

BEATING THE ODDS:
Getting a raise in a tough economy. **3C**



Business:
Karen Underwood
kunderwood@hpe.com
(336) 888-3617

Defying the economy

Young entrepreneurs find niches, forge their own success

GREELEY, Colo. (AP) The economy may be suffering, but for a host of business owners and entrepreneurs out there, there are no excuses. This is a time for innovation, progress and hard work – even if they are college students. Greeley is becoming a hotbed of business ideas as students try their hands at the business world, be it opening bars, running Web sites, painting houses, or simply finding a

niche in an otherwise stagnant market. More important, students are learning to navigate a business world in some of the worst economic times, making their own way rather than counting on someone else to do it. “I don’t want to work for an hourly wage,” said Greg Farnsworth, a senior at the University of Colorado who recently opened the long-awaited Patrick’s Irish Pub in downtown Greeley. “You have all

these business ideas and never start them. “Finally, I said I have to stop making excuses. I’ve got to do this.” College is the perfect time for students to try their hands at business, said Dave Thomas, an assistant professor of management at the Monfort College of Business at the University of Northern Colorado. The college offers an entrepreneurship certificate to its business majors, but it will soon offer an entrepreneurship minor for all students at UNC – the first in the state to do so. “The beauty of doing it in college is you’re not

risking a lot,” Thomas said. “They use the coursework to learn how to start a business. They’re using the time to start out their idea. The point is, the idea is tested in a college setting, where there was not much risk, they have access to great resources and a platform to connect with (the business) network. ... A lot of students don’t want to go to work for a big corporation and get laid off when they’re 40.” Sara Rigney, a freshman at Colorado, is starting early. For her, the learning starts now while she’s working through her general studies. She re-

cently signed on with College Works, a franchised house painting network, in which she’ll operate her own house painting business during the summer. She hopes to create a \$60,000 business, organizing crews to paint houses throughout Arvada, her hometown. “I’ve always wanted to be a huge business owner and make an impact,” said Rigney. “I feel like waiting for it is putting off an opportunity for something I can take advantage of now. ... I want to run a business right now, where I can get started and take risks in a fairly protected environment.”

IN THE SPOTLIGHT



Are you an entrepreneur with an established business in the High Point area? If so, you may be a candidate for a Business Profile. We profile selected businesses every Sunday. If you’re interested, submit your name, number and brief explanation of your company to jfeeny@hpe.com.

BUSINESS PROFILE

Pest control business thrives

BY KAREN UNDERWOOD
ENTERPRISE STAFF WRITER

HIGH POINT – It’s a rarity to find a family business that’s lasted for 50 years, but even harder to find is an owner still passionate about the business who has made family the central theme of the work place. Family is in the name at Go-Forth Pest Management Inc. in High Point, now owned by Chuck and Suzanne Hazelwood, and started by Frank Goforth, Suzanne’s father. Started in 1959 out of his home, Goforth had a vision for a family business that has continued today. His daughter answered phones as a little girl. Fifty years later, she serves as vice president of the company.

Chuck and Suzanne’s son works as the general manager, and he will continue the business when Chuck retires. “Family is the nature of this business,” Hazelwood said. Go-Forth Pest Management is a full-service pest control company that offers services for real estate inspections, wood-destroying insects and general pests. Because their business is diverse and does not just rely on one segment of the economy like construction or real estate, they have continued to grow and remain strong even in an economic crisis. Serving 12 counties throughout the Triad, the company has had more routes than ever before, Hazelwood said. And they are adding new services. In 2007, they added a seasonal mosquito control



Chuck Hazelwood of Go-Forth Pest Management, in front of his building on S. Elm Street. SONNY HEDGECKOCK | HPE

service to help customers who have a mosquito problem in their yards. This year, they will add a fire ant control service to help the spreading problem that Randolph and Alamance counties are having with fire ants. “I’m most passionate about the 20-some years my wife and I got to work together,” Hazelwood said. His kids grew up in the business and he loved sharing in the day-to-day joys with them. Hazelwood has worked to create that atmosphere at his company of 17 full-time employees who, he says, lean on him for more issues than just work. “My employees are the No. 1 asset.” Hazelwood grew up in High Point and began working in construction in high school. After graduating, he traveled

and worked in furniture showrooms, but after being married for four years, he and his wife wanted to start a family. It was Christmas 1979 when Hazelwood was working in Dallas when he quit his job. “I did not have any plans,” he said. But over the holidays, his father-in-law offered him a job at Go-Forth, and Hazelwood took it. “He gave me opportunities I could have never found anywhere else,” he said. “I was hooked.” Jan. 1, 1980, Hazelwood entered the business, and he and his wife took over in 1985. In addition, Hazelwood was recognized as the High Point Small Business Person of the Year in 1999 by the High Point Chamber of Commerce. “I enjoy the challenges, I en-

CHUCK HAZELWOOD

Occupation: Owner of Go-Forth Pest Management Inc.

Hometown: High Point

Education: T. W. Andrews High School

Family: Married for 32 years; two children

Hobbies: Playing golf, wood-working

Favorite music: Oldies

Favorite book: “Clear and Present Danger”

joy the risks,” Hazelwood said about being in business for himself. In 1988, he designed and built the current building at 805 S. Elm St. Owning his own business allowed him the freedom to go to his children’s ball games and plays and adjust his

schedule for the most important things in his life. But Hazelwood holds to the fact that he’s more than just “the bug guy.” His company is committed to caring for its customers. kunderwood@hpe.com | 888-3617

Circuit City fails to woo many customers in final days

MCCLATCHY-TRIBUNE NEWS SERVICE

GREENSBORO – Dan Atwell and his wife, Crystal, were among the first to arrive at the Circuit City off Wendover Avenue in Greensboro on Friday, hoping to snag some deals before the chain closes for good. The verdict?

“We weren’t too terribly impressed, we’ll put it that way,” the 34-year-old High Point resident said. Many customers gathered outside the store and waited until the doors opened at 10 a.m. Friday, hoping to take advantage of big discounts amid news that what once was the nation’s second-largest consumer electronics retailer

is closing for good by the end of this weekend. After failing to find a buyer or secure refinancing under Chapter 11 bankruptcy protection, Circuit City said in January it would be liquidating its remaining 567 U.S. stores and laying off about 34,000 employees. Although many had been unimpressed by earlier

sales, customers throughout the country were still beckoned to the store by Circuit City ads declaring huge discounts – up to 90 percent – by today. But it was slim pickings Friday because most of the store’s shelves were empty. What was left were a handful of flat-screen televisions and computer printers marked down by

50 percent, XM satellite car stereos that were 70 percent off, cables and accessories that were up to 90 percent off and a smattering of CDs and DVDs that were 80 percent off. “It’s almost all gone,” said Browns Summit resident Louis Pacho, 60, who was shopping around for a television but left the store without buying anything.

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NO THANKS

TOKYO (AP) – Cash back from the government? Stupid, wasteful and ineffective – and a shameless attempt to lure voters, many Japanese say. Prime Minister Taro Aso is touting a one-time cash handout of 12,000 yen, or about \$120 per person, as the centerpiece of a stimulus package to revive the world’s second-largest economy, mired in one of its worst slumps since World War II. But polls show most Japanese oppose the idea – though many confess they’ll take the money anyway. They argue that most people will just save the money, not spend it. Others say it’s a shortsighted plan that exacerbates the government’s ballooning budget deficit. Some call it a ploy to boost the plunging popularity of Aso and the ruling Liberal Democratic Party.

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