

# Business Briefs

## BUSINESS PROFILE

### Salon caters to the 'Total Image'

By YVETTE N. FREEMAN  
Chronicle Staff Writer

Although nearly every corner in Winston-Salem has either a beauty salon or barber shop on it, there are not too many that offer a total image service. One of the few is the Total Image Center, which opened up for business in June of this year, at 1150 E. Sprague Street. Owned and operated by Vernell Brown, a former USAir customer service representative turned cosmetologist, the Total Image Center provides not only the usual hair care services, i.e. perms, haircuts, colorings, curls, etc., for both men and women, but also nail and skin care treatments, image consulting and cosmetics.

"We try to cater to the total image, from head to toe," says Brown, who is also a notary public.

Brown worked at USAir, formerly Piedmont Airlines, for nearly five years, and says that she decided to go into cosmetology as a back up career. "When USAir bought Piedmont, there was an uncertainty about it. It was like

everything was up in the air. If you only had a few years, then you felt threatened. And I was like, 'well, at this point, I feel like I should try to get me something to fall back on,' because all I had was clerical experience," she said.

It was then that she decided to attend barber school. She graduated in August of 1989 from Pyramid Barber School, and completed her one-year apprenticeship at Comb's Barbershop from January 1990 until January of this year. She received her

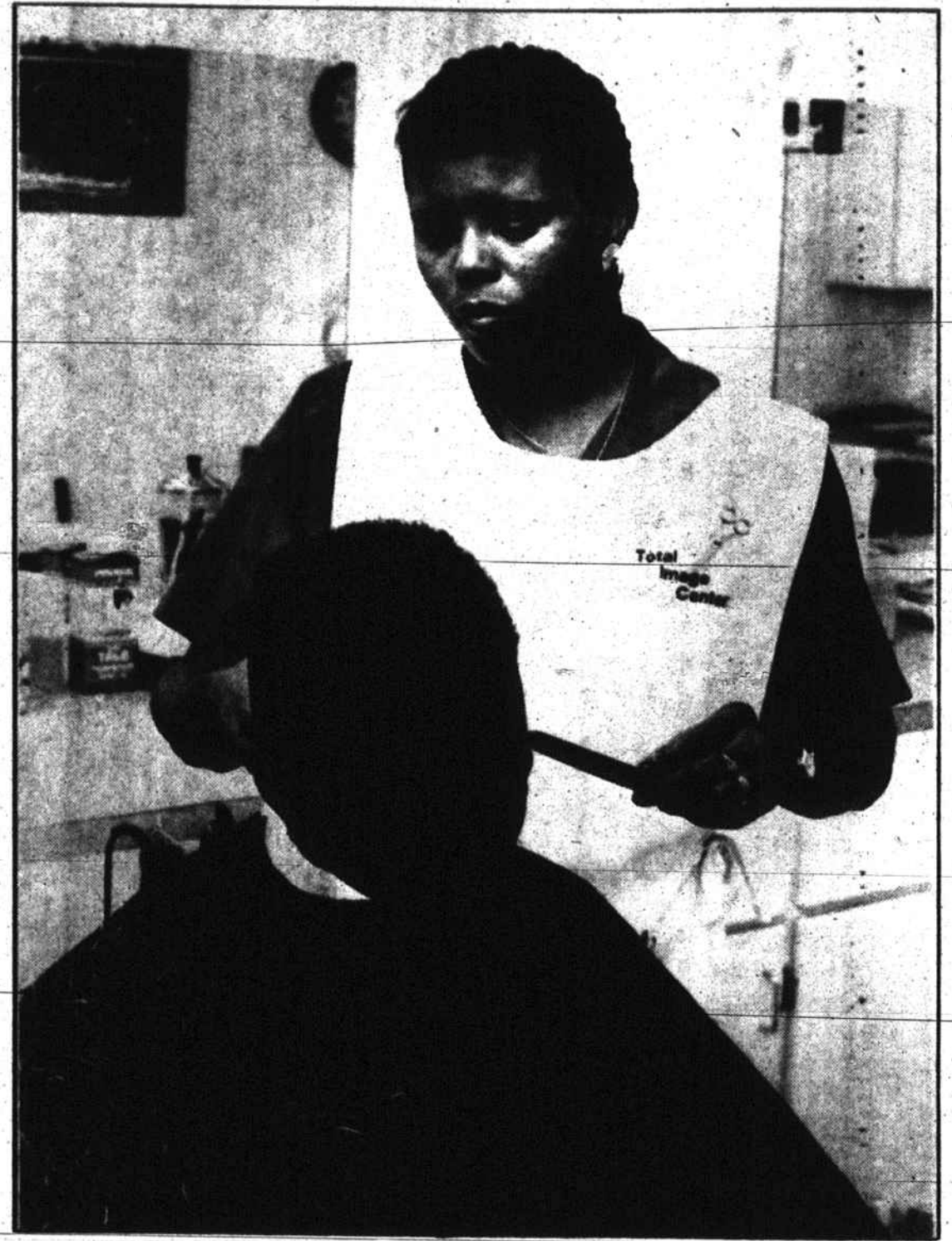
cosmetology license in February and a month later, she became an image consultant for BeautiControl. "I didn't plan to go into business. The opportunity presented itself, and I just jumped at it. It was like things just started happening and I went with the flow," said Brown, a Winston-Salem native.

Today, as a result of the hard work, patience and persistence, in addition to the love and support of her family — husband Robert and their three children — Brown is indeed in business for herself, with a staff of six barbers and cosmetologists, in a newly renovated building, which separates the barber shop from the hair salon.

