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Charlotte For Africa To Host Fundraiser

Charlotte for Africa, a neighborhood group organized in 1985 to raise funds to provide for transportation of famine supplies in Ethiopia, will host a fund raising Ethiopian dinner on Friday evening, November 22, at 7:30 at the Park Road YWCA. Tickets cost \$7.50 for adults and \$2.50 for children.

Persons wanting tickets, or to make reservations, should call in the evenings, 377-8691. Tickets are available at the door.

The Benefit Dinner will feature Ethiopian food, and a brief educational presentation on the situation in Ethiopia. A jazz group will provide entertainment following the dinner.

Charlotte for Africa was organized earlier this year in response to the African famine situation. The group is dedicated to "overcoming obstacles for world hunger."

Funds raised will be funneled through CROP, the Community Hunger Appeal of Church World Service. Funds will be used for transporting relief and development supplies in Ethiopia through purchase of a truck and/or gasoline.

For more info on Charlotte for Africa or CROP.

ACME To Sponsor Introductory Meeting

The Association of Couples for Marriage Enrichment (ACME) will sponsor a public introductory meeting at the Park Road YWCA in Charlotte on Sunday, November 24, at 7:30 p.m.

Drs. David and Sarah Catron, past National President-couple of ACME, will present "Tools for a Happy Marriage," modeling couple dialogues. There is no cost for the program, and all persons are welcomed (with or without their spouse).

ACME was established in 1973 by David and Vera Mace. After serving many years as marriage counselors, the Maces realized the need for maintenance and growth programs for marriage in addition to existing counseling services. Marriage enrichment is not therapy; it is for marriages that are functioning well. Believing that every marriage has room for growth, ACME members work to develop more fully the potential of their couple relationships.

Six North Carolina cities have ACME Chapters. The State Council is sponsoring this meeting as an introduction to couples in the Charlotte area. Interested persons may contact Doug and Doris Beared, 5439 Kildare Drive, for information about the November 24 meeting or about formation of a Charlotte ACME Chapter.

Coming Next Week...
**NORTH CAROLINA
MUTUAL INSURANCE**
Special Supplement

BIRTH TALK

factuality strengthens confidence and security respect.



Michelle Coe
...To represent Garinger

Michelle Coe To Serve As Carousel Princess

By Jalyne Strong
Post Staff Writer

Carousel Princess nominations at Garinger High School began with 20 girls being nominated by each home-room class. From the 20, the nominations were narrowed to 10. And out of the 10 one winner was picked. It was 17-year-old Michelle Coe.

Was she surprised to be the winner? "Yes, I was," claims Michelle. Did she know that she was so popular? "I never gave it much thought," she demures. "I guess I must be."

The pretty high school senior seems to be taking this privilege in easy stride but Michelle does admit to a few butterflies at the thought of the continuing competition.

"On November 25, all the girls from the different schools will stay in the Radisson for four days of interviewing and preparing for a dance sequence and evening gown competition," she tells. "I was nervous at first but I've gotten to know the other girls and it's really nice."

"Road Map To Success"

New Businesses Can Avoid "Failure Trap"

By Audrey C. Lodato
Post Staff Writer

It has been said, justifiably, that "small business is big business." According to Lawrence Toliver, vice president of the Charlotte Chamber of Commerce's Small Business Division, approximately 45 percent of the gross national product comes from small businesses. These enterprises also account for 60 percent of existing jobs and 75 percent of new jobs.

It is many an American's dream to have his or her own business. Unfortunately, all too many of these dreams come crashing down within the first few years of their start-up. But new businesses don't have to fail. Recently, the Chamber has put out a book entitled, "Resources For Making It Big In A Small Business."

Over the next few weeks, we'll be talking with some of the experts involved in writing that book, and step-by-step, chapter-by-chapter, we'll tell you what they advise if you are planning to—or even just dreaming of—starting your own business.

One word of caution: If you're serious about a business, seek professional advice. Each situation is different, and this series can only offer general suggestions.

Anyone starting out needs to have a plan. Business consultant Norman Gagnon states, "You never have

enough time to plan, but it's really the most critical part" of starting a business.

Not only does planning help you get started, but, says Gagnon, "A plan can help a person find out what's going wrong."

A plan should serve as a guide.

See MICHELLE On Page 2A



Norman Gagnon
...Business counselor

Think of it as your "road map to success." In formulating your plan, keep in mind that ideas, money, management, and planning are the keys to starting and running a successful small business.

