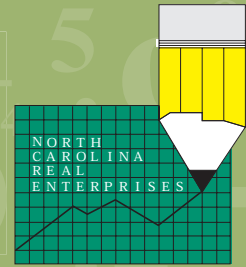


# REAL Talk



## Summer 2004

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### Mission

*The mission of North Carolina REAL Enterprises is to develop entrepreneurial talent through action learning and to foster the creation of sustainable enterprises throughout North Carolina, with special emphasis on rural communities.*

### Staff

**Eleanor Herndon**  
Executive Director  
**Michelle Hall**  
Assistant Director,  
Resource Development  
**Phyllis Childers**  
Associate Director,  
Western North Carolina  
**Anna Koltchagova**  
Director of Administration

## Businesses Get Real through REAL

By Kirsten A. Holmstedt

Have you ever stopped and wondered what you are going to do when you retire? If you're like a growing number of military retirees and their family members, starting a business has become a real option.

Just ask Larry Sweeney. The 44 year-old retired marine always wanted to be his own boss. Since he spent more than half his life as an auto mechanic for the Marine Corps, it seemed only natural that his new business would relate to motor vehicles.

In 1990, just three months after retiring, Larry, and his wife, Sebrena, opened a limousine service. A few years later, the couple was ready to take its' business to another level. They had already spent three years putting up their own collateral, now they wanted to set up their business as a separate entity by applying for a business loan. But to secure a loan, they needed to have a business plan.



Gunilla Kroshus has a talent for decorating wedding and special occasion cakes. It's a skill she developed while working for a variety of professional bakeries. When she learned that Jacksonville would be her husband's last duty station (Randy is a food inspector for the Army), the couple decided it was time for Gunilla to start a cake business of her own.

There was just one problem, the Kroshus's weren't sure how to establish a small business. Fortunately, they didn't have to go far to find the help they needed to establish Gunilla's dream business — American Dream Cakes.

After twenty-three years in the Coast Guard and seven years as a tugboat captain, Buddy Wilson returned to land for good. But in doing so, he had to find a new career. Buddy and his wife, Donna, wanted to start a small business but they hadn't chosen a product to sell. Now they're the proud owners of Ice Cream Oasis, a neighborhood parlor featuring hand-dipped Hershey's ice cream. They will celebrate the business's one-year anniversary in June.

The Sweeney's, Kroshus's, and Wilson's all planned to go into business for themselves but they weren't quite sure how to proceed. So they enrolled in Coastal Carolina Community College's Rural Entrepreneurship through Action Learning (REAL) program. REAL, which is offered through Coastal's Small Business Center, is an 11 week course that unites the dream of owning a small business with the behind-the-scenes sweat and toil.

(Continued on page 5)

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# 2004 Institute Fun!

## Thailand Comes to Durham

After months of planning, scheduling, and working with Gayle Harvey, Director of the Small Business Center at the NC Community College System, six delegates from Thailand came to Durham for a REAL Institute to learn how to bring entrepreneurship training to Thailand. Dean Kanipe, Milele Archibald, and Cullen Gurganus facilitated the week long training in NC REAL's Durham office early in June.

All six delegates embraced the REAL curriculum, and they quickly realized how much is involved in opening a business. Though they will need to translate the materials they received at the institute, the delegates all agreed on the usefulness of such training.

Even though the training was intense, the week had its fun too. Mr. Lancaster, President of the Community College System, and his wife hosted a special reception and dinner for the delegates. The group also ventured out to discover North Carolina BBQ. Thank you Gayle and Mr. & Mrs. Lancaster for all your support in working with the Thailand group!



*No siesta's for our Spanish Institute!*



*Our Thailand Institute taking a break for lunch.*

## Spanish REAL Spotlight

March 2004 saw the first all Spanish REAL Institute take place in NC REAL's Durham office. Nine facilitators from around North Carolina participated in this special class.

