

Business Briefs

BUSINESS PROFILE

Social events call for 'Coordinated Affairs'

By YVETTE N. FREEMAN
Chronicle Staff Writer

Like many people, Vicki Addington is always the one chosen to plan her family reunions and other social events for her friends and family.

But unlike most, she has decided to make a career out of it, so that she can plan or help plan other events for anyone who just doesn't want to be bothered or doesn't know what to do. She says, "It's something I enjoy doing. It's nitpicky. It can be hair-raising yes, but it's fun."

Since February of this year, Addington has been enrolled in the Business Technology Center's Self Employment Training Center to learn how to start a business and just what it takes to stay in business.

All the while she has been planning events parttime from her home, in an effort to get her business, which she has named "Coordinated Affairs," off the ground. But she says although she has learned a great deal through the program, much of her success so far has been because of hard work. "I think that the program will strengthen my foundation because a lot of the information, a lot of the progress I made, I basically made on my own," she said.

"Coordinated Affairs" is a complete planning service that covers weddings, corporate and organizational functions, as well as social functions. "It's complete planning for any occasion,"

said Addington.

That planning includes choosing photographers, caterers, hotels, and sites for her clients, or just making the final arrangements. She says "I will

choose only the best service organizations, Addington is currently talking to and viewing the work of various businesses which she may decide to call upon for her clients. "I will not

her own planning business after reading an article in *Essence* magazine about the profession.

Afterwards she gathered some information about the job and then realized that she had been doing it for her family and friends for years.

Once Addington decided to start the business she then had to choose a name. She says after throwing around several names with a group of friends, they finally came up with "Coordinated Affairs." Addington says she thought long and hard over the name before deciding that it was exactly what she was looking for. She immediately had it registered.

However, according to Addington, the name has caused a bit of confusion with some people.

She stated that, "the only thing that I've had to do is get people to understand that it's not a catering service. I don't cater. I plan."

But despite the confusion, "Coordinated Affairs" is gaining more and more attention and Addington is looking forward to setting up an office by September. She also wants to hire a staff of people to help run the business. "I would like to eventually have a staff of at least three to four, possibly five," she said.

Once she does set up an office, Addington also stated that she hopes to go nationwide attracting clients not only from Winston-Salem, but outside of North Carolina as well.

However, once the business does become a success nationwide, she says she has no plans to move her base of operations away from Winston-Salem as some other businesses choose to do.

"I want my home office stay in Winston. This is my home. This is where the bulk of my fam-



Photo by Mike Cunningham

Vicki Addington enjoys planning weddings, conventions, and other events.

do as little of planning or all of it."

To make sure that she

use a caterer or any type of other service that I find is not suitable and are not dependable.

I will use them if the client requests that they are used. The client's not going to look at the caterer or photographer or whomever I get. They're going to look at me because they hired me to do it," she said.

Addington, who currently works at Reynolds Research and Development as an associate R&D chemist, decided to start

