

BUSINESS THIS WEEK

Success Is Deanie Maxwell's Fashion

By A.C. TURNER
Post Staff Writer

Everybody wants to achieve the American Dream. That is to have independence at work, a family, and money. Deanie Maxwell is taking steps to achieve the American dream by being her own boss.

Maxwell owns two shops, Deanie's Boutique for women only and D. Maxwell's for men and women.

Maxwell says she always knew she wanted to be in business for herself and plans to expand her business as far as she can.

"I would like to have a chain of shops in and around Charlotte. I'll open up as many shops as I can handle," she said.

Maxwell said retail business has been better to her than her previous business ventures. "I opened my own public relations firm called Deanie Maxwell's Enterprises. It was geared toward blacks but there weren't enough black businesses to support the firm," she said.

Maxwell also worked in sales at WAME and WGIV.

Owning a boutique was ideal for Maxwell because she always had an interest in clothing. "I'm not the housewife type. I like to work and I like to buy clothes for myself so it was a natural step for me to go into this business," Maxwell said.

Deanie's Boutiques have become a family venture. Maxwell's 25 year old daughter, Renee manages the stores but is not pressured to make it a career.

"I don't expect my daughter to do this if it is not her dream. My



Deanie Maxwell

Photo/CALVIN FERGUSON

STRICTLY BUSINESS Profile

Deanie Maxwell: Owner of Deanie's Boutique and D. Maxwell's
Locations: 2315 LaSalle St./ 4801-M N. Tryon St.
Nature of business: Fashion retail.
Special Features: Statement fashions for both men and women.

husband takes care of the finances and he is supportive of me," Maxwell said.

Her friends warned her not to risk money on starting a new business.

Despite the risks Maxwell did what she felt was good for her. "If I feel confident I don't let anyone stop me. Everyone said no, no, no, but I knew what I had to do," Maxwell said. "After this I want to retire. I just want to let whoever is here take over the day to day business and retire."

Maxwell's shops are located on 2315 LaSalle and 4801 Tryon Street.

The WORKPLACE by AMY EDMUNDS

How To Evaluate New Hires

Part I

Although there are dozens of desirable characteristics among potential new hires, only a handful of qualities stand out as particularly critical. Strong communications skills, good judgement, superior work habits and well-developed interpersonal skills are a few of the most important skills astute employers should seek. To better understand how to evaluate new hires on a broad base of abilities, review the first of this two-part feature highlighting these essential skills:

• Communication skills

Communication skills should be evaluated by new hires' level of interaction anticipated with customers and co-workers. Your evaluation should not be limited to only the applicant's verbal and written presentation but also include non-verbal aspects, such as attire and body language. Business communication is different from interaction with friends. Therefore, as an employer, your expectations also should differ. To protect your professional image, weed out applicants who mumble, ramble or make excessive use of slang. Listen to learn how the applicant organizes thoughts. Is the applicant easily understood? Note the applicant's penmanship, grammar and vocabulary. Could you read a message taken by this applicant? Could this applicant effectively relate a problem? Is the applicant relaxed? Is the applicant appropriately and neatly dressed? Communication skills become more important as the level of responsibility of the position increases. For example, expectations of communication skills among general laborers

who have little or no visibility with customers should be evaluated differently than front office clerical support.

• Judgement skills

Judgement may be evaluated in many ways. Applicants who can discuss important decisions they have made in their lives and explain why those decisions were appropriate at the time communicate a sophisticated pattern of life planning. As a follow-up question, you may ask them to expound upon those decision as they relate to attaining their desired goals. Or you may choose to ask the applicant to describe when they have spotted a potential problem, then sought help from others to reach a solution. Listen for how the applicant handles "real world" problems to distinguish whether past decisions were made for them or if they assumed responsibility. Also, listen for their familiarity with the process of weighing pros and cons to come up with alternative, innovative solutions. You may choose to have your applicant make a hypothetical "and/or" decision, then explain why.

Amy Edmunds is the owner of Executive Reflections, an employment service providing temporary help, job readiness seminars and resume consultations, located in Charlotte.



SCLC, Shoney's Sign Affirmative Pact

BY SONYA ROSS

Associated Press Writer

ATLANTA (AP) --- The Southern Christian Leadership Conference launched its new political agenda Friday by signing an affirmative action pact with a restaurant chain --- moments after closing a convention where it planned ways to preserve minority set-asides.

SCLC President Joseph Lowery concluded a deal with J. Mitchell Boyd, chief executive officer of Shoney's Inc., that calls for the restaurant chain to commit \$90 million over three years for affirmative action programs.

Shoney's, based in Nashville, Tenn., agreed to recruit and train blacks as managers and establish black-owned Shoney's, Captain D's and Lee's Chicken franchises. The agreement also called for Shoney's to hire black-owned firms for public relations, insurance and construction contracts.

The agreement was negotiated after black employees at a Captain D's restaurant in Anniston, Ala., complained that their working conditions were poor and that management discriminated against them, said Anniston SCLC president John Nettles.

The NAACP Legal Defense Fund has filed a class-action suit against Shoney's as a result of similar complaints at a restaurant in Florida. Boyd said the agreement was not related to that lawsuit.

The agreement capped a four-day convention where black leaders, with hot speeches and political rhetoric, mapped out

their strategy for fighting recent Supreme Court decisions that jeopardize the future of affirmative action.

Vice President Dan Quayle, in opening the convention, said the Bush administration and civil rights leaders agree that civil rights gains must be preserved, but differed on how to do that.

Lowery said both sides are agreeable about preserving civil rights gains and fighting discrimination. The differences come out, he said, over raising the minimum wage and over increasing the defense budget while cutting social programs.

"All we're arguing about now is the dollar signs. They are in office; they have the resources," Lowery said. "If they don't put their money where their mouth is, then we've got a discrepancy."

The SCLC intends to join other civil rights groups in Wash-

ington for an Aug. 26 march for affirmative action. HUD Secretary Jack Kemp also is to continue working with SCLC lawyer Isalah Madison on putting foreclosed homes to use for the homeless, Lowery said.

Anniversary Benefit

Special To The Post
Executive Reflections will sponsor two benefits in conjunction with its first birthday celebration scheduled for September 5th.

The Executive Reflections Job Readiness Seminar Benefit is open to Charlotte area non-profit organizations. The winning organization will receive all proceeds of an employment-

See BENEFIT On Page 4A

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