Carlos Cotto, Victor Dau, Norma Montague, Fernando Trulin, and Rafael Perez lead the week-long intensive training. Our nine participants are the third group to become certified Spanish facilitators implementing REAL in Hispanic communities throughout the state.

Initial reports are showing the importance and need for more Spanish facilitators to be trained and classes implemented. Recently, the Hispanic Chamber of Commerce has met with NC REAL to discuss a program that would implement REAL in most of North Carolina's counties.

The goal would be to have REAL available throughout the state so that migratory workers would be able to attend the same training at different locations.



*Facilitators in Training stop to model the latest in REAL fashions*

## UNCA Laughter

Along with many laughs, this year's UNCA Institute was filled with many serious questions as well as a lot of learning. Participants bonded for a great learning experience on UNC's Asheville campus.

From Bubba's business plan in Downtown Ventures to dodging raindrops while going to lunch, each day was an adventure for participants.

15 participants complete their first year Institute, and seven additional facilitators completed their Boomerang Institute to become fully REAL certified.

Thanks to our staff, Joe Fox, John Fux, Carlos Cotto, Kim Pate, and Eleanor Herndon for all your hard work.



*Many smiles amongst our UNCA participants*

## Hilton Head Learning

Despite the beauty surrounding everyone, this Institute was all about business. From learning about the components of a business plan to dissecting those dreaded financial statements, the participants at Hilton Head learned that starting a business isn't as glamorous as it seems.

## Spring Break...in Durham?

Mid-April saw a great group of instructors assemble in Durham for REAL's Durham Institute.

Though this was a busy time of year for all, our participants made it a great week filled with ways they could implement REAL courses in their communities. We had facilitators from all over North Carolina as well as Virginia and West Virginia.

Though the intense training seemed overwhelming at first, the participants quickly understood how each lesson tied the big picture together.

Milele Archibald, Beth Henderson, Mac Sims, Cullen Gurganus, Anna Koltchagova, and Eleanor Herndon shared in Staff responsibilities.



*Don't  
Miss Your  
Chance!*

You can help bring further help to your community by making a donation to NC REAL.

Not only can you help your communities grow and prosper, but you'll also benefit with a tax deduction with your donation.

Now isn't that a great idea? Simple turn to the back page for more information.

## Agriculture Students get a REAL Lesson

(story published on Central Carolina Community College web site)

Central Carolina Community College (CCCC) sustainable agriculture students are getting a REAL lesson in business. The students are taking the REAL Entrepreneurship through Action Learning program this semester at CCCC's Chatham County Campus.

Ten second-year students in instructor Diane Kannarr's REAL program class are learning business basics from marketing to personnel management. Throughout the semester they will develop a business plan while learning how to operate a business.

Kannarr takes the students step by step in developing feasible business plans that can be used to open a farm-based businesses. Unlike the traditional REAL class geared for small business owners, this class is



tailored to meet the needs of small farm owners. "When we discussed the section on breaking even, it took a few extra steps to calculate how much of a yield the students will need to produce since there are more variables that affect crop production," said Kannarr. "These students have a great desire to learn about operating a business."

Throughout the class, students use discussions and activities to help them create the right business plan for their desired business. The students can use their business plans when going to find financial capital for their ventures.

"Students from past REAL classes have been able to use the business plans they create in class to start successful small businesses," said Kannarr.

## Program Updates

**New Opportunities for Workers (NOW) program** has been extended for another year by the Department of Commerce. While details are forthcoming, NC REAL is playing a major role in the project again this year.

The NOW program is for adults who have been displaced, unemployed or under-employed since January of 2000. Though the program focuses on select counties hit hard by layoffs, this year's program is going to be expanded to provide entrepreneurship training to more under-served areas.

NC REAL is working in conjunction with the Rural Economic Development Center, the Community College system, and the Department of Commerce to deliver this program.

