

## Professional Women

They Are Better Prepared Than Ever And Poised For Continuous Achievement

By Lora Vanderhall  
Lifestyles Editor

The role of women in our society has become more complicated and diversified. Twenty years ago it was strange to know of a black doctor, lawyer or business woman. Today women have broken into almost every area of the business world.

Some skeptics say that the presence of women in the business world is superficial, but I disagree. It is an injustice to say that women have not grasped the hand of opportunity and excelled.

Freedom of choice has added ammunition to the women's movement. Women have a choice nowadays as to whether they want to stay at home and raise a family, pursue a career or both. The decision is yours.

Family life should not be taken lightly. Women have always been the backbone of the family.

More times than not the woman is the guiding force that keeps the family together.

Women who strive to have it all must manage time wisely. It is possible to have a family and a career but if it is not befitting to your personality and capabilities it can cause increased stress and anxiety.

Many women embrace the idea of work and family with equal enthusiasm because they see the two as mutually reinforcing. Successful women reject the frequent asserted notion that, as much as they try, they cannot have it all...a fulfilling career, children and a happy marriage.

Such talk infuriates them, says Ellen Van Velsor, a researcher at the Center for Creative Leadership in Greensboro, N.C., who interviewed 76 senior executives in the nation's 100 largest companies. She says they resent the assumption that to reach the top they must have made decisions to the detriment of their families.

Some women find that not trying to separate family and business is a more realistic approach. They assert that if you let your family share in your highs and lows, they can't help but be supportive partners.

Husbands who shoulder the weight in child rearing and household chores help working mothers balance the demands on their time. The kind of support that helps a woman succeed, rather than just cope, is most important.

There are women who have chosen to take less demanding

jobs in small companies, staying home or starting their own businesses. Regardless of the obstacles women are finding ways to resolve conflicts between work and family.

The number of professional women in the Charlotte area is growing. Here is a brief look at three professional women.

Vivian Williams is the owner of Vivian's Boutique and she has a family. She has two sons, Warren and Andrew.

After moving from St. Louis to Charlotte in 1971, her first position was at North Mecklenburg Senior High School. She was a guidance counselor. Working with the school system enhanced her desire to help young people. "I had a chance to make a difference in their lives and that's important to me," she said.

After suffering some personal tragedies which included the death of her husband, she decided she needed more to occupy her time.

In the winter of 1985 she opened the boutique. "The boutique has been the source of a lot of happiness for me. I enjoy the fashion business and the Charlotte community has been very receptive to me," she said.

Vivian knows the importance of good management and she has that in her manager, Joyce Brayboy. "I don't know what I would have done without her," she added.

Working with young people is still a very important part of her life. She continues to work part-time in the school system. She is a special projects coordinator for Charlotte-Mecklenburg Schools.

Vivian is also involved in more than a dozen professional and educational organizations. "I

- Career Woman
- Starting Their Own Business
- Mother
- Earn Millions
- Wife
- Pay Dearly For Success
- Have It All
- Drop Out
- All Of The Above



Vivian Williams

Photo by CALVIN FERGUSON

believe in giving something back to the community," she added.

She says that God is the number one voice in her life and she believes in being positive about everything.

Dr. Paula Newsome is an optometrist. Her hometown is Wilmington, NC and she graduated UNC-Chapel Hill. She received medical training from the University of Alabama-Birmingham.

Dr. Newsome says there are several things that attracted her to the medical profession. "I have always wanted to be in a healing type of profession," she said.

