

Number Of Women-Owned Businesses Increase

The number of women-owned firms continues to grow, according to new government figures. Internal Revenue Service (IRS) statistics show that between 1984 and 1985 the number of female-operated sole proprietorships increased 11 percent and their receipts increased 16 percent.

In commenting on the data, SBA Administrator, James Abdnor said, "These statistics reflect reports from our field offices that women are increasingly interested in learning about starting their own businesses. Over half of the participants in SBA's business seminars and workshops are women."

The IRS figures show that in 1985 there were 3,738,000 women-owned sole proprietorships, 2 percent of all such businesses, with receipts of \$65 billion or 12 percent of sole proprietorship receipts. In 1984, 3,383,000 women-owned sole proprietorships generated \$5 billion in receipts.

The number of women in the service sector increased from 52 percent in 1984 to 57 percent in

1985. This growth reflects the shift from an economy based on traditional industries - manufacturing and mining - to one based on services and information. It also bodes well for the continued rapid growth in the number of women-owned firms.

Carol Crockett, director of SBA's Office of Women's Business Ownership, said, "We are greatly encouraged by the strength and consistency of the data showing women's entry into entrepreneurship. If this growth continues at the same

rate, it is anticipated that women will comprise half of all self-employed people by the year 2000. We at SBA will do everything we can to support this trend and help women's businesses become more prosperous."

Leadership Seminar For Managers

What makes a manager worth the salt? Evelyn Dove, owner of Positive Concepts, addresses that question in leadership skills seminars.

Through Positive Concepts, Dove conducts leadership skills seminars, interpersonal relations seminars and motivational speeches.

A public speaker for over 10 years, Dove began a public speaking firm in April 1986. She has spoken for graduations, management retreats, family reunions, conventions, banquets, and other meetings. She is a member of the National Speaker's Association, the Speaker's Bureau, and the Chamber of Commerce Communications Committee.

"Companies committed to excellence through proper motivation and meaningful direction by managers call Positive Concepts to speak for company retreats and meetings. Those who understand that people ---

whether employee, clients, or consumers --- are priceless commodities possess a competitive edge," says Dove.

To contact, write or call Positive Concepts, 728 Wriston Pl., Charlotte, N.C. 28209, 523-0329.



Photo by CALVIN FERGUSON

Judith McDaniel arranges gift baskets for Special Moments.

Want To Spread Cheer? McDaniel Arranges It

By Herb White
Post Staff Writer

Judith McDaniel always wanted to own a business and spread a little sunshine and happiness to others.

She's doing just that these days with her first business venture.

Special Moments, which McDaniel started last October, specializes in decorative gift baskets and party planning.

McDaniel believes that people don't always show how much they care for others until it's too late. Special Moments gives customers a vehicle to show those emotions.

"I want people to take a chance and say 'I think you're special,'" McDaniel said. "Let's take the time to appreciate people while there still is time."

In addition to preparing gift baskets, McDaniel also plans birthday parties and wedding receptions.

"I had the idea over a year ago," she said. "I left it alone for a good six months because I didn't think I had enough capital. But I made the first one and it just went from there."

McDaniel's creations are made of peach baskets covered with brightly-colored materials. Flowers, pearls and fruit adorn some works, candy and balloons others.

The baskets come in different sizes, from the smaller baskets for children to bigger creations for that special person. The baskets range from \$12.50 for children's baskets to \$45 for deluxe creations.

McDaniel also makes special small candy-filled arrangements with sweet balloons for \$8.50. Customers need only say what they would like to have in the arrangement and McDaniel takes over from there.

Not only are the baskets nice-looking, they're versatile, too.

The baskets can be used in any room to store items from fruit in the kitchen to soap in the bathroom.

"I wanted something that's reusable," McDaniel said. "It's not something you throw in the

back of the closet when you're through."

The baskets can be sent anywhere in the U.S. for the cost of shipping.

McDaniel runs Special Moments in her spare time. She works full-time for Mecklenburg County's Budget and Resource Management office but manages an average of 15 hours a week to work on gift baskets at home.

Every Saturday is devoted to arrangement.

McDaniel, 25, said her first clients were the upscale professionals who work in the uptown area. It was a natural target since she also works there.

"I'd take my lunch hour and went door-to-door with fliers and it worked," she said. "I've got real good clients who keep me busy."