**REAL Training Options** - additional training has been scheduled for facilitators to broaden their REAL offerings.

First, during **July 12-16** another **REAL Institute** training is scheduled in Durham. CFED REAL is offering a **referral bonus** for this training. If you sign up a friend, co-worker, or community

leader to attend this institute, you will be eligible to receive a \$50 bonus. See [www.realenterprises.org](http://www.realenterprises.org) or talk to Cullen Garganus for more information.

Secondly, we are looking for all youth camp instructors interested in attending our Youth Camp training. We have several people interested in seeing this training happen within the summer. We are in need of 3 more individuals to attend the training before we can schedule it. Contact Eleanor or Michelle at the REAL office for more information.

If you would like occasional notifications about any of NC REAL's training events, please email [michelle@ncreal.org](mailto:michelle@ncreal.org) to get on the email list.

**NC REAL participated in the 50th Annual State Leadership Conference** of the North Carolina State Chapter of Phi Beta Lambda. Eleanor Herndon and Anna Koltchagova awarded Magen Dodds and Brooke White, from Surry Community College, first place in the Business Plan competition.

The winner of this award received \$500 and an opportunity to attend a national competition held in Denver, Colorado in July. Good luck to our winners!

## Brunswick County Bilingual Education Center Opens and Offers Spanish REAL

The opening of the Brunswick Educational Transition Center makes Brunswick County the state's pacesetter in reaching out to teach the growing number of Latino immigrants in North Carolina. On March 19, 200 people convened to celebrate the official opening of the language and learning center for Latino adults and children, a 2000 square foot facility donated by Brunswick Community College. Fernando Trulin, the Hispanic Latino programs coordinator, will be coordinating Spanish REAL programs offered to potential Hispanic entrepreneurs at the center. He will be assisted by Marilyn Graham who recently completed certification as a new REAL Hispanic facilitator during the Spanish REAL Institute in March.

The center "is a mark of ingenuity and cooperative spirit: evident among all of the institutions involved in making it happen," said Martin Lancaster, president of the North Carolina Community College System. The center is on Highway 17 near the Supply campus of Brunswick Community College and plans to begin offering classes by May 15.

*(part of the contents of this story came from the Wilmington Star News dated March 20, 2004)*

### Businesses Get Real cond.

Participants meet one night a week to assess their entrepreneurial aptitudes, abilities, and interests; analyze their local community; research and write comprehensive business plans for an enterprise appropriate for them and their community; and learn about funding sources and how to prepare their business plan for funding.

Costal's REAL program has helped more than 250 clients start a small business or improve on their existing business. Many of its graduates and success stories are military retirees and their families. Anne Shaw, director of Coastal's Small Business Center, attributes this fact to the ease in which these individuals are able to transfer their planning, preparing and training skills from the military to the start up of a small business.

Pete Ellis, REAL director, worked for American Airlines for 20 years before starting a wholesale car business, and then Advantage Coastal Properties, Inc., on Emerald Isle. He said the success of retired military turned small business owners has to do with the discipline and focus that they carry over into the business world. They understand sacrifice, team work — all the critical aspects that translate into having your own business. "They've done a great job serving their country; now they want a slice of the American dream," Ellis said. "They attack the business world with the same exuberance."

Part of getting REAL students off the ground involves scaling back their expectations, and taking their limited assets and

turning them into a bonanza, Ellis said. This works well for a lot of military students because they are so resourceful.

"If it hadn't been for the REAL program, I wouldn't have been as comfortable as I am in business," Kroshus said. "I'm very happy I took the class."

The Sweeney's operated Limousines "R" Us for several years before enrolling in the REAL program and learning how to secure a business loan. REAL gave them the insight they needed to feel confident in applying for a small business center loan. Within weeks of starting the REAL course, the Sweeney's applied for a loan and were granted approval immediately. REAL also provided the couple with advertising and marketing strategies that helped them identify consumers in Jacksonville and in the surrounding counties who would benefit from luxury transportation service.

The Wilson's learned what business to jump into, and they appreciated the way REAL brought resources, such as a small business loan officer, to the students. REAL also showed them what's involved in starting a small business so the couple could enter the venture with their eyes wide-open.

