

Money management: working at home

What person who has nudged along in rush hour traffic day after day hasn't dreamed of working at home? No clock to punch. No office politics to contend with. And, no daily commute. As appealing as that may sound to you, the North Carolina Association of CPAs cautions that home-based businesses, like all other business ventures, have their own set of rewards and perils, many of which have to do with your personality. And starting a home-based business, according to CPAs isn't all that different than starting any other business.

First, let's look at the bright side. Many home-based business owners are quick to cite the freedom and flexibility they have. If you're the type that works best in the late evening hours, you need only walk down the hall to execute that absolutely brilliant idea that strikes you at 11 p.m. Starting a business at home requires less capital, allowing you to test a business idea with a minimum investment. And it should come as no surprise that many people decide to start a business at home because that's where their children live. The home-based business provides the compromise between work and family responsibilities that many parents with young children are seeking.

As good as this may sound, there are some serious drawbacks you should consider before starting a business in your home. Are you a self-starter and creative problem-solver? In a home-based business, you are alone at the top—there is no boss to oversee what you get started and whether you're a self-stopper. People who work at home sometimes have a problem letting go of their work and tending to other personal or family matters. They find it difficult to ignore a business problem that is sitting in the next room.

The isolation of working at home presents a problem for others. They miss the opportunity to gather by the water cooler to bounce ideas off colleagues. To succeed at working at home, it also helps if you're the type of person who is not easily distracted. It can be difficult to concentrate on business when you know the kitchen is a mess and the lawn needs to be

mowed. And both you and your family must be willing to sacrifice some of your personal space. One craft designer admitted that for two years her family couldn't eat off the dining room table.

The major drawback that concerns many established home-based workers is the fact that they are just not taken seriously. Somehow they lack legitimacy in the eyes of others, regardless of how much they're earning or how successful they may be. Often even family members and friends who know you work at home don't take your work seriously. They think nothing about stopping by your home to chat—something they wouldn't dream of doing if you were off in a corporate office somewhere.

If working at home seems like it would suit you, the first thing you'll have to do is decide on a product or service or service. The best kind of business for you is based on your own knowledge, skills and interests. Do you like shopping? Travelling? Gardening? Foreign languages? Although the fastest-growing segment of home businesses is the area of computer data and word processing, almost any business can be done out of the home. There are bridal consultants and calligraphers, elderly-care specialists and children's entertainers, investment counselors and messenger services—all run by entrepreneurs working out of their homes.

To get started, no matter how big or small you see your business plan down on paper. Your local library can provide you with hundreds of sources to guide you through this important exercise. Writing a business plan helps you to organize your thoughts and focus on your objectives.

In brief, you'll want to open your business plan with a description of your businesses plan with a description of your project or service and the market you hope to attract. You should identify the competition and why you think people would prefer to buy from you. Questions like how much space, equipment and supplies you'll need will have to be addressed. And, of course, the financial needs of your business and how you plan to fi-

nance them will need to be included.

Don't overlook the need to consult with professionals. You might first want to check with local officials regarding licensing, zoning and other regulations that may apply to your businesses. You will have to decide what legal form (sole proprietor, partnership, corporation) your business should take. A certified public accountant can help you determine how to set up your books and recordkeeping systems as well as how to select the appropriate tax status for your business. You will also need advice on the complexities of home office tax deductions.

This is an area where the Internal Revenue Service is very strict. But as a general rule, to take a tax deduction for using a part of your home for business, that part must be used exclusively and regularly as:

- 1) the principal place of your business, or
- 2) a place where you meet or deal with your clients or customers in the normal course of business.

If you live in a house with 2000 square feet of living feet, you are as an office measures 200 square feet, you are entitled to deduct 10 percent of certain expenses of maintaining your home. To be deductible, the expense must be related in some way to the part of your home used for business. Examples of these expenses are real estate taxes, mortgage interest, rent, utilities, insurance, repairs and depreciation. Those expenses that benefit only the part of your use for business (like painting or repairs) are fully deductible. The tax laws governing home office deductions are complicated and closely scrutinized by the IRS so be sure to consult with a knowledgeable tax professional.

