Before going into business...some advice

Beginning your own business can be a risky venture. Since this will probably be the most important decision you will ever make, there are several questions that must be answered.

By Ramona E. Henderson
CPA Partner

There are advantages and disadvantages to weigh in going into business.

To run a business of your own will give you greater independence. It will give you an opportunity to use your own ideas. You will be the top man. No one can fire you.

It could mean higher income. You could collect both a salary and profits or return on your investment. Your business will give you a greater sense of pride.

Then too, you will have the great satisfaction of building a valuable investment for which there will be a market.

These are some of the advantages and pleasures of operating your own business. But let us take a look at the other side.

If you have employees you must meet a payroll week after week. You must always have money to pay creditors — the man who sells you goods or materials, the dealer who furnishes fixtures and equipment, the landlord, the tax collector and many others.

You must accept sole responsibility for all final decisions. Wrong judgement on your part can result in losses not only to yourself but to your employees, creditors and customers.

To overcome these disadvantages and keep your business profitable means long hours of hard work. Invariably when you become your own boss you will work longer hours than when you were working for someone else.

Then, after all, you will not be entirely your own boss. No matter what business you choose — whether a manufacturing, wholesaling, retailing or service business — you must satisfy your customers.

It is important to realize that to start a risk.

Then too to start such a business without enough advanced planning and without seeking the information necessary to run the business is to increase the risk of failure almost to the point of certainty.

There can never be too much planning for undertaking a business venture. It is very important that the initial planning begin with a determination that you are the type and end with some feel for the return on your investment.

After you know these things, you can begin to involve yourself in specifics surrounding the type of business you have decided to obtain and the management thereof.

Is Business For Me?

You will be your most important employee. It is more important that you rate yourself than it is that you rate any prospective employee.

From the viewpoint of operating your own business, appraise your strong points and weak points. If you recognize you are weak in salesmanship, you know it and cover that deficiency by hiring the best sales talent you can afford.

Try to rate yourself objectively. You should attempt to answer such questions as: Am I a self-starter? Do I have a positive and friendly interest in people?

Do I possess forceful leadership and the ability to inspire confidence and loyalty in my employees? Do I seek and welcome responsibility?

Am I industrious and capable of working long hours? Can I make quick and accurate decisions?

Am I sincere? Am I energetic at all times?

The answers should cause you to become aware of your own characteristics.

What Are My Chances of Success?

Your chance of success depends upon a number of factors. Some are internal and others are external. The external factors are generally beyond your control.

Internal factors include your being the type for business, choosing the right kind of business by virtue of your background, keeping abreast of changes in your market and being a good manager.

External factors include adverse changes in the weather, government regulations, changes in the physical environment and generally poor business conditions due to inflation, depression, war or changing societal needs.

The number of businesses in the country continues to grow. Each year's growth is the net result of businesses started and businesses which have failed.

As a general rule, poor business conditions are good, by a larger than average number of failures or disappearances, causing the total number of business firms to drop. If business conditions are good, the total number of business firms tends to increase.

Over the long run, the number of firms increases along with the population and industrial growth of the country.

Flair Studio only licensed agency

Flair Studio has just become a one stop fashion market.

For years, people have been talking about Flair Studio and all its working parts: self-improvement for women and girls, ballet for children, adult dance, exotic professional models and the super looks of its class fashion shows.

Recently licensed as Maryland's only black-owned modeling agency, Flair has branched out into the business of developing and marketing models for the far reaching fashion show, hostess and demonstration market.

It joins other fashion giants such as Barbizon, Faces and Patricia Stevens with its agency status.

Flair Studio and its subsidiaries, Flair Studio of Dance and its new star, Flair Modeling Agency is co-directed by the mother-daughter team of Willia and Andrea Bland.

Since the founding of the Studio in 1968, it has enjoyed a reputation for creativity and quality, becoming in the process an experienced community institution.

Among its many successes have been the benefit Orchard Street fashion show, the All - Teen Back to School fashion show, the only area professional fashion show for teenagers, now in its fourth year and direction of the Provident Hospital Auxiliary's all designer fashion show for the past nine years.

Willia is also consultant to the Urban Services "Miss Inner City Pageant."

Gwen Kellam, professional model and instructor at the Studio, manages the studio's program for girls at the Stanton Community Center in Annapolis.

Quiana Cooke, home economics teacher at Harlem Park Junior High School, uses her expertise as a Flair Studio model in her work with the school's charm and self improvement class for the students.

Other staff members include Anthony Edges, dance director; Frances Stevenson, dance assistant; Carolyn White, instructor; Alvin White, instructor and educational planner; Janice Moses, public relations and Shawan Patterson, marketing and development.

MOTHER-DAUGHTER TEAM — Andrea and Willia Bland head Flair Studio, which is the only black licensed fashion and modeling agency in the state.