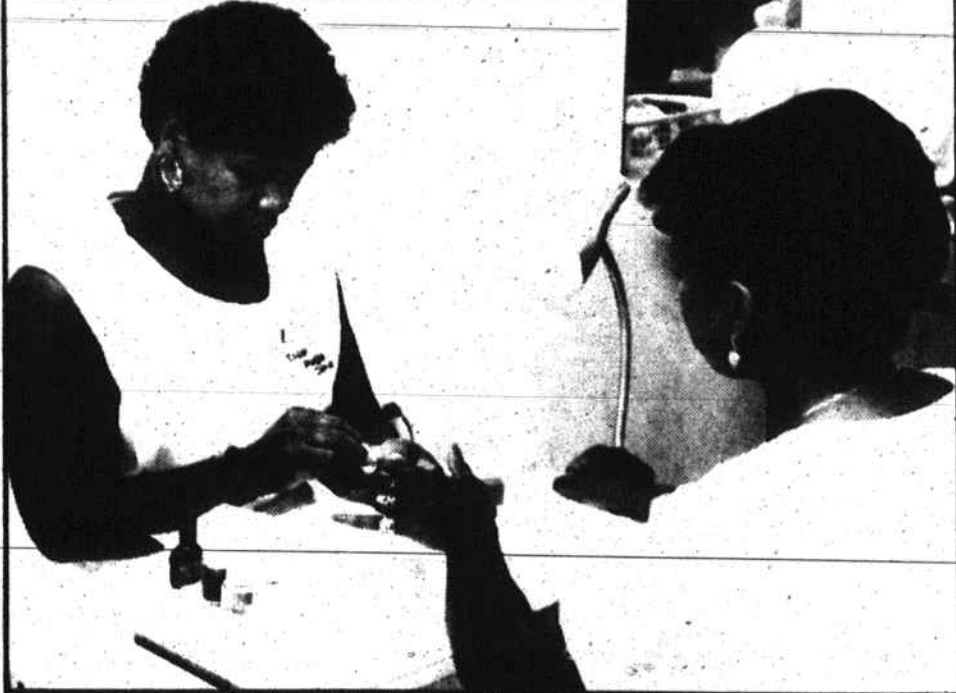
Brown started the salon without the financial assistance of a loan, and she says that although she is barely making ends meet, so far, business is doing well, despite being the new kid on the block. "It's growing," she said.

"I see new faces every day. And every week, I see so many, like 15 different faces. Like last week, I saw, I know, 15 new faces. But the weekly customers have started coming. So it's going pretty good. I think we're pretty average."

Once business gets to where she feels it is on solid ground, though, Brown says she may possibly be interested in going into yet another business venture. "I don't have anything definite that I would want to do right now, but I'm sure if I opened up something else, it wouldn't be another salon. It would maybe be something like a social entertainment club, or something like that. Because really, I don't think Winston-Salem has any places that we can go and feel comfortable at. I would like to have a membership only club, where everybody could feel secure about going



Vernell Brown works on a customer at the Total Image Center, which she opened in June of this year.



The Total Image Center also provides skin and nail care as well as image consulting.

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### Reinvestments in the Community

#### FTCC receives \$200,000 grant

The Kate B. Reynolds Health Care Trust has announced that it will award Forsyth Technical Community College a \$200,000 grant for operating expenses of Forsyth Tech's new health technology center, Bob H. Greene Hall.

Funding for the construction of the facility was provided by a consortium of Carolina Mediacorp, Inc.; North Carolina Baptist Hospitals, Inc.; Forsyth County; and FTCC.

The grant will be added to other challenge funds provided by concerned industries, businesses, and foundations to offset operating expenses until the programs become self-supporting.

It is projected that the new facility will enable Forsyth Tech to double enrollment in its associate degree nursing and practical nursing programs. It will also enable the college to provide additional trained personnel for Forsyth County's growing medical industry.

The Kate B. Reynolds Health Care Trust, a private foundation located in Winston-Salem, was created in 1946 through provisions in the will of the late Kate B. Reynolds for the purpose of improving health care to the people of North Carolina. Approximately \$11 million is awarded annually in grants to nonprofit organizations throughout the state.

Programs currently receiving funding priority are those that increase the availability of health

services to underserved groups, address the problems of health services in rural areas, reduce the rate of infant mortality/morbidity, as well as those that promote good health and prevent illness. Also receiving special consideration are well-conceived studies that clearly define health care problems in North Carolina and will assist the trust and others in developing viable solutions.

Forsyth Tech's Management Development Program, offered through the Continuing Education Division, has added several new courses for the fall quarter.

One of the new courses is *Customer Service* which is designed to give front-line employees the skills necessary to provide the quality of customer service that encourages repeat business.

*Executive Job Search* is a course to assist professionals as they search for an appropriate employment opportunity that is consistent with their skills, experience and interests. It prepares the professional to conduct an effective job search and to make *... Relations on the Job* will teach communication skills to help employees identify communication styles and learned behavior patterns in order to communicate effectively. It includes a discussion of principles developed through transactional analysis.

The *Leadership* course explores the application of man-

agement theory and group dynamics which contribute to the development of a personal leadership style and compares leadership styles to the decision making process.

Students enrolled in the course entitled, *Using Humor to*



Bob H. Greene

*Develop Creativity*, will be taught how to use humor to improve communication among co-workers as well as use it as a springboard for creativity. Situations will be identified where humor can build rapport, promote cooperation, and develop creativity in the workplace.

Classes are offered quarterly and usually meet once a week in the evenings. Preregistration for these and other courses begins August 19.

For more information contact Lori Denise Bryan or Kay Angell, 760-2373.

"Reinvestments in the Community" is a weekly column appearing in API publications throughout the USA