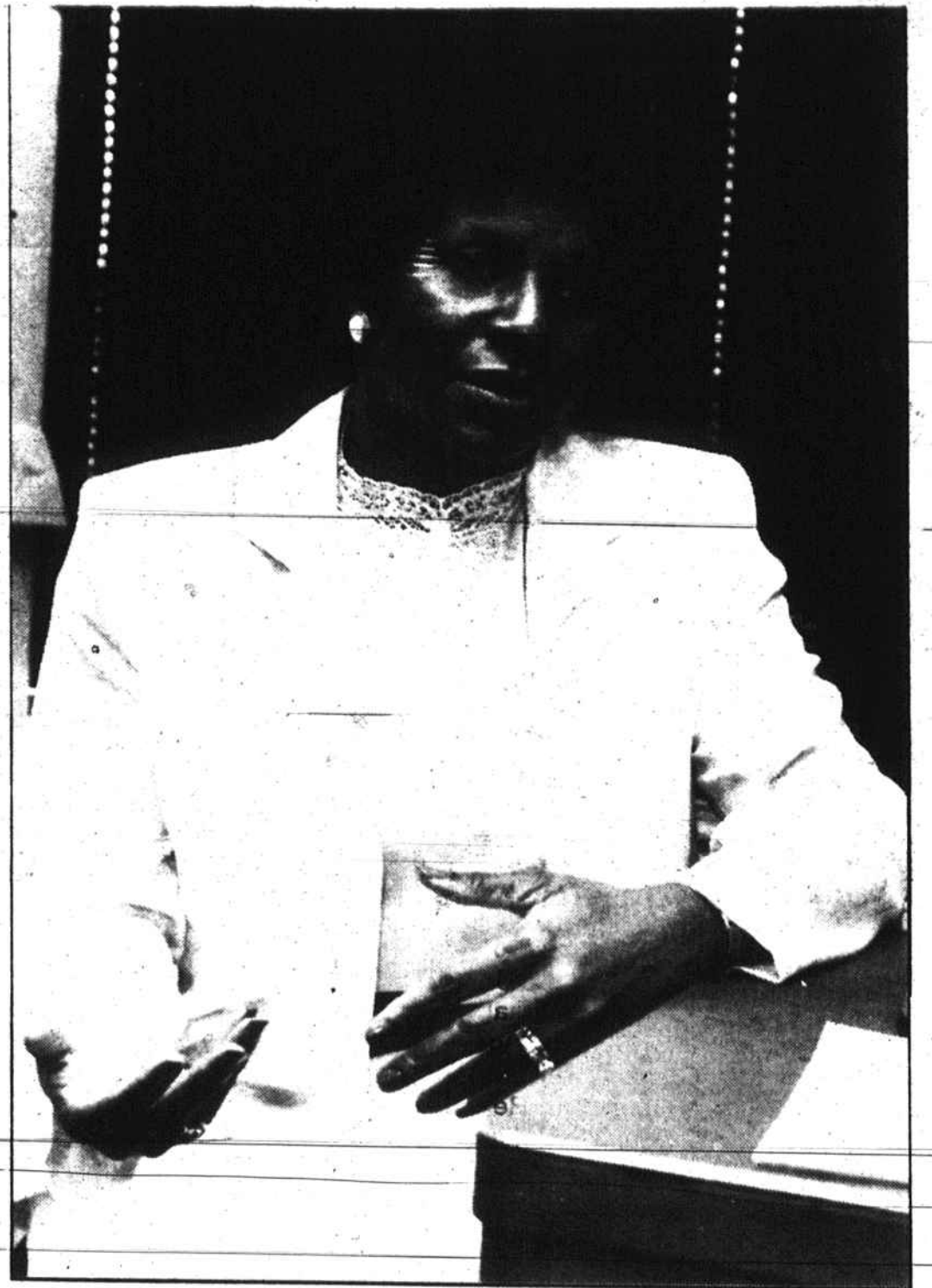


Photo by Mike Cunningham

Vicki Addington looks forward to developing her business, "Coordinated Affairs," into a successful planning service.

ily is. This is where I raised my kids. This is where I was born and I want this to stay my home base," she said.

Addington also has other reasons for wanting to start and keep her own business here in the area.

She said "I'm hoping that this will allow me to get my feet wet in part of some other business avenues, and also I'm hoping that it will also allow me to give a little something back to the community, because I realize I have not been able to do things

that I've been able to do without somebody being there for me or somebody there listening or guiding me. And I want to give a little something back."

For more information about "Coordinated Affairs," contact Vicki Addington at (919) 766-6601.

Clean Topsoil and Fill Dirt
Available at New Walkertown Market Site.
Located on New Walkertown Rd. behind the new ABC store.
Call 777-3474

MONEY WATCH

By THEODORE R. DANIELS



A home-based business

Part II:

IS A HOME-BASED BUSINESS SITE WORKABLE?

- Where in the home will the business be located?
- What adjustments to living arrangements will be required?
- What will be the cost of changes?
- How will your family react?
- What will the neighbors think?

It will be important to set aside a specific work area. For example, more than one fledgling business ledger has gone up in smoke, been chewed by the family dog, or thrown out with the trash when business records were not kept separate from family papers. Ready access to business records during work hours is essential, but they must be protected.

Check the reasons below for and against working at home that apply to you. List any additional drawbacks or obstacles to operating this business at home.

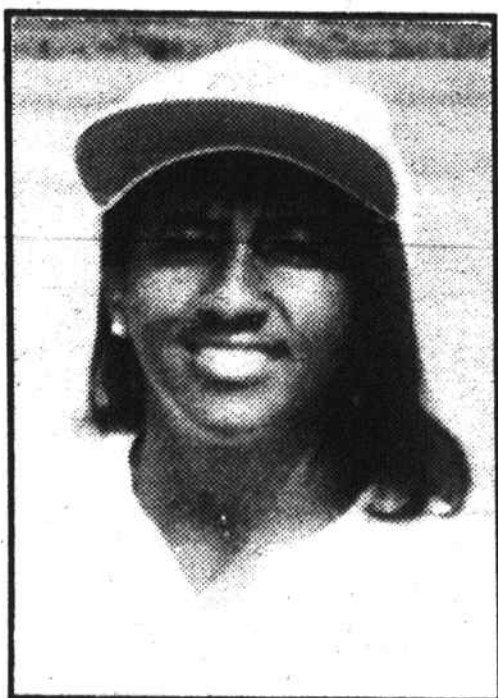
- Pros
- Lower start-up costs
- Lower fixed costs

Please see page A13

Triad Pest Control

is offering its customized Pest Control Service for **\$25⁰⁰** inside and out. Excluding flies, fleas, & wood destroying organisms.

Termite Control **\$75⁰⁰** call for details



Marilyn Gilliam
Vice President

- Odorless Chemicals
- Certified Radon Testers
- One time, Monthly or Quarterly Service
- Money Back Guarantee
- Senior Citizen discount

1535 Martin Luther King Jr. Drive
788-3020 1-800-TRIAD-99
N.C. Lic. #PW967 N.C. Watts

Bigger Rate. Shorter Term. (Limited Time.)

5 MONTH BONUS CD

6.0%
ANNUAL RATE

6.18%
ANNUAL YIELD

INTEREST COMPOUNDED DAILY

Our special 5-month Bonus CD pays a great rate that's better than most 6-month CDs, without tying your money up for an extra month. But since it's such a good offer, it's only available for a limited time (until August 31, 1991). There's a substantial interest penalty for early withdrawal. The minimum deposit is only \$5,000. And naturally, we're insured by the FDIC. So come into any Centura Bank office, and take advantage of a CD that's bigger and shorter at the same time. Which makes it the perfect size for your money.

 Centura Bank