It has often been said that anyone can start a business—the hard part is staying in business. CPAs suggest that if you give careful thought and planning to starting your home-based business, you stand a better chance of succeeding. And, if anyone tries to minimize your business because you work at home, remind them that the President of the United States does, too.



photo by Gina Jepsen

Above Pete Mansfield is seen as he carries the torch into town on Sunday from Union Hall Road.

Perquimans Central School honor roll

Principal Morris Kornegay of Central Elementary School announces the honor roll students for 6th six weeks grading period.

Mrs. Stallings First Grade class: "A" Honor Roll: Stacy Downar, Cristin Harrell, Berry Mallory, Bobby Stallings. "A-B" Honor Roll: Devin Gregory, Javon Griffin, Jamen Mitchell, Tasha Oliver, Melissa Robertson.

Mrs. Foskey's First Grade class: "A" Honor Roll: Laura Matthews, Cliff Stallings, Ingrid Higgins, Tracy Johnson, Kim Cullipher, Millicent Whitehurst, Patrick Gregory, Amanda Winslow, and Carson Stallings. "A-B" Honor Roll: Diana Luke, Nicole Holowell, Crystal Owens. "B" Honor Roll: Brad Winslow, Adam Stevenson, Tynesha Wilson.

Brenda Winslow's 2nd Grade Class: "A's": Andrew Byrum, Kelli Cooper, Kineta Holley, Christina Houtz, Beverly Russell, Joey Colson and Joey Colson (all "A's" for 86-87 school year). "A-B" Honor Roll: Jovar Stallings Romni Whidbee, Melissa Elliott, Laura Perry, and Tim Applegate.

Mrs. Tunnell's 2nd Grade class:

"All A's": Debra Odar, Crayton Matthews, Kesha Harrell. "A" students for 86-87 are: Crayton Matthews, Kesha Harrell, and Debra Odar. "A's & B's": Christina Bland, Crystal Taylor, Danita Whidbee, Kimberly Turner, Michele Thomas, Nicky Stokley, Heidi Paul, Joseph Lothian, De'Mon Jennings, Dean Jarvis.

Mrs. Barcliff's 2nd Grade class: "All A's" for the six weeks and the whole year were: Wesley Nixon and Matt Tunnell. "A-B" Honor Roll: Torrey Bailey, Karen Long, Jamie Lassiter, Shannon Ward, David Pettaway, Spring Elsbury, Heather Ivey, Angela Hewitt and Deanna Morning.

Mrs. Modlin's 3rd Grade class: "A-B" Honor Roll: Nina Arnesen and Cristina Homa. All "B's": Antonia White.

Mrs. Nelson's 3rd Grade class: All "A's" Jackie Downar and Susan Ellen Roberts. "A-B" Honor Roll: Nancy Ann Harrell, Jerral James, Josh LeRoy, A.J. Miller, Kelley Thomas, Amy Whitehurst and Jennifer Williams.

Mrs. Hoggard's 3rd Grade class: "A" students for the sixth weeks were: Shelby White, Tina Turner,

Ann Stallings, and Aaron Phelps.

"A" student for the 86-87 school year: Ann Stallings. "A-B" students are: Washuri Woodard Shilonda Whidbee and Christopher Burke.

Ms. Katie Lightfoot's 4th Grade class: "A's" for the six weeks: Nicole Baker. "A-B" students were: Daniel Fowler, Chemise Overton, and Ashley Williams.

P. Keith's 4th Grade class: "A" for the 86-87 school year: Beth Homa.

"A" for the six weeks: Tracey Colson, J.J. Wiese, Dawn Stallings, Beth Homa, George Simpson, Gregory Whidbee, and Chiquita White. "A-B" Honor Roll: Neil Ambrose Hugh Caddy, Lynn Trueblood, Buddy Meads, and Anita Wilson.

