

Planning essential to make small business a success

Jan is a homemaker who loves to bake. In fact, her fancy desserts have long been the envy of her friends and neighbors. When a local restaurant approached her about supplying them with her cakes and pies, Jan readily agreed.

Brad, a college student, has always been fascinated by magic. He began doing magic tricks for her young friends and has since become quite the magician. After a neighbor agreed to pay him to put on a magic show at her six-year-old's party, Brad realized he had stumbled upon a way to earn that extra spending money he needed.

Sam took an early retirement from his job. No one had to approach him. He knew exactly how he wanted to spend his free time. An avid gardener, Sam knew he could supplement his income by doing landscaping and gardening work for his neighbors in the adult community where he lived.

Jan, Brad and Sam each are embarking on a new adventure. While their interests are diverse, each agrees that what's important is that they earn some extra money doing something they enjoy. They don't aspire to parlay their business ideas into a million-dollar operation. What they want is a "small" small business. While these individuals may feel ready to jump right in and get started, the North Carolina Association of CPAs caution that planning is essential to the success of even the smallest of small businesses.

Getting Started—Once you've decided on a concept, you'll want to refine your idea. While you may not need a formal written business plan, putting your ideas on paper often helps you to organize your thoughts.

Begin talking to others. Family, friends and business and professional acquaintances all can help. Review the details for your product or service idea with all these people. Talk to those now working in a similar or related business. Someone in different locale, who would not consider you to be in direct competition, would probably be willing to talk to you.

Ask about their customers. Find out if their customers have expressed an interest in goods or services that they do not offer.

Talk to your potential customers next. Learn what their needs are, how they perceive your product or service idea and how much they would be willing to pay for it. The 'how-to' manuals call this market to see if your business idea will fly.

Along the way, you just may find that your idea needs to be altered or modified.

Brad, the magician, who originally perceived his concept as something he would do in the evening, after his classes, may find out that late afternoon and weekends are when most children's parties are held. Sam might find out that although his neighbors need his service during the warm, growing season, he can get year-round work caring for plants in corporate buildings.

Down To Business Basics—There are some legal and business details that will need your attention. To begin with, you'll want to set up a separate checking account for your business venture. This will allow you to have a written record of your business income and expenses.

You'll also want to familiarize yourself with local and federal laws and requirements. You should contact your town or county clerk to advise them on the existence of your business. Often a local city or county business license is required. Most states require that a 'fictitious business name statement' be filed if the business name does not include the surname of the owner. If Jan decides to use a special business name, like "Just Desserts," this name should be filed with the county clerk's office.

If you need assistance in the financial areas of your business, a certified public accountant can help you organize your business, set up an accounting system for your income and expenses and advise you on tax matters.

By their nature, very small businesses are generally low cost opera-

tions. But even a small, small business has some start-up costs and ongoing expenses. You may need some furnishing—perhaps a desk or filing cabinet or maybe a typewriter or other office equipment. If possible, purchase second-hand merchandise to keep your costs down. You'll also need stationery, envelopes and other office supplies. A telephone is essential and you probably should purchase an answering machine so you don't miss important business calls.

Marketing Your Business—To be successful, you must let people know what you have to offer. There are many ways to do this—many are free or low in cost. First of all, be sure to order business cards. And once you do so, distribute them widely—don't wait for people to ask for them. Give them to everyone you meet and tack them up on bulletin boards. Flyers can be used as well, particularly for a service business such as the one Sam is considering. You can distribute your flyers door to door or engage the help of a reliable youngster to help.

Depending on the type of business, you may want a listing or a small ad in the Yellow Pages. And although newspaper display ads can be quite expensive, classified ads are normally more affordable and can be quite effective.

Publicity can be an effective way of attracting business and it's free. Publicity refers to the coverage your business receives from newspapers, radio and television stations who think your business is somehow newsworthy. Brad doing magic shows for six-year-olds isn't front-page news, but if he decides to do a benefit show once a week in the pediatric ward of the local hospital, he's more likely to get media coverage. You can start the ball rolling by sending news releases to the media, but make sure to focus on a unique angle of your business.

Even a small, small business can call for a big investment in time and energy. So if you're considering a venture of your own, CPAs suggest that you don't underestimate the importance of planning.



