

# WHERE THERE'S A WILL . . .

## Student Entrepreneurs

When Duke junior Craig McKay auditioned for a disc jockey job at a disco in Hong Kong three summers ago, he didn't know he was paving the way for a prosperous money-making enterprise.

McKay has transformed the four night a week foreign adventure into a successful moonlighting career here in Durham; spinning tunes and bringing couples to their feet on dance floors throughout the university campus.

"I just tried out and got the job, I was just doing it for fun," says McKay whose parents had moved. He visits them in the Far East every vacation.

The industrious McKay, who says he's "not really serious" about his disc jockey work, charges between \$115 and \$130 for his four-hour show of continuous disco sounds. His income is enough to cover living expenses at school and keep his record collection of 700 up to date.

McKay is one of a number of Duke students who have rejected traditional ways of earning cash such as waiting on tables and joining student labor pools. This new trend among college students has spawned various money-making schemes to earn while they learn.

Their ventures range from bartending and deliv-

ing in the stock market to lacrosse and tennis racket restringing to typing services.

For McKay, the anti-disco pro-rock movement, now reportedly on a national scale, hasn't affected his twelve shows a semester schedule. Many of the Duke fraternity parties rely heavily on disco music, he says.

McKay advertises his services to the social chairmen of sororities and fraternities, but he says, "Most of my jobs come through word of mouth."

His overhead is high. He estimates that his equipment, which includes two turntables, a mixer, an equalizer and amplifiers, and his record collection cost him \$5300. The upkeep, which McKay describes as a "dynamic process" requires him to add one or two major pieces of equipment a year, in addition to the five or six albums he usually buys before each show.

"The experience of working in a disco showed me it's not an interesting and rewarding profession on the small level. But I'll do it as long as it provides me with a quick source of income," McKay said. Student entrepreneurship reportedly is growing on college campuses. Ever-increasing tuition bills, limited amounts of financial aid and highly

competitive job markets motivate students to look for innovative opportunities. Although the quest for money and real-life experience is a common motivation, many students go into business for fun and excitement.

Chris Hest likes mixing drinks. For the past two years the outgoing Duke student body president has exhibited his expertise at local parties.

Hest charges \$4 to \$5 an hour and realizes almost pure profits because the setup costs are minimal.

"Although the money is nice," Hest said he likes the work because "the parties are a good chance for me to meet people and to maintain good relations with university administrators."

Hest learned his craft from "a real pro" at a bar near his home in Chicago three summers ago. Since then, he has worked as a summer bartender in a local Durham restaurant and at a Georgia island resort.

Demeanor, according to Hest, is the most important factor in bartending. "If you're comfortable with the group then you don't mind being there. It's more than just a job, it's fun."

The prospect of having only \$17 left to buy twelve Christmas presents prompted Duke University junior Sue Ross to turn her business and secretarial skills to a profitable advantage.

Undercutting most campus typists by 30 to 50 cents per page, Ms. Ross whipped up a typing service that earned her a cool \$300 in one semester.

By accepting no papers longer than 40 pages, she says she makes up for her inexpensive fees by increasing the volume of her business. Her costs are minimal. For \$11 she can buy enough typing paper for an entire semester, she says.

In addition to the pocket money she earns, Ms. Ross notes the benefit of learning while she works.

"Reading and typing other people's papers lets me learn a lot about subjects I wouldn't normally take, plus it's good training in running a business."

One student entrepreneur assumes a large risk in the management of his business. But his profits just may provide enough to send him to graduate school.

The junior management science major, who asked not to be identified, plays the stock market. His academic training in finance and economics and summer work in a New York City brokerage

house has enabled him to make investments that he claims have earned him profits of as much as 200 per cent in one month.

What is his secret? "I don't go on hot tips. I read the *Wall Street Journal*, *Fortune*, *Forbes*, company financial statements and annual reports, keep up on world events, and use common business sense. I don't just see something and

throw my money after it. I watch and wait for the best time to invest in the company," he said.

Energy stocks, according to this financial whiz, are a good bet right now, as are some chemical stocks which he maintains are generally undervalued.

"A high degree of risk is involved, but your ventures can be extremely profitable in terms of what you start out with,"

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MISS VIRGINIA HAYES, left, a senior elementary education student at North Carolina Central University, was presented a cash award recently as the recipient of the George E. Clarke Distinguished Service Award given by the James E. Shepard Chapter of the Student National Education Association — North Carolina Association of Educators. Presenting the award at right is Ms. Bernice Dupree, president of the chapter. Looking on is George E. Clarke, Director of Student Teaching at NCCU, for whom the award is named. The award will be presented each semester to the student who has given evidence of "a sustaining interest in and contribution to" the chapter. Miss Hayes is from Henderson.

