

Business Success The EZZZ Purchase Way

By JALYNE R. STRONG
Special To The Post

At the most recent Carolina's Minority Suppliers Development Council meeting, Derrick Knox, president and CEO of operations for D&A Computer Technology, Inc., introduced what he termed "the information software of the future."

The software package, developed by Knox, is called EZZZ Purchase M-D and, as Knox pointed out, it is "for people who need information today to succeed tomorrow."

In an impressive presentation, Knox and his associates demonstrated how EZZZ Purchase works for the CMSDC luncheon audience. The computer package enables purchasing agents, distributors, wholesalers, vendors and consumers to shop for and advertise products throughout the nation via computers (currently IBM compatibles and Novell networks).

This integrated package provides for its users company profiles, product and service quotes, lead referrals and several other types of information quickly and efficiently allowing EZZZ users to decrease their workloads and increase productivity.

Knox developed this revolutionary product over a three year period. "I first presented the idea on the 'Top Of The Day Show,'" he recalls. "Since that time, I worked on it to perfect it."

"There are other purchasing packages on the market," says Knox. "But not one is an in-depth as EZZZ Purchase."

Knox believes the uniqueness of EZZZ will set his package apart from the rest. Though he introduced the product at the CMSDC luncheon and already has several corporate buyers and users, Knox will put a full marketing push behind the product on January 15.

EZZZ will be marketed to local, state and federal government agencies to use for finding vendors and products and also to list bids. Major corporations will be encouraged to use the software for similar reasons. The package will be especially helpful to these entities as they



Photo: CALVIN FERGUSON

The staff of D&A Computer Technology, Inc. the developer of EZZZ Purchase M-D: (l-r) Nathaniel Wilson, sales; Veronica McLendon, accounts manager; Elfrieda K. Mangum, personnel manager; Henry James Reeves, software designer; and Derrick Knox, president and operations CEO.

look to buy goods and services from minority vendors and small businesses.

The package provides the user such information as whether a company is minority or majority owned, its federal ID number, sales and user tax number, the length of time the company has been in business, its products and services and location.

Minority vendors and suppliers may use the package primarily to advertise. Vendors can list their business and/or products (up to 10) on the package through D & A for \$100 per month. This listed information may be updated daily and it is accessible through the package to purchasers throughout the country. "It's like having a salesperson in all 50 states," explains Knox. "The system is up 24 hours a day so small business people may make money while they sleep."

Knox also believes the price is

right. "This system beats most advertising vehicles in cost. It can mean great success for any small business as it increases their exposure, profits and cash flow."

Also helpful to the small business person is the inclusion of the Commerce Business Daily in the EZZZ package. The CBD is a federal government publication that lists service and equipment procurement, contract awards and bids. If purchased separately it normally costs \$261 a year. Knox says, "We've been given the right to put the CBD on our system."

Consumers will also find EZZZ an attractive package for buying the best available products at the best prices. Consumers can do their shopping simply by calling a 1-900 number that will cost less than one dollar a call.

EZZZ Purchase M-D may be the product that puts Knox's

company, D&A Computer Technology, on the map. Moreover, Knox believes use of this package will do the same for other minority-owned businesses. For that reason, he is inviting minority vendors and suppliers to list their products and service on EZZZ Purchase for a 30-day trial period free of charge.

Many small or minority-owned companies have this problem, says Knox: "If I'm in Charlotte how do I let people in California know who I am and what I'm selling?"

"The answer is, EZZZ Purchase M-D."

D&A Computer Technology, Inc is located at 1101 Commercial Ave. (see the Strictly Business Directory). For more information, please call (704) 377-5009.

Let A "Team" Work For You!



HENNIGAN'S REALTY
709 ROYAL COURT
CHARLOTTE, N.C. 28202

Agent on duty every Saturday from 3-5pm for additional information



Denise & Joe McIlwain
Business (704) 334-1060
Residence (704) 394-4657

Braces For Children & Adults

DR. PAUL A. MCGILL,
D.D.S., P.A.

"Practice Limited To Orthodontics"
(704)375-7005

1404 Beattles Ford Rd.
NorthWest Gateway Professional Center
Suite 200 • Charlotte, North Carolina 28216



THE PLATINUM CARD™

\$1500 CREDIT LINE

GUARANTEED !!!

NO APPLICATION

NO ANNUAL FEES

NO CREDIT CHECK

NO PREVIOUS CREDIT

NO SECURITY DEPOSIT

FAST SAME - DAY APPROVAL

ORDER NOW !! 24 HRS.

392-9590 in Charlotte

1-800-347-9590

SMALL PROCESSING FEE REQUIRED

DECEMBER SPECIAL

FREE \$25 GIFT COUPON

FOR RESPONDING WITHIN 7 DAYS

The WORKPLACE by AMY EDMUNDS Two-Way Interviewing

A job interview should be a two-way communication. Utilize this opportunity to ask questions and to become acquainted with the workplace environment. Keep the following steps in mind.

Observe the interviewer.

- Does the interviewer seem relaxed or tense?
- Does the interviewer mention any negative aspects about the job or the company?

Ask questions.

- What is the rate of employee turnover?
- What is the education and experience level of supervisor?

Meet co-workers.

- Ask to meet or talk to some of the individuals who may be your colleagues. They may be more honest about the working environment than your interviewer. Question whether they feel challenged, bored or oppressed by the management.

You may not be able to accomplish all of these goals during your first interview. But to arrange to meet these objectives before accepting the job.

By utilizing these tips, you should be better able to sort out the supportive, challenging jobs from the ones that won't get you where you want to go. A successful career depends as much on the jobs you turn down as on those you take.