McDaniel's phone rang off the hook last month during the Valentine's Day rush. There were about 130 orders to be filled, with nearly 80 of them for baskets.

"We were still making baskets" right up to Valentine's Day, McDaniel said of the unexpected rush.

The next big project is Easter, which is next month. McDaniel said she will be prepared for the holiday, which should be the perfect time for a rush on Easter baskets.

"For Easter, I'll be ready," she said.

McDaniel, who moved to Charlotte from the Boston area three years ago, had some reservations about having the money to start a business. But all those fears have been put to rest with Special Moments' success. The Charlotte Chamber helped her locate suppliers and suggested business courses at Central Piedmont Community College.

"People say you need a lot of capital to start a business, but that's not always true," she said. "Granted, it takes money to make money, but there are ways you can get around it. If you do good quality work, it'll pay for itself."



POLITICS OF WOMANHOOD was the theme for the Celebration of International Women's Day conference held in Charlotte recently. During the two-day event the Woman Of The Year Award was given. Dr. Joyce Waddell (l), a nominee for the award, was presented a certificate at the conference from Eileen Hanson. Dr. Waddell gave a work session on Learning to Communicate as a Woman.

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SCHOLARSHIP AND INTERN PROGRAM

What is it?
Who is it for?
What do I need to do?



THE PROGRAM

This program assists black American college students in their junior or senior years. You must have the aptitude, interest and scholastic standing which indicate the potential for a successful journalistic career. Students in their first or second years and graduate students are not eligible.

ELIGIBILITY REQUIREMENTS

1. A verified 2.5 cumulative average.
2. Enrollment as a full-time junior or senior in a recognized school offering courses in journalism.
3. Recommendation by the chairman of the journalism department or a professor.
4. Expression of a willingness to consider employment with a black-owned newspaper upon graduation.



SCHOLARSHIP VALUE

The scholarship provides \$1,000 per school year. Funds are paid through your school's Office of Financial Aid; \$500 at the beginning of each semester to each accepted applicant.

HOW TO APPLY

Submit applications to the Chairman, Scholarship Committee, National Newspaper Publishers Association, Room 948, National Press Building, Washington, DC 20045.



WHAT TO SUBMIT

- Applicants must submit:
- A transcript indicating: (a) a cumulative scholastic average of at least 2.5 and (b) full-time enrollment in junior- or senior-level classes.
 - A letter of recommendation from the chairman of the journalism department or a professor.
 - A personal statement of willingness to consider employment with a black-owned newspaper upon graduation.

WHEN TO APPLY

At least two months before the start of the school term.

ABOUT INTERNSHIP

A summer internship is offered between the junior and senior years with a National Newspaper Publishers Association member newspaper. Students earn \$1,000 for eight weeks plus \$500 for living expenses. An additional \$500 may be provided for four extra weeks of intern work if desired and funded by the publisher.

INTERN APPLICATION

Apply no later than April 15 and include:

- A recommendation from the chairman of the journalism department or a professor.
 - Indication of preference of newspaper or geographical area of a desired assignment.
 - A resume of academic and newspaper work experience.
- Send application to the Executive Director, National Newspaper Publishers Association, 948 National Press Building, Washington, DC 20045.

This program is not limited to students in the editorial writing sequence. Students studying advertising, marketing and management are also encouraged to apply.

PUBLIC RELATIONS

You must provide a photograph of yourself and periodic letters indicating your academic activities as the basis for "hometown" news stories in our member newspapers.

PROSPECTIVE COLLEGE FRESHMEN

The National Newspaper Publishers Association, in cooperation with R.J. Reynolds Industries; makes a final selection of five high school students from among 10 finalists whose requests for four-year scholarship have been received, administered and recommended by the United Negro College Fund Inc. High school applicants should send their requests to United Negro College Fund, 500 E. 62nd St., New York, NY 10021.

Application for National Newspaper Publishers Association Scholarship

TO: Chairman
National Newspaper Publishers
Association Scholarship Committee
Room 948, National Press Building
Washington, DC 20045

- I am a black American junior, senior (circle one) college student attending full-time classes at (name of school) with a curriculum which includes journalism courses.
- My cumulative scholastic average is 2.5 or better.
- A letter of recommendation is forthcoming.
- I am willing to seek employment with a black-owned newspaper upon graduation.

Signature: _____

Home Address: _____

School Address: _____

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