## Understanding Yourself

### LITTLE-KNOWN FACTS

#### Know Your Limits

#### CHART FOR RESPONSIBLE PEOPLE WHO MAY SOMETIMES DRIVE AFTER DRINKING!

| Drinks | APPROXIMATE BLOOD ALCOHOL PERCENTAGE |     |     |     |     |     |     |     | Influenced |
|--------|--------------------------------------|-----|-----|-----|-----|-----|-----|-----|------------|
|        | Body Weight in Pounds                |     |     |     |     |     |     |     |            |
|        | 100                                  | 120 | 140 | 160 | 180 | 200 | 220 | 240 |            |
| 1      | .04                                  | .03 | .03 | .02 | .02 | .02 | .02 | .02 | Rarely     |
| 2      | .08                                  | .06 | .05 | .05 | .04 | .04 | .03 | .03 |            |
| 3      | .11                                  | .09 | .08 | .07 | .06 | .06 | .05 | .05 |            |
| 4      | .15                                  | .12 | .11 | .09 | .08 | .08 | .07 | .06 |            |
| 5      | .19                                  | .16 | .13 | .12 | .11 | .09 | .09 | .08 | Possibly   |
| 6      | .23                                  | .19 | .16 | .14 | .13 | .11 | .10 | .09 |            |
| 7      | .26                                  | .22 | .19 | .16 | .15 | .13 | .12 | .11 |            |
| 8      | .30                                  | .25 | .21 | .19 | .17 | .15 | .14 | .13 | Definitely |
| 9      | .34                                  | .28 | .24 | .21 | .19 | .17 | .15 | .14 |            |
| 10     | .38                                  | .31 | .27 | .23 | .21 | .19 | .17 | .16 |            |

Subtract .01% for each 40 minutes of drinking. One drink is 1 1/2 oz. of 100 proof liquor, 1/2 pt. of beer, or 6 oz. of table wine.

**SUREST POLICY IS . . . DON'T DRIVE AFTER DRINKING!**

**DETERMINE YOUR PROBABLE LIMITS** from this chart, which relates body weight to tolerance of alcohol.

When it comes to drinking and driving, how much is too much?

If the percent of alcohol in the blood of a driver is above the .10 level, the law usually presumes the individual's driving ability to be impaired. But that, in many cases, is the legal limit—not necessarily the safe limit for you.

Because no two people are alike, the limits vary widely among individuals. The safest policy, says the Distilled Spirits Council of the United States (DISCUS) is don't drive after you drink. But, if you do drink and then drive, you should know and stay safely within your own personal limits.

Body weight is one criterion, as the chart printed

above indicates. If your weight is between two of the weights shown on the chart, it's safer to use the lower weight.

Of course, no chart can tell you really how good a driver you will be after consuming any given amount of alcohol. Mood, fatigue, when you last ate—all these affect your driving capabilities.

DISCUS, which has supported many organizations specializing in reduction of alcohol abuse, has long encouraged individuals to use beverage alcohol—beer, wine or liquor—responsibly.

It cautions drivers: the legal limit is not necessarily your own safe limit. Know your limit, and stay within it.

## Make Sure Your Wood Stove Burns Safely

A wood burning stove can be a charming addition to your living room decor.

However, Royal-Globe Insurance Companies and their independent agents remind you to consider these suggestions before you glow with the anticipated energy savings and added warmth from your new investment.

Fire hazard is a leading drawback to providing heat as in the "good old days." Most fires are caused by improper installation of the stove or its use.

Some Do's and Don'ts to keep in mind:

- When installing the stove, allow enough clearance, generally 36 inches, between the stove and combustible walls and ceilings.

- Place a non-combustible base under the stove. A quarter-inch asbestos millboard covered with sheet metal is most commonly used. The base should extend at least 18 inches beyond the ash removal door and six inches on all other sides.

- Never use flammable liquids to start a stove fire or burn trash in it, which can start a chimney fire.

- Never let a wood fire burn unattended or overnight.

- Your stove should be made of sturdy material, such as cast iron or steel. It is a good idea to purchase a stove listed by UL or other recognized testing laboratories. If you buy a used stove, inspect carefully for cracks or other defects.

- The hinges, grates and draft louvers should be checked also to see that they work properly.

- Your best types of wood for stove fires are apple, red oak, sugar maple, beech and ironwood, according to the University of Maine Extension Service. If the wood is split before storing,

it dries in less time and burns more evenly.

When building a fire, use a shallow bed of ashes and a small amount of crumpled paper covered with a few small sticks of wood fuel. When the draft is started up the chimney flue, larger pieces of wood may be added.

Never throw gasoline, kerosene or other flammable liquid on the wood to get a quick fire. If in spite of all your precautions, you have a chimney fire, call the fire department first and then take steps to fight the blaze while waiting for help.

Close the stove's draft louvers and the solid damper in the stovepipe and throw a liberal amount of coarse salt into the fire chamber.

Your chimney and stovepipe should be checked annually and needed repairs made before the heating season. You may want to hire a professional to clean the chimney to prevent a possible fire hazard.

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