. He has been featured in a host of leading retail trade journals including SHOP TALK, DRUG STORE NEWS AND PROGRESSIVE GROCER.

Mr. Jones resides in Winston-Salem with his wife and partner, Sandy M. Jones Founder and Chairman of SMSi and their daughter, Bridgette. Their marriage and subsequent partnership have formed one of Black America's most dynamic success stories.

Sandra Miller Jones, Chairman and Founder of Segmented Marketing Services, Inc. (SMSi), is an executive who exemplifies a rare degree of entrepreneurial and professional achievement.

Since its inception in 1978, SMSi has grown rapidly and now provides services for Procter & Gamble, Soft Sheen Products, The Quaker Oats Company, Coca Cola USA, the Wrigley Company, and others.

Specializing in the creation and management of segmented marketing

Food Poisoning
cont. from page 10

below are several tips to follow in properly handling and storing food:

-Avoid handling food if there are open wounds or infections on your hands. They carry bacteria and staph germs that could cause food to go bad;

-Do not let food sit out for long periods of time. Either store it in the refrigerator or keep it heated at a very low temperature in your oven;

-Spread foods out in containers rather than clumping them together when preparing for storage. This allows the food to cool or heat more evenly and quickly;

-Do not over crowd your refrigerator. Too much food stored in your refrigerator at one time could keep it from

cooling properly. Remember that the area in your refrigerator nearest the door is the warmest spot, so you may want to avoid placing some foods there.

Improperly canned food can also be a source of food poisoning. Tips on how to properly can food are available from your local agricultural extension office.

BODY ALARMS, CAR ALARMS & More...

Contact Hollis Whitaker
of **QUORUM....**

(910)761-8246

*Wouldn't you spend a little to protect
yourself and your personal belongings?*

(910)717-1805

*If You Would Like To Buy Goods For
Resale Or Personal Use At Wholesale Or Below*

CARL SMITH & ASSOCIATES
Remarketing Company

539 Ontario St.
Winston-Salem, NC 27105

(910) 661-0794
Fax: (910) 661-1467

"We Tote The Note"

"Bank Financing Also"

AUTO BMT SALES

MARTY LAYELL MANAGER / SALES
4028 Patterson Ave., W-S, NC 27105

767-9530