

Business



Gloria Samuels

Mary Kay Cosmetics Inc. Names New Sales Director

Gloria Samuels of Winston-Salem has achieved the position of independent sales director for Mary Kay Cosmetics Inc.

As sales director, Samuels will provide training, guidance, leadership and motivation to other Mary Kay independent beauty consultants.

Samuels joined Mary Kay in November 1990 as an independent beauty consultant.

The position of sales director is a direct result of sales and recruiting accomplishments.

There are approximately 4,800 Mary Kay sales directors.

In preparation for the new position, Samuels attended a week-long training seminar at Mary Kay's international headquarters in Dallas.

The sessions provided training on product knowledge, sales techniques, business management and fashion trends.

Mary Kay Cosmetics, Inc., named as one of the 100 Best Companies to Work for in America by Robert Levering and Milton Moskowitz, topped \$1 billion in retail sales in 1991 and 1992.

As the largest direct-seller of skin care products in the United States, it manufactures and distrib-

utes more than 200 premium skin care, glamour, hair care, body care, nail care, sun protection and fragrance products through a sales force of more than 250,000 independent beauty consultants in 19 countries world-wide.

For further information contact Meg Wilson at 214-905-5361.

Piedmont Club Adds a Membership Director to its Executive Staff

Susan Stewart joins the Piedmont Club executive staff as membership director, with a background in hotels, public relations, sales, teaching and communications.

For 11 years, Stewart was in sales and promotions for the Nomad Travel club Ltd. in London. More recently, as sales coordinator for

Hotel Sales and Promotions Inc., she worked on a promotion campaign for the Marquee Hotel in Winston-Salem and the Airport Marriott Hotel in Greensboro.

As a communications consultant and teacher, Stewart has helped many business and professional people in the community and sur-

rounding areas to increase their ability to communicate more effectively.

Originally from Boston, and following 16 years in London, England and five years in Sydney, Australia, Stewart has made Winston-Salem her home since 1986.



Susan Stewart

A Few Simple Tips to Starting Your Own Business

In the development and operation of a business, you should have at least four elements:

1. A good idea for a product or service which satisfies the particular needs of a significant number of individuals, businesses or government organizations. This may come as a result of a particular talent or skill you possess.

2. A well-developed market plan to convey the product or idea to the public. (This includes developing a sales force, advertising, etc.)

3. Good management of all aspects of business affairs including accounting, investment and personnel management activities.

4. A motivating force. This could be you or a person in your company that sets goals and pushes employees to maximize their talents.

Of these four elements, all of which are equally important, the "idea for a product or service" is where it all begins. In this regard, we have developed a list of 12 ideas for new businesses. These ideas relate to the various talents and skills that many of us have.

1. Develop a Teaching by Tape business. Let's say you are an experienced cook or auto mechanic. You can record and sell your recipe for chitterlings or instructions on how to fix a water pump.

2. Establish a Home Tutorial Service. Many youngsters are having problems with various school subjects. There are many parents who are willing to pay for help because they do not have the time to do it themselves or don't know hoe. You do not have to teach yourself. Instead, you can just organize the service matching teacher to pupil and charge a commission for your function.

3. Develop a video-cassette rental business. With the increase in the number of video machines, this should be a good venture. Most people would rather rent a tape than buy one.

4. Start a debt collection business. There is great demand by businesses for this service. This can be done out of the home, and all you need is a telephone.

5. Start a janitorial service. This type of business has low capital requirements (equipment can be rented), and in most cases, labor costs are low while demand for janitorial services are high.

6. Establish a low-calorie bakery. If you have a talent for baking, there is a great demand for low-calorie breads and pastries.

7. Establish a restaurant on wheels. If you are a good cook, you can set up a business which sells specialty dishes at various places where you know large numbers of

people are employed.

8. Become a professional party-giver. This is for those who really know how to party. You can be the person people contact when they want to arrange dinners, parties or other recreational activities, and charge a commission for performing the service. You may also want to rent party equipment and utensils.

9. Develop an executive search firm specializing in locating minority professionals. You probably know a lot of minority managers, teachers and professionals that many companies would be willing to pay nicely to find.

10. Establish a word-processing business. With the increase in small business, you could provide the typ-

ing services needed. A small business that is concerned about mini-

of \$2,000 per month.

11. Establish a lawn mainte-

MONEY WATCH

By THEODORE R. DANIELS



mizing operating costs would rather pay you \$100 a week to do ten hours of word-processing work than to incur the costs of buying word-processing equipment and hiring an operator. Just five clients like this gives you income before expenses

nance service.

12. Start an equipment rental service. You can recover your initial investment for equipment quickly plus obtain tax writeoffs for depreciation.

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A HISTORY OF HELPING PEOPLE

Success Stories Don't Just Happen On Television.

Roscoe Hubbard is living proof. One of McDonald's many real life success stories. Roscoe first joined us while still a student in high school. Since then, his talents have helped him rise quickly through our ranks. Today, though not yet 30 years old, Roscoe is an Area Supervisor who oversees the operations of four restaurants and more than 200 employees. And that's not surprising, because McDonald's believes our doors should open to the type of opportunities that make great success stories possible.

Calvin

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