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AFRO WOMEN'S VIEW

Mabs' Diary

By Mabs Kemp

WASHINGTON

"LET THE CHILDREN SING!! And they sang!! They were the children of the Takoma Park Junior High School Choir, under the direction of Mrs. Fredrica Davy, Mrs. Mary Lacy - Moore at the piano. They sang praises of their school and sang "thanks" to the Silver Spring Chapter of Links, Inc. for honoring their school and for allowing them to be present to sing.

It was a performance at the beginning of the program which opened the Links' annual luncheon — fashion show held at the Indian Spring Country Club last weekend when more than 750 guests were in attendance.

The afternoon was beautiful, but windy. The DIARY arrived early to be officially welcomed by Link Barbara Dibble who offered and supplied courtesies of the cocktail hour. Thanks, Links for that marvelous bit of hospitality! The cocktail sipping period in the beautiful lounge developed into a rap session with Evelyn Gunn, Mignon Johnson, Jackye Robinson, Cynthia Mitchell and Shirley Stewart (she's a Chum from Baltimore.)

Jackye was beaming and bursting with pride because her son, Dr. Alvin Robinson Jr. and his wife, the former Katherine Sheehan of St. Croix, are the proud parents of a month - old girl named Marianne. Grandma and granddad will visit the couple in January. Also, in the lounge was the story, in poster form, of the Takoma Park Junior High School of which Ed Clements is principal.

Eventually we moved into the dining room where, after the welcome by Link president, Gladys Word; and, the presentation of the TPJHS Choir by Link Loretta C. Webb, we were led in the invocation by Link Regina R. McConnell's superb rendition of "The Lord's Prayer," by Milton L'espere at the piano. Music to eat by was furnished by Heir - O - Link Donald Jones.

Links Helen E. Hopson and Edna R. Jones spearheaded the program as chairs and with their committee put together the event, proceeds of which will fund the Chapter's "Education for Democracy" program — a program by which the group expresses its pride in youth and pledges its continuing support for academic achievements. Over $20,000 in scholarship funds have been raised for the program.

Guest models for the fast - moving "Holiday Fashion Preview" by Garfinckel's were Howard C. Davis, Roderick K. Gaines, Donald Jones and LeBaron Taylor. Heir - O - Links (they're children of Links), handled the raffle drawing, grand prize of which was a weekend for eight at the Ocean City Condominium of Evelyn Gunn. Door prizes were the responsibility of Link Carolyn A. Stubbs and there were, at least, 25 happy, lucky ticket holders.

ABOUT THE LINKS: They are a national organization of primarily black women, committed to educational, cultural, and civic programs. Chapters reach across the nation and the membership totals thousands. The Silver Spring Chapter, for the past five years has aided qualified local students seeking college degrees.

OFFICERS OF THE CHAPTER: Gladys B. Wood, president; Lillian M. Beard, vice president; Patricia A. Bennett, corresponding secretary; Delores D. Duke, treasurer; Eralyn H. Foster, recording secretary; Vivian M. Leek, historian; Joyce M. Moore, financial secretary; Clarice W. Reid, parliamentarian.

HEIR - O - LINKS: Lynn Ackiss, Courtney Bennett, John Chisholm, Lynn Chisholm, Simone Cutts, Dianne Dibble, Christopher Hopson, III, Donald Jones, Suzanne McConnell, Candace Mitchell, Clarice Reid, Carolyn Walker, Donald Wood.

FASHION SHOW COMMITTEE: Annette W. Cheek, Maurita Chisholm, Carol M. Cutts, Barbara M. Dibble, Carole M. Jones, Vivian M. Leek, Louise L. Mathier, Althea P. Moore, Lucille M. Phynes, Carolyn A. Stubbs, Loretta C. Webb, Gladys B. Wood.

GUESTS (a precious few): Jessye Harshaw, Enid Johnson, Elsie Bryant, Jean Lightfoot, Opal Hyde, Joan Jackson, Julia Tutt, Aloyce Tucker, Bettie Johnson, Anna Johnson, Jackie Brown, Helen Johnson, Claudette Williams, Mable Wilks, Jean Christian, Marge White, Claire Freeman (she's Deputy Assistant Secretary, Housing and Urban Development, Department of Community Planning and Development Division); Dewitt Crawford, Earline Freeman, Marian Coombs, Mary Brownlee, Ed Clements, Cynthia Mitchell, etc., etc., etc.

DOINGS OF THE ALPHA KAPPA ALPHA SORORITY: Every lady who walked into the Sheraton National Hotel's South Ballroom last Friday night was pinned with a pink rose in keeping with AKA colors (pink and green) and with the decor of pink roses on branches throughout the ballroom. The occasion was a reception for visiting and local officers of the Mid - Atlantic Region's Directorate, — a meeting for the weekend as guests of Zeta Chi Omega Chapter.