All three entrepreneurs are doing better than they would have if they hadn't taken the REAL course. Their businesses are doing well and adding value into each of their communities.

## New Alumni in the Business Directory

Fletcher's Equessentials  
Katrina Fletcher  
182 W. Main Street  
Williamston, NC 27892

Goode Enterprises  
Michael Good  
1726 Rock Corner Rd.  
Forest City, NC 28043  
mgoode@RFCT.net

Hogwaller Outfitters, Inc.  
Jamie Willis  
958 Church Road  
Boone, NC 28607  
jamiewillis27@charter.net

Maybelline Cleaning Services  
Nable Mason  
3556 Governors Road  
Kelford, NC 27892

Newton Mapping and Consulting  
Heather Newton  
57 Timber Ridge Circle  
Clyde, NC 28721

Party Harty, L.L.C.  
1346 Delwood Drive S.W.  
Lenior, NC 28645  
clipperholder@charter.net

Peele Graphics, Inc.  
William Pub  
8131 Hwy 17  
Williamston, NC 27892

Seven Springs Ranch  
Michael Breymeyer  
225 Camp Ground Lane  
Broadway, NC 27505  
mbreymeyer@wave-net.net

## Alumni News

Congratulations to all the new alumni and graduates of the many REAL courses offered throughout North Carolina! We are excited for all of you who are currently opening your businesses, are in business already, or are working on starting your businesses. Your dreams and ambitions are important to NC REAL as well as the economic growth of this state.

North Carolina REAL is excited to let you know that we are planning and developing a special program just for you. Though the details are still being worked out, we wanted to give you something to look forward to. The alumni program will be an additional aid for your business to continue to grow by offering additional resources to you. NC REAL understands the demands of starting a new business, so we want to go further in our support of your efforts.

If you have ideas on things you'd like to see in our alumni program, feel free to call Michelle Hall in the Durham office or email her at michelle@ncreal.org. In the coming months, don't be surprised if she calls you for your opinions.

North Carolina REAL would like to thank Nancy Goplerud, A Matter of Taste Cafe, Michelle Yoder, From Dull to Divine, and Tammy Rochester, Tammy Martha's, for speaking at our Spring In-Service conference for our course facilitators. We would also like to thank Tom Watkins, Iron Dragon Studio, for speaking to our new group of facilitators in Durham this past spring. Your inspiring stories help spark great ideas and inspiration in our course instructors.

## Staff Updates

Early Spring has seen a new addition to the NC REAL staff. Michelle Hall has joined the team as the Assistant Director - Resource Development, she is currently providing program development and support services to NC REAL. Michelle assists the Executive Director, Eleanor Hernon, with community development projects, fundraising, government relations, and supports program facilitators. An experienced entrepreneur, Michelle formerly owned and managed a successful marketing/communications consulting firm in Raleigh, NC. Michelle holds a B.A. in communications from Loyola University Chicago.

Congratulations are in order for Anna, as she completed her MBA program at Meredith College in May. After endless classes and challenging projects, Anna is happy to finish her Master's degree and apply her new skills to her work at National and NC REAL.

## Many Thanks

North Carolina REAL would like to thank each individual who made donations to our organization. We can not do this work without your support. We would also like to thank the many organizations who have given support to our work over the past year. Your support has helped us bring economic development to the many under served areas in our state. With more businesses opening as a result of our program, we are grateful to have you apart of our efforts.

## Facilitator's Corner

With summer vacations in full swing, instructors are busy planning for the upcoming school year. One of largest issues in facilitating REAL Entrepreneurship is recruiting students into the classrooms. This edition of REAL Talk is going to focus on recruiting tips and tricks.

Though recruiting is different between high schools and adult education classes, one tool that is common between the two is the catalog description for the course. For many students, this is your only opportunity to attract and educate the student to take the class. That means in one or two sentences you have to attract your student. That's a huge task in miniature proportions.

