

Business Leader Tells Youths Hard Work is Main Key to Success

By DAVID L. DILLARD
Chronicle Staff Writer

When Chandler Lee came to Winston-Salem two and a half years ago, he had just bought a bankrupt business.

He told nearly 200 students Saturday that hard work and the determination to succeed made him the most successful African-American businessman locally and one of

the top 100 black businessmen in the country.

"The knowledge given to you today is the foundation you will use to achieve all your goals," Lee said.

Lee, owner of Classic Cadillac-GMC Truck, was the guest speaker at the second annual Business Youth Career Awareness Program sponsored by Sara Lee Knit Products.

Kirk Beaudin, chief executive

officer of Sara Lee, said Lee is a role model and an asset to the community.

Lee gave a motivating pep talk that offered advice in achieving goals mixed with the story of his own personal triumph from rags to riches with the help of sports.

In high school, Lee was captain of the football, basketball and baseball teams and played sports at

Western Michigan University.

"Through sports I developed leadership skills," he said. "I always had the ability to be number one at anything I pursue."

Lee worked for General Motors and said his desire at that time was to become president of the company. When his interest turned toward entrepreneurship, sports — once again — opened doors for him.

"Sports was one of my keys to success," he said. "Playing golf, I got the chance to meet the upper-level executives on a social level. . . . It's one of the most important factors if you want to start your own business."

Lee was president and CEO of Chandler Lee Motors in Southern Pines before purchasing Classic Cadillac. He now runs Classic Cadillac and sits on several boards

throughout the county.

Lee closed his speech by saying the new Wachovia building, which will be a huge skyscraper upon completion, is starting with a foundation deep into the ground and likewise, students will have to dig deep into their studies to build themselves a promising future.

"The deeper the foundation you build, the higher the career you can develop for yourself," he said.

200 Students Attend Entrepreneur Workshop at Sara Lee

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model to be an example and to give young blacks help in pursuing their careers.

"I thought it was important because I remember the impact that it had on me," he said. "I want to

give them advice and do whatever I can to help. Also it gives me a chance to network with other people at Sara Lee."

Ken Hernandez, co-host of the operations session with Turner, is a

senior buyer for Sara Lee with several countries in Central America. He speaks fluent Spanish and English and encouraged the students to learn different languages.

"The economy is becoming

more global and it's important to have at least a working knowledge of a different language," Hernandez said. "In my job I get to travel to different countries. A lot of opportunities can open up for you in the international markets."

Sebastian Jeffries, a junior at Independence High School, attended the conference last year, but thought this one was more productive.

"They were more organized and

things went smoother," Jeffries said. "They stayed on the subject matter a lot better. It proved to me that Sara Lee is into helping the youth out, and they want to help us get jobs so we can be better people."

Top Black-Owned Companies Gross over \$10 Billion

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B.E. Industrial/Service 100 companies totaled \$6.2 billion — an increase of 8.2 percent over 1992. The gross sales for the B.E. Auto Dealers 100 totaled \$4.1 billion — an increase of 23.6 percent from the previous year.

For the second straight year, two Winston-Salem-area companies made the list. Classic Cadillac-GMC Truck on North Point Boulevard, established in 1991 by Chandler B. Lee, made the list, although the company dropped from No. 91 to No. 96. Classic's total sales for 1993 was \$17.7 million.

Trainer Oldsmobile-Cadillac-Pontiac-GMC Truck of Warner Robins, Ga., retained the top spot on the automobile list with sales of \$403 million.

Dudley Products in Kern-

ersville placed jumped two spots over the previous year, from 48 to 46 on the list, with total sales of more than \$32 million on the industrial/service list.

Topping the list again among industrial/service companies was New York-based TLC Beatrice International Holdings, with more than \$1.7 billion in revenue. Johnson Publishing Co. of Chicago remained the second-largest company on the list, posting revenues of \$293.8 million in 1993.

Earl G. Graves, publisher of *Black Enterprise*, said the record-setting revenues show the power of black entrepreneurship.

"Despite fierce competition and an unforgiving economy, black businesses were able to achieve

greater productivity from increasingly scarce resources, an yield a

record breakthrough of over \$10 billion in revenues," Graves said. "The

entrepreneurs of the B.E. 100s companies provide powerful examples

of what entrepreneurial courage is all about."

Ways to Cut Cost When Relocating and Decorating

Some college graduates and students enrolling in college will be looking forward to setting up new residencies. Relocation required added expenses in decorating. There are ways to cut the cost in decorating that can create a lovely and comfortable environment. There are all kinds of techniques that are used today to refurbish a room and furnishing in minutes that can give a decorate touch.

To start decorating, start with the window treatment. The window

gives a modern beautiful look.

Use a circular board and blocks for a night stand beside the bed or for an end table. There are kits available to put together for the circular table. The kits are available at fabric shops or you can get the circles cut at the builder supply companies and use blocks underneath. Then drape the table cutting a circular piece of fabric. Some decorate fabrics now come in 90 to 105 width to accommodate a circular table without having to sew two widths together. The

HOME ECONOMICS

By JOANN J. FALLS

treatments can make a room look livable. Design your own window treatments.

There are many devices and techniques that can be used today that do not require sewing. Some of these can give a very elaborate effect. You can take a long strip of fabric and drape it over the window to create a swag. You can use brackets on both sides of the window facing to run the fabric through. The brackets will allow you to tie a bow on each corner or make a rosette.

You can purchase the brackets at the fabric shops and department stores.

The brackets come as a kit and are easy to install. You can also purchase plastic kits called "Design A Drape" that allow creativity for all kinds of designs.

The base for this creativity is a plastic strip that comes in a kit. These window headings can be used with curtains, shades or mini-blinds for privacy or the bare look beneath.

If you are using second-hand furniture which can be a saving, you can spruce these items up. Straight chairs that look bad can be painted or draped with fabric.

The unconstructed look can be designed by draping the fabric over the chair and using rubber bands inconspicuously on each leg of the chair to secure the fabric which

same technique of draping can be used to conceal a worn sofa. Just drape the fabric over the sofa, pinch in the contour of the sofa and chair shapes using concealed safety pins and rubber bands.

For a headboard for a bed, hang fabric on the wall over the bed. Create wall hangings by using a collection of keys or wicker fans, or buttons. Mount these on a board or frame these.

The collection of fans can be hung directly on the walls. Pillows can add a splash of color on the floor or on the bed or sofa.

Your new location can have a personal look inexpensively.

CORRECTION

A headline was incorrectly put in last week's edition. Atkins High School Class of 1944 met Sunday, May 8, at Hooper's Funeral Home to make plans for the 50th Class Reunion at Holiday Inn North.

The *Chronicle* regrets the error.

A headline was incorrectly put in last week's edition. Winston-Salem Bible College observed Ladies Day last Saturday on the college campus.

The *Chronicle* regrets the error.

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