Sorors also used this event to honor AKA's Supreme Basileus Barbara K. Phillips of Winston-Salem, N.C. and Evelyn R. Syphax, as Mid - Atlantic Regions's first lady; and, for having been elected "Woman of the Year" by the Inter - Service Club of Arlington County — the first black to be so elected.

Lula Lang - Jeter and LeVonne Harris co - chaired the reception at which hundreds of guests mingled, sipped cocktails, munched delectables from buffet tables, chatted and greeted the visiting directorate members.

The program began with the welcome from MC Ella O. Lewis who explained the occasion and introduced Mrs. Syphax who, in turn, introduced the Supreme Basileus Barbara K. Phillips. Ms. Phillips presented Steve Detwiler, chairman of the Arlington County Commissioners; Mayor Charles E. Beatley, City of Alexandria; and Charles Nunley, superintendent of Arlington County Schools. All three men made brief remarks about the people and the occasion.

Very impressive was the special tribute, in song and words to Phillips and Syphax by Mary Witten, Annette Anderson (vocalist), Barbara Austin, Shirley Williams, and Judy Burton. Each of the honorees was pinned with an orchid corsage.

Velma Watson, Carol Best, LeVonne Harris, Lee Harris, Elizabeth J. Hazel, Cannis Hull, Eleanor Hill, Lula Lang - Jeter, Linda Newman, Margery Robinson, Elaine Trivers also assisted in the procedures. Ora Lawson and Ella O. Lewis presented tokens and gifts to all members of the Directorate. Lewis is basileus of Zeta Chi Omega Chapter. Ozeal Brown, basileus of Xi Omega Chapter and Geraldine Coleman, Xi Omega, were also program participants.

Among the guests were Arthur Hazel, Congresswoman Carolyn Collins, Sylvia Dean, Evelyn Gray, Geri Coleman, Gloria Holmes, Mr. and Mrs. Walter Payne, Velma and Herman Addison, Ethel and Joe Lee, Ernest and Mignon Johnson, Col. and Mrs. Fred Hull, Archie Syphax, Dolly Adams, Marguerite Syphax, City Councilman Nelson Green and Mrs. Green.

Faye B. Bryant, incoming Supreme Basileus, was introduced. Patricia Russell was recognized as supreme parliamentarian and Judy Burton was applauded for her poem titled "Womanhood."

Pink roses were in order for AKA ladies

(AFRO Photo by Alonzo Green)

AKA RECEPTION — Participating at the AKA, Zeta Chi Omega Chapter reception and fashion luncheon recently held at the Sheraton National were (L - R): Attorney Patricia A. Russell, national parliamentarian; Faye B. Bryant, national vice president; Dr. Barbara K. Phillips, national president; Evelyn Reid Syphax, Mid Atlantic regional director; Lula L. Lang - Jeter, chair, and Ella O. Lewis, president, local chapter, Zeta Chi Omega.

Women artists telling their story

For years, black artists have struggled to overcome the bias that has until recently denied the validity and work of African - American art.

Since Oct. 30, 49 African - American artists have been telling the neglected story of the achievements of black women in art as the landmark exhibition, Forever Free: Art by African - American Women, 1862 - 1980, which came to the College Park Campus' Art Gallery.

The University of Maryland — the only institution within the Northeast corridor is host to the show — which features more than 100 works in all media by African - American women from Edmonia Lewis, the first well-known black female artist in America, to the pioneering artists of the '80s.

Organized by Illinois State University, the show is designed to inform the public - at - large about the often overlooked but important contributions of black artists to the life and culture of the nation, to pay tribute to the significant role black female artists have played in the evolution of African - American Art, and to acknowledge the expanding efforts of women to document and explain their participation in past and current events.

Works by artists from the metropolitan area include: Lois Mailou Jones, Professor Emeritus of Art at Howard University; Winifred Owens, Assistant Professor of Art at Howard; and Marie Johnson - Calloway, a native of Baltimore and now Professor of Art at San Francisco State College.

A special interpretative program funded by the Maryland Committee for the Humanities is accompanying the exhibition seen on the East Coast only at this - Gallery.

The public is invited to the free exhibition which is being shown at UMCP's Art Gallery in the Art - Sociology Building through Dec. 3, weekdays from 10 a.m. to 4 p.m.; Wednesdays until 9 p.m.; and weekends from 1 to 5 p.m.

A free brochure, and self tour leaflet highlighting the work of area artists in the exhibition will also be available.

UBI GIRL — ONE OF THE pieces of artwork by Mailou Lois Jones, professor emeritus of art, Howard University, is on view at Maryland University in a landmark exhibition, Forever Free: Art by African - American Women, 1862 - 1980, in the College Park Campus' Art Gallery.