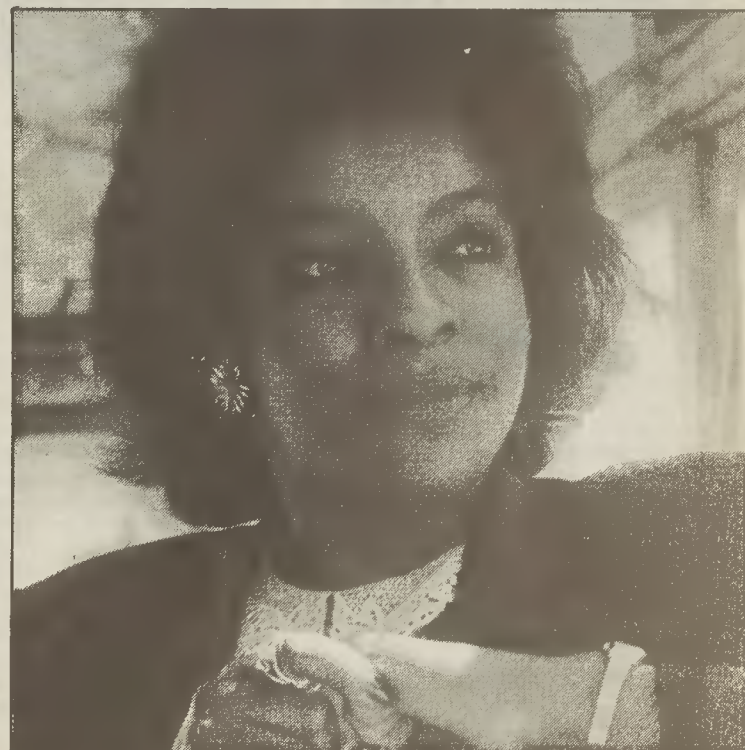
Dr. Newsome believes that her faith in God is the major reason for her success.

Organizational skills are also important for the busy doctor. "Having organization in your life and your work can make things a lot easier."

"Another thing that is important is to have a thick skin so that you don't take things personally. You have to separate yourself from business. You will not win every battle... you just have to win the war," she added.

Having been in private practice for the past four years, she specializes in the examination and treatment of the eye and visual system. Helping patients with problems such as glaucoma, styes and eye injuries related to trauma are some of her daily duties.

Dr. Newsome believes that it is



Evelyn Dove

Photo by CALVIN FERGUSON

possible to have a family and a career and she hopes to have a family one day.

Her goals for the future include writing a book, painting, experiencing motherhood and moving into her own office building.

She enjoys running, walking, church, traveling and all water activities.

Dr. Newsome's advice to others interested in pursuing a medical career is to "be steadfast, know yourself and don't let anybody turn you around."

Evelyn Dove is the owner of Positive Concepts. Ms. Dove is originally from Winston, N.C. She attended Governor's School and graduated from the University of North Carolina at Chapel Hill with a law degree.

She moved to Charlotte in 1981. Before founding Positive Concepts Ms. Dove worked as an assistant city attorney for the city of Charlotte.

"After practicing law for 10 years I decided to open my own business," said Dove.

Having advised managers and elected officials for years she is an expert on the topics of leadership skills and interpersonal relations. "Helping a company or individual get a message across is very exciting to me. I have the opportunity to utilize my speaking and writing skills," said Dove.

Positive Concepts also offers speech writing for all occasions.

"I care about people and I will look for several ways to help them. The Charlotte community has been very receptive to me," she added.

Having courage and determination has helped Ms. Dove to excel. "I believe that 'can't' is dead and that a closed door is a detour only!"

Ms. Dove future ambitions includes making Positive Concepts a national firm, making a series of tapes for managers and to share a meaningful personal life. She also desires to do something that will eliminate the homeless situation.

During her leisure time, which is limited, she enjoys reading, going to movies and plays and traveling. "I try to visit Europe once a year," she added.

Ms. Dove advises those who are interested in starting a business to be sure that it is something you enjoy doing. "It is good to get an education and apprenticeship. Maximizing contacts is also very important," said Dove.

The women of today are maximizing their freedom of choice. Those who believe that they are not a force to be reckoned with are in for some interesting developments.