Photo by Lloyd Reese

The fastest clothes hanger in town is Mattie Matthews at the recent Senior Citizens' "Friday in the Park" event held at Missing Mill Park.

"Friday in the Park" held recently

The Perquimans County Senior Center, Perquimans County Nutrition Site and the Albemarle Commission were the sponsors for the recent "Friday in the Park," an activity for senior citizens.

Margie Lane, Coordinator, Region

R Nutrition Site, Bill Cox, Mayor of Hertford, Patti White, Director, Perquimans County Senior Center and Fran Scott, Manager, Perquimans Nutrition Site welcomed the group of approximately 150 people. The Snug Harbor Combo provided the entertainment.

Door prizes and games were enjoyed by all. The floral centerpiece was donated to the Brian Center in honor of Alice Combs, who participated in the nutrition program regularly and also was a meals on wheels volunteer.

Seniors travel to Tidewater Dinner Theatre

The following people traveled to Norfolk, Virginia to the Tidewater Dinner Theatre to see the performance of the "Foreigner". The trip was sponsored by the Recreation Department-Senior Center: Kathleen Brenneman, Mona Sadler, Helen Shaw, Rachel Jones, Mr. & Mrs. Preston Nixon, Mr. & Mrs. Claude Winslow, Mr. & Mrs. James Layden, Mr. E. B. Leary, Mr. & Mrs. Lloyd Reese, Elzine Harris, Evelyn Fields, Marie Elliott, Mr. & Mrs. Raymon Shacklock, Lib Thach, Pearl Swayne, Mr. & Mrs. Willard Pettengill, Todd Tilley, Mr. & Mrs. Jerry Chappell, Mr. & Mrs. Leon Par-

ker, Peggy Dudley, Mr. & Mrs. Bobby Riddick, Elsie Muse, Callie Spruill, Addie Keegan, Marjorie Simonoff, Earline White, Barbara Ray, Ashley

White and Patti White. Bingo winners for August 5 - Naomi Lomax and Elsie Muse. For August 12 - Elsie Muse and Mona Sadler.

Fall youth programs announce registration

The Perquimans County Recreation Department announces registration has begun for the fall youth programs.

Midget Football - ages 9-13 with 9 year olds weighing 100 lbs. and over and 13 year olds less than 100 lbs., 10-

12 year olds 70-130 lbs. Registration fee \$10.00 per child. Soccer - ages 5-16, Registration fee is \$7.00 per child. For more information call Recreation Department at 426-5695. Deadline is September 11, 1987.

Dental implant system proven more successful

DURHAM, NC—The ancient Egyptians may have been the first to hold artificial teeth in place with devices implanted into the gums or jawbones. Even George Washington (who, as legend has it, had myriad dental problems) tried implants to keep his dentures from slipping.

More recently, a dental implant system developed by Swedish orthopedic surgeon Dr. Per-Ingvar Branemark has been more successful than any other procedure. The Branemark system is now being used at Duke University Medical Center by dentist Dr. James Hoke and oral surgeon Dr. John Angelillo, an associate professor of surgery.

"The implants are constructed out of the metal titanium, which is inert and is most easily accepted by the tissue," said Hoke, an assistant professor of surgery. "They are anchored in the jawbone to support different types of tooth replacements, including dentures, fixed bridges or crowns."

Once in place, the implants feel almost like real teeth, patients say—especially since they don't move or slip, common complaints of denture wearers.

A variety of dental implant systems have been under investigation for several decades, but the failure rate for most of them has been unacceptably high, Hoke said.

"About 10 years ago a group of experts on dental implantation wrote a consensus report, which was later adopted by the American Dental Association," he said. "They concluded that for any implant technique to be considered acceptable, 75 percent of the patients should have comfortable implants surrounded by healthy bone five years later. The Branemark system has a success rate of 90 percent after 15 years."

"We considered a number of implant systems, but the long-term success of this implant speaks for itself," he added.

Branemark came up with the im-

plant system about 30 years ago while studying wound healing in rabbits, Hoke said. "He created a hollow titanium device so that he could observe the healing process without sacrificing the animal," Hoke said. "But when he finally did try to recover the device, he found that bone tissue had infiltrated it."