It may seem obvious, but the first thing to do is define what your

Election Results Please Party Chairman Harper

By Audrey C. Lodato
Post Staff Writer

Mecklenburg County Democratic Party chairman Ron Harper feels good about the results of the recent local elections.

"What I had predicted in the election is what happened," he remarked. "I was confident we'd get two of the at-large seats, that Roy Matthews would win in the 4th District, and that Gantt would win the mayoral election by a landslide if we turned out the vote."

Top Democratic vote-getters Gantt and Rouso won heavily in both Democratic and Republican districts, he added.

Locally, as well as on state and national levels, Democrats have been in the underdog position in recent years. "This caused us to work a little harder," Harper acknowledged. "The county party helped Democrats in Mecklenburg feel better about themselves," he asserted.

The local party chairman believes there are at least two messages inherent in the election results. "I think all of us follow the Harvey Gantt philosophy. We want to see continued growth, but we're more comfortable if it's controlled," he said. "The message is also that people are comfortable with Democrats in office. I think there is enough dissatisfaction with Republicans in Washington and in Raleigh that part of that trickled down into the local election." This, despite Gantt's openness in citing the need for additional taxes.

Harper theorized that, with Washington and Raleigh cutting off funds to cities, voters are realizing that, if services are to be continued, the money has to come from somewhere. "Either you give up some services, or you look for alternative sources of revenue," he stated.

Although partisan issues are not felt as greatly on the local level, Harper expressed the opinion that, "without a partisan race, you would not gain the interest of the public to the same extent as you do with a partisan race."

The Mecklenburg chairman



Ron Harper
...Mecklenburg Democratic leader

shared a few words about the future of the Democratic Party. "We still want to be a party of the people, but we don't want that to be misconstrued as a party of special interests. We hope to be one big 'special interest' group with a combined interest in looking after all the people. I think various groups understand that and accept that these days. While there are still some injustices, minority groups accept that they are part of the mainstream. Working for all the people will benefit them in the long run."

In his experience, "people can get along with a common goal." And, despite the move to conservatism in this country, Harper doesn't think people want to forget the poor, single parent families, the elderly, the handicapped, education, or other groups that need assistance. "But," he added, "people want to spend money more wisely now."

It's probably true that the political mood of this country swings like a pendulum, and that we've been on the conservative side of the swing. But Harper believes the mood is starting to swing back to a more moderate position.

While the conservative arm of the Republican Party is still in control, "I don't think that's what the people want," he remarked. It's up to the Democrats to get the word out that they are the party of moderation, he added.

The Mecklenburg Democratic Party's big kick-off for its major fundraiser, the Renaissance Club, is this Saturday evening. Having an on-going source of revenue will enable the party to give candidates financial assistance. "Frequently, when people lose, it's because they don't have the money," Harper noted.

"We need to gain strength in the eyes of the people, and we need to solicit fresh new faces to run. People can get excited by an individual, by a Cyndee Patterson or an Al Rouso. It takes more effort on our part to get them excited about an entity, the Democratic Party," he concluded.

Groundbreaking Set For Government Center

The new Charlotte-Mecklenburg Government Center will house City administrative offices and include space for County management, personnel, budget, data processing and finance operations. The building is financed by a \$32.7 million bond referendum approved by Charlotte voters in May, 1983. The project also includes a 1,000-car parking deck currently under construction.

Key elements of the project include a 250-seat meeting chamber for City Council and the Mecklenburg Board of County Commissioners. This space is accessed from a large public lobby. Outside the building is a public park and plaza with water features, trees and benches.

A 20-year planning process will be culminated Thursday, November 24, at noon when ground is broken for the new Charlotte-Mecklenburg Government Center. The ceremonies will take place at the site bounded by Third, Fourth, Davidson and Alexander Streets. The public is invited to attend.

business will be. Write down a description of the business. What products or services will you offer? Also include information about the industry your business will be a part of (e.g., the fast food industry, janitorial, the insurance industry, etc.).

Your plan will need to include a marketing section. Here, research is vital. Who will your customers be? To whom will you advertise? How big is your potential market? Who is your competition, and what are their weaknesses? Their strengths?

What is your overall strategy? How will you reach potential customers? What is your advertising plan? How are you going to price your product or service? Will your business need a strong personal selling effort? Who will do it?

A third section of your business plan should deal with organization. What form will your business take? Where will it be located? What about any relevant government regulations? Who will you hire and how will you train them?

In your plan, you'll need to deal with financial questions. How are you going to fund your business? How much cash will you need the first year? What equipment will you need? At what sales level will your business start making money?

Your plan should also include such See BUSINESS On Page 4A