## Developing New Skills Will Increase Your Job Potential

By Gloria Rusch  
Special To The Post

There are two kinds of women who work -- those who work at a job and those who work at a career. Chances are, if a woman is what we consider successful, she does the latter.

Competition in the job market is tough and it's likely to get tougher in the next few years as America tightens her belt to reduce the deficit. And as more Black women (54.2 percent) receive money income than Black males according to the Census Bureau, we may be hardest hit in any new recession.

Job security depends on your company's prosperity. If a company does poorly, lay-offs are inevitable. Recessions hit hard at job security. You can fight back by doing a better job NOW, but is that the only solution?

I think not. What we working women really need is not just job security, but career security.

If one develops and perfects skills that are in high demand by many different companies, then one's future is not so tied to just one company. Career security really depends on how marketable your skills are in the general marketplace and that is the difference.

To increase your career security, you might even begin to learn new skills that you don't even need for your current job. In other words, you don't just sit back, eyes shut and fingers crossed, hoping that everything will turn out all right. You continue to plan for and develop a career beyond your current responsibilities.

In the current New York Times



Gloria Rusch

best-seller DIANETICS: The Modern Science of Mental Health by L. Ron Hubbard, the world renowned author discusses the elements that contribute to an individual's "survival potential." A person's basic ability to survive can be enhanced or reduced. "Successes raise the survival potential toward infinite survival," explains Mr. Hubbard. "Failures lower the survival potential toward death."

Your ultimate security rests upon your survival potential. It

rests upon your ability to cope and to deal successfully with anything that life can throw your way. Developing new career skills is one way to raise your survival potential.

Gloria Rusch is a successful television actress and singer who performed with such people as Duke Ellington, Al Jareau and B.B. King. She is also an accomplished Dianeticist who enjoys helping others to a more successful and satisfying life.

## Accomplishments Of The Black Woman

By Carole Ricks  
Special To The Post

Accomplishments, by the black woman, in any endeavor, are prized. Such accomplishments are achieved through many struggles and in spite of many obstacles. Racism and sexism are barriers with which she is all too familiar.

The journey, for the black woman, from the abyss of limited educational and socioeconomic means, to advanced education and improved socioeconomic means, is a long journey. The outcome of that journey is uncertain and unpredictable. The black woman of today, as ten years ago, cannot say she "has arrived". Neither educational level nor material possessions guarantee her a position of honor, respect and equality.

"Accomplishment", as defined by others, is a paradoxical blend of gains and losses for the black woman. While greater numbers of black women, have been moving up the educational ladder, opportunities to use that education have increased very slowly. Doors that used to be closed, are now only slightly ajar. Even admission through those doors does not assure acceptance commensurate with her experience and educational level. The black woman has learned that others presume that her abilities and accomplishments will be few while her challenges are great. Historically and presently, the black woman has been resilient enough to achieve anyway.

Not only does the black woman strive to achieve for herself but she is committed to supporting the achievements of her family. Black women have traditionally been supportive of black men when society has sought to hold them down. Sons, husbands, brothers, and fathers struggle together with the black



Carole Ricks

woman to survive in a culture which seldom endorses their achievements. Low and unequal income and limited career opportunities have placed limitations on life choices.

Regardless of the educational level, black women have always worked to survive. In recent years, the black woman has increasingly begun to seek personal fulfillment and financial compensation in employment. Career choices, though, remain limited. However, the pain of deprivation and rejection that might harness and discourage the black woman often activates and energizes her to grow in strength and creativity.

Increasing numbers of black women are using vision, deter-

mination and talent to become entrepreneurs. Increasing numbers of black women are using each other as mentors for support.

However, informal conversations around the nation and black publications note that greater numbers of black women are becoming self-employed.

If "accomplishments" are measured by others in terms of equal treatment, fair income, respect and validation, the black woman has accomplished little.

But if "accomplishments" are measured in terms of the black woman's capacity to be self-assured, independent, supportive and creative, the black woman has accomplished much.