This ability of bone to unite with titanium—called osseointegration—means that the implants can become permanently anchored in the maxilla or mandible (the upper and lower bones of the jaw).

A single implant holds a crown in place; up to five implants are needed for a full set of upper or lower dentures.

The implant process is performed in two stages. During the first, two-hour procedure, Angelillo opens the gums and drills holes into the bone. "Drilling is done at low speed, with low pressure and lots of irrigation to limit trauma to the surrounding bone," Hoke noted. "The heat generated by high-speed drilling can damage the bone and gum, which adversely affects osseointegration."

The titanium implants, which are about 1/2 inch long and threaded like a screw, are carefully inserted into the bone. Detachable titanium caps cover the top of the implants to prevent bone growth over the implant during healing.

The openings in the gums are closed with stitches. "The implants are then left alone for three to six months, allowing osseointegration to occur," Hoke said. "During this time, the patient can continue to wear his dentures or bridge."

After bone and titanium have united, Angelillo exposes the implants and removes the caps. He then places extensions on the implants to which the artificial teeth are later attached. Hoke, who is a prosthodontist (specializing in creating artificial appliances for the mouth), then constructs the necessary bridgework or denture for the patient.

The appliance is attached with tiny screws that go through the artificial teeth into the implants. "One big advantage of this system is that the teeth can be removed by the dentist," Hoke noted.

Hospice volunteer of month

Alice Parks of Chowan County has been chosen as Hospice Volunteer of Month for July 1987. Wanda Barnard, Hospice Coordinator, describes Mrs. Parks as a very warm person and as someone being very much involved in community service.

"A very rewarding service" is how Alice Parks view the Hospice program. "You may think you are giving up something but you really end up receiving," says Mrs. Parks. She also says it has been a joy to her just knowing she has helped make someone more comfortable.

A special recognition this month to Hospice volunteers Katherine Sawyer, Ann Dowdy and Lillie White for going to a patient's home at 7:00 a.m., 1:00 p.m. and 7:00 p.m. faithfully for three straight weeks to give shots. Thank-you ladies for the extra special effort.

Big Brother, Sister Class helps tots

For those expecting a new baby Albemarle Hospital's two expectant-family classes may be just the thing to help get ready. Both are free of charge and offered monthly at the hospital.

Big Brother and Sister Class helps toddlers age three and up to prepare for their new role as a sibling with demonstration, discussion and role playing. Natural Feeding Class helps mothers-to-be to prepare for breast feeding the baby. Both classes are recommended for those within three months of the delivery date.

Natural Feeding Classes will be offered each month on Thursday evenings from 7:00 to 9:30 p.m. Class dates are; September 10, October 8, November 12 and December 10. Big Brother and Sister Classes are offered monthly on Sunday afternoons from 3:00 to 4:00 p.m. Class dates are; September 13, October 11, November 15 and December 13. Participants in the classes need only attend one session.

Both classes are taught by Jean Blyston, R.N., patient educator and are held in the AHEC classroom building at the hospital.

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Women Enter The Business World Through H&R Block Income Tax Course

Women with a head for figures are entering the business world by learning how to prepare income tax returns. This skill has provided them with an effective key to new career opportunities. At the same time, it offers them information about how to save money at tax time. This year's classes will introduce participants to the new tax reform laws for 1987.

H&R Block, the world's largest tax preparation service, offers the Income Tax Course starting September 9. Students may choose from morning, afternoon, and evening classes at 4 area locations. No prerequisites are required for enrollment. Classes take place over a 13-week period.

Experienced Block instructors teach all phases of income tax preparation. Classwork includes group discussions, practice prob-

lems, and hands-on experience preparing individual tax returns. For many women, skills learned in the H&R Block Income Tax Course pave the way to part-time positions as tax preparers with Block. The flexible hours constitute a definite plus for women with small children at home. Block, however, is under no obligation to offer employment, nor are graduates under any obligation to accept employment with H&R Block. One low fee includes, materials, supplies, and textbooks. Students successfully completing the course receive certificates and 7.5 continuing education units. Additional information and registration forms are available from the H&R Block office at Southgate Mall or call 338-2157. Classes will be held in Elizabeth City, Edenton and Nags Head.

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