Mrs. Thomas' 4th Grade class: "A" students for the year: Christopher Gregory, Troy Higgins, and Buddy Hollowell.

"A's" for the 6th weeks: Keri Drozdowski, Christina Godfrey, Troy Higgins, Buddy Hollowell, Jamie Hudson, Donald Markham, Chenelle Moore. "A-B" students were: Justin Berry, Tatisha Spruill and Hope Stallings.

Leadership seminar scheduled in July

"Minority Women on the Move: Being Involved" is the topic of a day long-seminar which will be held Saturday, July 11, from 9 a.m. to 3 p.m. in Smithfield. The leadership development seminar for rural minority women and female youth is being sponsored by the North Carolina Agricultural Extension Service.

"We are working to unite rural and urban minorities in a joint effort to promote personal and professional advancement. Special sessions have been designed for women and female youths (aged 12 and older)," said Dr. Brenda F. Allen, extension leadership development specialist and director of the state Leadership Development Program for Rural Minority

Women. The seminar, which will be held at Smithfield Junior High School, is open to the public.

Keynote speaker will be the Rev. Yvonne Beasley, correctional chaplain at C.A. Dillon School in Butner. Dr. Allen will discuss the topic "Being Concerned and Involved: Where Are You?" Participants will also attend "Foods with Finesse," which will be taught by Jennifer S. Walker, Harnett County home economics extension agent.

Adults will attend sessions entitled: "How Big is Your World," Lillie D. Jones; "Linking Values and Goals," Mrs. Willie Parker; and "Juggling Family and Work," Alice Freeman.

Young women will attend: "Investing in the Future," lead by Yvonne Mitchell; "Progress Through Preparation," lead by Carolyn Ennis; and "Reaching for Knowledge," by the Rev. Beasley.

Funding for the seminar and workshop materials is being provided by the Z. Smith Reynolds Foundation and RJR Nabisco Inc. A \$5 fee will be charged to cover the cost of the luncheon and refreshments. Registration will begin at 9 a.m., and the seminar will adjourn at 3 p.m.

For further information, contact Dorothy Johnson, Johnston County home economics extension agent in Smithfield, phone 934-5003, or Dr. Allen at NCSU, phone 737-2770.

Telephone rates discounted

ELIZABETH CITY—Because July 4th falls on the weekend this year, Carolina Telephone customers who make long-distance calls can get a larger discount than they normally get for this holiday each year.

When five annual holidays—Christmas, New Year's Day, July 4th, Labor Day and Thanksgiving—fall on a weekday, customers get 25 percent off the normal day rate for in-state long-distance calls and 40 percent off

for out-of-state calls.

Because July 4th this year falls on Saturday, customers will pay the lower weekend discount rate (except that the usual discount applies on Sundays between 5 and 11 p.m. Details are in the phone directory's Call Guide Sections.)

The weekend rate is at a 50 percent discount for in-state calls and 56 percent for out-of-state calls.

"By placing the calls themselves,

customers can save additionally by avoiding the operator service charge," said T.F. Daniels, district commercial manager.

Mr. Daniels reminded customers that other reduced long-distance rate periods are available and that an explanation can be found in the Call Guide Section in each Carolina Telephone directory.

Academic all-American named

The National Secondary Education Council announced to day that Keisha J. Dobie has been named an Academic All-American.

The NSEC has established the Academic All-American Scholar Award Program in order to offer deserved recognition to superior students who excel in the Academic disciplines. The Academic All-American Scholars must earn a 3.3 or better grade point average. Only Scholars selected by a secondary school instructor, counselor, or other qualified

sponsors are accepted. These scholars are also eligible for other awards given by the NSEC. These are awards few students can ever hope to attain.

Keisha, who attended Elizabeth City, Jr. High was nominated for this National Award by Miss Dianne Hawkins—Science teacher. Keisha will appear in the Academic All-American Scholar Directory, which is published nationally.

