

Business Briefs

BUSINESS PROFILE

Recruiter: Job market good

By ROBIN BARKSDALE
Chronicle Staff Writer

The computer business has plenty of room for seniors graduating from college - if they have had diverse experiences, said a representative of Digital Equipment Corp.

Richard McNeal, a participant in Winston-Salem State University's Youth Motivation Task Force sessions, said that his company, like many other businesses, are looking for students with good grade point averages who also have been involved in several extracurricular activities.

"It is still very, very competitive. We see that in the cases of the leveraged buyouts. They are causing drop offs and there is definitely a downturn in the industry," said

Mr. McNeal, who served as a chair for this year's Youth Motivation Task Force. "But we are looking for students and we are looking for students that are the best we can get. We look at how well a student has done in school, but there also is the issue of diversity. We're concerned with how holistic a student's educational experience has been."

Mr. McNeal, a manager with Digital, helps new recruits make the transition from the classroom to the workplace. He said that he finds most students are prepared for general work in the business world, but that many companies provide training specifically designed to prepare a new worker to meet a company's individual routines.

He said that while an MBA is a valuable tool, some students are able to progress rapidly up the cor-

porate ladder without the benefit of a master's degree.

"It's always good to have an MBA. It's definitely a plus," said Mr. McNeal. "But what we're finding is that once we get you in, there's so much training we have to do that we would have to do it whether or not you have an MBA."

Mr. McNeal began his career at Honeywell Electronics. He said he chose the company because he had always wanted to sell computers. But once he started with the company, he said he found that his marketing degree would not be very useful in his pursuit of a career in computer sales.

"I got my marketing degree and had my mind set on selling computers," he said. "Then I got a job and

Please see page A10



Photo by Mike Cunningham

Winston-Salem State University held its Youth Motivation Task Force program Sept. 16-19. Participants included Robert Craig, far right, and Edrick Colfield, both sophomores.

Two high school students named to Belk Fashion Teen Board



Missy Williams

Missy Williams, a senior at Carver High School, and Princess Pressley, a junior at Mount Tabor High School, have been named to the 1989 Belk Fashion Teen Board.

At Carver, Missy is a member of Distributive Education Clubs of America and is a sales associate at Belk. She is a member of the yearbook staff and the Parent Teacher Student Association.

She is the daughter of Mrs. and Mrs. Wardell Williams of Winston-Salem.

At Mount Tabor, Princess is an officer with the Student Council and is a member of the Executive Council. She is a member of the Ebony American Society, the Red Cross

and Future Homemakers of America.

She is the daughter of Mr. and Mrs. Edward J. Muldow of Winston-Salem.

Not just any teen-ager gets to serve on the Belk Fashion Teen Board.

Competition for selection is steep.

In fact, almost 100 young people applied for the 35 positions open on the teen board at Belk of Hanes Mall this fall.

Belk is looking for all-American teen-agers, said Marilyn Koonce, a former educator who holds a master's degree in market-

ing education. She coordinates the activities of the teen board at Belk of Hanes Mall.

"The teen board members are dedicated to involvement in the community," she said. "They want to make a difference through personal contact."

The board members assist with in-store promotions, special events, fashion shows and other retail functions.

They perform at retirement homes, at the local children's hospital and at the Horizon Fashion Show, which benefits the American Cancer Society.

They participate in the Christ-

mas Parade and walk-a-thons for charities.

They speak to school groups, serving as the local spokesmen for the fashion industry.

This year's applicants were selected on the basis of grade-point averages, their performance in personal interviews, and their involvement with extra-curricular activities at their schools, in their churches and in their communities, Ms. Koonce said.

"Belk is very proud of this group of fine young students," she said. "We look forward to a successful school year together."



Princess Pressley

Be prepared for that job interview

Preparation is the solution to the problem of reducing interview stress. Don't get nervous. Get prepared! Here are nine steps to take before stepping out of your door:

- Ask persons who may serve as a reference for their assistance. Be sure to approach someone who knows you well enough to demonstrate their confidence in you with examples. Sources for references include former teachers, professors,

position for which you are applying. Plan to take two additional copies of your resume to the interview.

- Practice describing your qualifications to emphasize your skills and desire to work. Write out your best answer.

- Practice the positive things you will say about past experiences with school or employers. Write out your best answer. (Regardless of how unpleasant the previous experi-

WORKPLACE WISDOM

By AMY EDMUNDS



coaches, community leaders, ministers or employers. Be sure to tell them the type of position you are applying for so that they can focus their comments to reflect what the employer is looking for in making the decision to hire.

- Learn as much as you can about the prospective employer's business before you interview. Your local library has many business reference resources. If time permits, you may also ask the firm's secretary to mail you a brochure highlighting their services and products.

- Verify date, time and place of your interview. Then, make travel arrangements confirming your mode of transportation, time of departure and travel time. Be sure to take the telephone number of the interviewer with you in case of unexpected delays. Plan to arrive at the interview location five to ten minutes early.

- Prepare your resume to reflect the specific requirements of the

ence may have been, negative remarks have no place in an interview.)

- Prepare a list of job-related questions to help you understand the job's potential and how the job fits into the overall organizational structure of the business. These will be asked in addition to your questions that arise from information gathered during the interview.

- Plan to take note paper and a pen. Then, use it to make notes as the interviewer defines the responsibilities of the position. These notes will become your "cheat sheet" for the questions you will ask later. Also, taking notes imparts to the interviewer your seriousness about the interview and presents you as an organized, prepared applicant.

- Relax! After all, you're prepared and you have nothing to lose!

Amy Edmunds is president of Executive Reflections Employment Services.

Piedmont Federal begins construction

Piedmont Federal Savings and Loan Association has begun construction of a new office at Northside Shopping Center to replace its 30-year-old branch. The new building will be very similar to the office recently opened at Reynolda Road. Patterned after a modified colonial design, the brick structure will contain 2,600 square feet plus double drive-through lanes.

Like other Piedmont Federal offices, the new Northside facility will be a full-service operation. Customers will be offered home loans, interest-earning checking accounts, safe deposit boxes and a variety of savings and investment plans. Winston-Salem-based Piedmont Federal, one of North Carolina's largest and strongest savings institutions, has been serving Northwest North Carolina since 1903.

Two Credit Cards, One Low Fee. That's The Wachovia Way.



At most banks, if you want both a Visa® and a MasterCard®, you're charged two annual fees. But that's not The Wachovia Way. At Wachovia, you pay an annual fee for the first card, then we give you the second card free. Think of it as two cards

for the price of one. And both cards are on one line of credit with one statement to make your recordkeeping simpler. So to get two of the most widely accepted credit cards and pay just one annual fee, see a Wachovia Personal Banker.

THE WACHOVIA WAY™

Member FDIC

Wachovia Bank & Trust