Mrs. Roberts awarded plaque by women's club

The Washington and Vicinity Federation of Women's Clubs held its first All Club Presidents' Prayer Breakfast Saturday morning at the Woodner Hotel - Apartments with sone 250 persons attending.

The inspiring affair awarded 20 persons plaques for their involvement and contributions to the community, in addition to Mrs. Gladys Scott Roberts, who was presented a beautiful plaque for her years of service in numerous organizations. She also served as mistress of ceremonies.

The breakfast consisted of scrambled eggs, fried apples, hash brown potatoes, ham and sausage links, fried chicken rolls, and pastries. The invocation was by Rev. Annie Woodridge, pastor of St. Anne's Cathedral also an ardent volunteer; and Charlotte More Cooper, director of music, played the Lord's Prayer.

A history of the Tuesday Evening Club of Social Workers, the breakfast host club, was given by its president, Mrs. Lyda D. Williams. The club was founded in 1909 by a group of dedicated women who were concerned about the problems in their communities, and who later established the Settlement House at 515 M St., NW, where an organized program was set up under professional supervision of the Community Chest.

Under United Givers Fund, the program was carried on for years and operated until it was forced to sell because of the Adams Morgan Development. They joined the Washington and Vicinity Federation of Women's Clubs, an affiliate of the National Association of Colored Women's Clubs and continue to work together to enlarge and enrich services through research in meeting the needs, interests and abilities of the masses, in order that they may live, work and pray in dignity.

Cited for their contributions to the community and leadership were Vivian Tinney, Lyda William, Bertha Hedgeman, Madeline Philips, Juanita Thomas, S. Dorothy Stokes, Gladys P. Rogers, Thelma Gibson, Barbara Scott, Annie Scott, Johnnie M. Leak, Minnie Bigger, Eunice Jones, Sadie C. Green, Ruth Smothers, Irene Sharrod and Charlene Moore Cooper.

The ecumenical part of the program featured as its theme "Loving, Caring and Sharing" and featured the Rev. Jerry A. Moore, pastor of 19th Street Baptist Church, who made the first presentation. From the Greek Orthodox came the Rev. Father Demetrioos A. Recachinas, assistant pastor, Greek Orthodox Church of Sts. Constantine and Helen and Father Raymond G. East, assistant pastor of the Shrine of the Sacred Heart.

It was interesting when one of the speakers noted that they were all on the same street and within walking distance from one another. Their messages were quite moving.

Among those present were Naomi Pride, Demetria Gordon, Lucile K. Bias, Alma Williams, Juanita Dandridge, Lessie Fortune, Zenobia Young, Catherine Jolley, Lydia E. Brown, Henrietta C. Gibson, Dorothy Latham, Minnie Bigger, Nancy Brown, Margaret J. Casper, Bertha Samuels, Carole A. Early, Carrie Hurt, Mervine B. Miller, Robbie B. Robinson, R. L. Gregg, Wilhelmina B. Walden;

Also June Pryor, president of the Nworthwestern Region, NACWC, of Denver, CO; Marguerite M. Caldwell, Winifred Smallwood, Mr. and Mrs. Nebon Roots E. J. Carter, M. Fitcheards.

Special guests from Liberia included Mrs. Laura Tucker, former cultural attache of the Embassy of Liberia in Washington and London and Mrs. Stataria DeShield, widow of the Postmaster General for many years in Liberia, who is visiting in this country.

The dynamic and energetic Miss Pearle Minor is president of the group (Nikki Nakatani)

National Council in convention

The National Council of Negro Women is holding its 40th national convention in Washington, D.C. at the Sheraton Washington Hotel. The theme of the convention is "Black Women - New Directions"

Dorothy I. Height, national president, NCNW has announced that this convention will be one of the most important ever held by the National Council of Negro Women.

In her call to convention, Miss Height stated: "It's two minutes to Midnight - Out of our closeness to the needs and aspirations of the black family where real change must occur, we sense the need for a new unity among black women.

"Let us dare to prove to the challenges of the new realities and to act even more effectively before time runs out. Let us ponder new ways to harness the power in four million women as catalysts for creative change in thousands of communities . Let us draw upon our rich heritage and utilize our demonstrated competencies in advocacy and service to rally and respond to the convention theme."

Workshops throughout the three-day convention are designed to prepare a national constituency of NCNW women - - 28 national affiliated organizations and local sections in 32 states - - to advance NCNW's historic mission.

They will be led by a cadre of issue experts who are familiar with the needs of the black community as well as workings in the private and public sectors. Strategy sessions geared toward "New Directions For Black Women" will involve scholars and community activists concerned with issues facing today's black family.