With little words to spare, you can creatively use the course description to pose a question and answer to your audience or entice them in some way to take your course. You need to know your students and speak at their level in describing your course. Take a moment to think about how you would respond to the description if you were the student.

Knowing that your time is limited and you may not even want to think twice about what to write for a course description, understand that this tidbit is small and significant. Some examples of a good course description include:

*Have you ever dreamed about being your own boss? Do you think owning your own business is beyond your ability? REAL Entrepreneurship is a hands-on course that will help you to develop the knowledge, skills, and attitudes you need to running a small business. This course will guide you through the process of choosing, researching, planning, and operating a business through interactive activities and real life examples. (add required class information here)*

## For Your Information...

If you know of a colleague who you think should attend a REAL Institute, there's one more chance this summer! There will be an institute in Durham from July 12-16, 2004. If you refer an actual attendee, CFED REAL will award you with a \$50 bonus. Time is limited, so sign your friends up now!

Mark your calendars! This fall will see many great conferences regarding economic development across North Carolina. Among them are The Rural Center's 2004 Rural Partners Forum "A New Day Dawning for North Carolina's Rural Workers, Businesses & Family Farms" and The Center for Community Action's "National Conference on Job Loss and Recovery in Rural America. Both conferences are scheduled for late September and early October. More information is available on the organizations web sites, or contact Michelle in the REAL office.

Need help recruiting? NC REAL is here to help. Besides the listing of ideas on how to recruit for your classes in the Implementation Guide, feel free to contact Michelle Hall in the Durham office for further assistance. Michelle is experienced in marketing and can offer ideas, assistance in writing press releases, send you informational brochures on NC REAL to distribute, or help you further develop your own ideas.

A new and improved web site will be popping up on NC REAL's domain. You'll be happy to know that more information and tools for facilitators will be added to the web site, as well as a place to share your success stories. Information on that will be coming soon.

## Featured Facilitator

Joseph Fox has been involved with REAL since 1997 as a facilitator at Haywood Community College. He later worked on staff for several REAL Institutes then became the Associate Director — Western North Carolina. Joe also served as the Interim Executive Director of REAL for six months.



"The added benefit of being REAL certified was the use of all the REAL activities and Individual Learning Cards." Joe's favorite activity to facilitate is "How Sweet Is It?"

Through Joe's classes, he has seen many students overcome their fears with particular areas of starting a business, and he has seen those students become great business successes.

When it comes to recruiting, Joe advises other facilitators to use the resources available to them. Involve your peers, invite them to your class to share as an "expert." If you know others who are involved or teach marketing, accounting, information processing, research, etc. use them. This in turn helps them understand what you are doing, and get's them excited to help you more.

**Yes, I would like to make a financial contribution!**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

\$25  \$75  \$150  Other \_\_\_\_\_

I would like my contribution to be used in the following category:

General Fund       Summer Camp  
 Spanish REAL       Rapid Response

Please send this coupon with a check payable to: NC REAL Enterprises, 115 Market Street, Suite 221, Durham, NC 27701.

**On behalf of NC REAL,  
Thank You very much!**

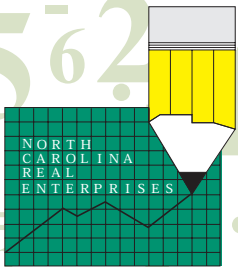
## Giving Opportunities

Dear Friends of NC REAL,

As the New Fiscal Year begins for our organization, North Carolina REAL Enterprises would like to express our gratitude for everyone's commitment to bringing career and economic opportunities to North Carolina through entrepreneurship. Your unwavering dedication continues to have a profound impact on NC REAL and communities throughout North Carolina. We thank you for your leadership, and we invite you to make a financial, tax-deductible contribution to NC REAL to continue to bring vital programs to our neighbors.

Thank you again!

NC REAL Staff



115 Market Street, Suite 221  
Durham, NC 27701

Developing entrepreneurial talent through action learning and fostering the creation of sustainable enterprises throughout North Carolina, with special emphasis on rural communities.