The Council selects Academic All-American Scholars upon the exclu-

sive recommendations of teachers, coaches, counselors, and other qualified sponsors. Once awarded, the students may be recognized by the NSEC for other honors.

Keisha Dobie is the daughter of Mr. & Mrs. Phillip N. Dobie. The grandparents are Mrs. Thelma E. Felton of Hertford, N.C., and Mrs. Ella Judkins of Oxen Hill, Maryland.

Keisha will be attending Northeastern High School.

Recreation department news

The Perquimans County Recreation Department releases its softball records with Albemarle Merchants leading the Men's League with a 9-0 record. The rest of the standing are as follows: McPherson 7-1, Ready Mules 6-3, Bandits 5-3, Spoilers 2-5, Demons 2-6, Towe 3-7

and Hurricans 0-9.

A top the Women's League vs Stone's Concrete 5-0, and American Legion 4-0 who will battle on Monday night, June 27 for first place. A&A Insurance is 1-3 and Apricot is 0-5.

T-Ball has gotten underway and the games are played on Monday and

Wednesday evenings. The teams are Jimmy's Barbecue coached by Edgar Robinson, Hertford Hardware-City Marina coached by Mike Byrum; Stallings Funeral Home coached by Susan Harris and White's Barbecue-Bob and Sharon's coached by George Cooper.

Couple celebrates anniversary

Mr. and Mrs. Thomas Shelton, of Winfall, were honored on the occasion of their 40th wedding anniversary. A buffet dinner was served at Anglers' Cove on June 13, 1987.

Hosting the party were their sons, Mr. Thomas L. (Skip) Morgan of Monroe of Monroe, Connecticut, Mr. Donald B. Morgan of Oakton, Virginia, Mr. Steven K. Morgan of Ra-

leigh, North Carolina. A hundred and thirty friends and family were in attendance.

A special toast was offered to the couple:

"Let's salute a couple which had: enough happiness to keep them sweet; enough trials to keep them strong; enough hope to keep them happy; enough failure to keep them

humble; enough success to keep them eager; enough faith and courage in themselves, their business and their country to banish depression; enough wealth to meet their needs; and enough determination to make each day a better day than yesterday."

Use Classified Ads

The Perquimans County Board Of Elections

Will conduct a waste treatment system informal referendum on August 1, 1987 for the Town Of Hertford. Absentee ballots will not be allowed in this election. Voting for this election for the entire town will be at the courthouse. Polls open at 6:30 am to 7:30 pm.

July 13, 1987 will be the last day to register for the referendum — Persons that are already registered do not have to re-register.

W. L. Tilley — Chairman
Perquimans County Board of Elections

Trip scheduled to hall of fame in July

The Perquimans County and Recreation Department is sponsoring a trip to Cooperstown, New York, on July 25-27, 1987 for the induction of Jimmy "Catfish" Hunter into the Baseball Hall of Fame. Also while in Cooperstown, we will tour the Farmers Museum, The Fenimore House and the Baseball Hall of Fame and Museum. Tour package includes transportation on a deluxe motor coach, 2 nights lodging at Holiday Inn and admissions to museums.

Cost of the trip: Single \$225; Double \$185; Triple \$165; and Quad. \$160. For more information or to make

reservations call 426-5695. Deadline will be July 10.


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CHOICE IN CONTACTS

If one type of contact lens was superior to all others, then that kind would probably be the only one still on the market. It just isn't so. In fact, there are more choices in contacts today than ever before.

Sure, some of the newer contacts have superior qualities in comfort, wearability, optics, but ultimately it depends on the specific needs of the individual. That is the bottom line. There are the so-called "conventional" or "hard" lenses, the soft lenses made from a more pliable plastic, and a more recent introduction is the "wet" lens, which is a conventional lens that features a highly moisture-retentive surface.

A number of people consider soft lenses to be especially comfortable. Others cannot do without the convenience of the long-wear, wet lenses, others find regular "hard lenses" perfectly satisfactory. The doctor of optometry who fits your lenses can help you decide which type suits you best.

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