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



First Union Has New Home Mortgages

First Union National Bank has begun offering a new home mortgage program -- the Affordable Home Mortgage loan program -- targeted to low and moderate income home buyers. The loans feature a low down payment and flexible qualifying criteria, and are available at any of First Union's 669 bank branches in North and South Carolina, Georgia, Florida and Tennessee.

The Affordable Home Mortgage loans are available in amounts from \$10,000 to \$60,000, with as little as a five

percent down payment and terms up to 30 years. The term of the loan will govern its interest rate, which today is from 9-7/8 percent to 10 percent with a one percent origination fee. To qualify, the borrower's family income must be under 80 percent of the median income for the county in which they live.

The loans are designed for owner-occupied, singly-family homes, but First Union may make some exceptions on loans for single-family owner-occupied units in condominiums or in Planned Unit Developments.

Key features of the program, First Union officials said, are the flexible qualifying criteria: the mortgage payment may be up to 30 percent of the borrower's gross monthly income, and all monthly debt payments may be up to 38 percent of gross monthly income. These ratios compare with Federal Home Loan Mortgage Corporation ("Freddie Mac") standards of 28 and 26 percent, respectively.

Key features of the program, First Union officials said, are the flexible qualifying criteria: the mortgage payment may be up to 30 percent of the borrower's gross monthly income, and all monthly debt payments may be up to 38 percent of gross monthly income. These ratios compare with Federal Home Loan Mortgage Corporation ("Freddie Mac") standards of 28 and 26 percent, respectively.

Support Our Advertisers!

"I back the family insurance I sell with good neighbor service."

And our new computer system makes that good service even better.

Call me. 596-4257



Paul Dockery



Like a good neighbor, State Farm is there. State Farm Insurance Companies. Home Offices: Bloomington, Illinois.

Vision Is Our Business



John McDonald
Is A Man of
Vision. His Vision
was made clear
by

Dr. Paula Newsome
OPTOMETRIST

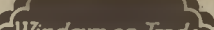
1812 Lyndhurst Ave.
Charlotte, N.C. 28203

375-3935 • 375-E•Y•E•5

STRICTLY BUSINESS

BLACK BUSINESS DIRECTORY

Food Service



Merchandisers of the finest in culinary delights.

129 West Trade Street
Charlotte, NC 28202

704/332-2263-704/332-2246

Research/Marketing



PUBLIC RELATIONS • ADVERTISING

James E. Black
President

P.O. Box 30174 • Charlotte, N.C. 28230

704/334-6434

Cleaning Service

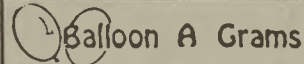
MOBLEY PROFESSIONAL
CARPET CLEANING
SERVICE

Eddie & Phillip Mobley

Residential and Commercial
Carpet and Furniture

379-0003(B)-525-2208(H)
377-9195(O)

Specialty Items

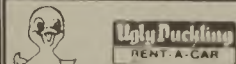


Balloon Delivery • Decorations
Singing Telegrams

3903 E. Independence Blvd.
Charlotte, NC 28205

704/535-4726-704/537-7789

Auto



"America's Second Car"

Matt Mitchell

3704 Central Avenue
Charlotte, NC 28205

704/532-6752

Retail/Eyewear

We offer group rates for businesses

Ms. DeLaine A. Vinson

Fashion Eyewear Consultant
Dr. Paula R. Newsome
Optometrist

1812 Lyndhurst Ave.
Charlotte, NC 28203 704/375-3935

Child Care



Christian Day
School
For infants
thru 12 years

704/393-2869

2953 Freedom Drive
Freedom Village Shopping Center

Insurance



Mary Lockett
Account Agent

2838-B I-85 South Service Rd.
Charlotte, NC 28208

704/393-8677(O)
704/597-0684(H)

Real Estate

East Gate Realty Co.
The Name You Need To Know In Real Estate

Mac Hairston/Larry McCorkle

4913 Albemarle Rd. • Suite 101
Charlotte, NC 28205

704/536-9958(O)
704-568-6414(H)

Food Service

RIBS-N-SUCH
BARBECUE HOUSE

Every Day Lunch Specials!
3001 Freedom Drive
Freedom Village Shopping Center
(Where Play's is on the corner)
Hours: 11 a.m. - 5 p.m. (Mon. - Sat.)
Take Out: Call 392-0200

Perfect Nails For The
Holiday Party Season!
at

NAILE-PERFECT

10% Off
With This Ad
North Tryon Mall
Suite 33
597-5510
Daisy Shipp, Manicurist & Nail Artist

Design/Building

PPMC PROGRESSIVE PLANNING/MANAGEMENT CONSULTANTS

Architectural Design/
Construction

Anthony V. Hunt
704/333-1965

Auto

McNair Auto Glass Service

MOBILE AUTO GLASS REPLACEMENT
300 W. Summit Ave.
Charlotte, NC 28203

CALL 704/334-9503
McNair WILL BE THERE!

Art/Custom Framing

UBIQUITOUS GALLERY

Transcultural Art & Fine Custom Framing

Almator McCray
B.E. Noel
1936 E. 7th St. • Charlotte, NC 28204
704/376-6944

Food Service

CARIBBEAN EATABLES

Charlotte's ONLY Authentic Caribbean Restaurant

Kings Court Shopping Center
901 South Kings Drive
Charlotte, NC 28204
704/343-0148

Computer Services

"Networking for the Future"

Derrick B. Knox
Network Specialist

1101 Commercial Ave.
Charlotte, N.C. 28205
704/377-5009

Call JALYNE STRONG
at 376-0496

for information on
having your business
placed in the

BLACK BUSINESS DIRECTORY

Retail

Vivian's DESIGNER COLLECTIONS

Vivian L. Williams OWNER
Joyce M. Brayboy MANAGER

Uptown-Overstreet Mall
230 Charlotte Plaza • Charlotte
704/333-5399