

world of women



Shown at the speakers table at the opening session of the First National Conference on Business Opportunities for Women are, left to right, Inez Kaiser, chairwoman; Trudy Haynes, KYW-TV, Philadelphia; Armita Young Boswell, executive chairwoman, League of Black Women, Chicago; John L. Jenkins, director of the Commerce Department's Office of Minority Business Enterprise, sponsor of the conference; and Sally Peterson, honorary chairwoman, wife of Commerce Secretary Peter G. Peterson.

Women talk business

The First National Conference on Business Opportunities for Women opened in Washington, D.C., with approximately 500 women gathered from across the country to participate in two days of general sessions, workshops and panels to identify problems faced by businesswomen and those expecting to go into business, particularly minority women, and find ways to solve the problems.

In her opening remarks Inez Kaiser, chairwoman of the conference, and president of her own consulting firm in Kansas City, said, "to all of you women let me charge you that if any of us are to become a success today we have to stick together, work together, support each other and share our pitfalls. We must help build and support each other's businesses and dreams."

Honorary chairwoman Sally Peterson, wife of Commerce Secretary Peter G. Peterson, said the conference was a historic first of its kind. She said she believes minority women are facing a far less hostile world today than "the one Martin Luther King dared encounter."

John L. Jenkins, director of the Commerce Department's Office of Minority Business Enterprise, sponsor of the conference, said one of the purposes of the conference was to bring together successful business women with those considering a business career

to share experiences and information. "Our program is to find ways to increase opportunities for minorities to open their own businesses," he said, "and we are concerned that women, too, must share in these opportunities."

Other speakers appearing on the program were Armita Young Boswell, executive chairwoman of the League of Black Women, Chicago, and Angie Cabrera, an official with the Puerto Rican Forum, Inc., New York, and Marion Corwell, North American public relations staff officer, Ford Motor Co. Frances Murphy, chairman of the board, Afro-American Newspapers, delivered the banquet address.

The conference featured a series of concurrent workshops under three theme areas, "New Frontiers in Business," "Recognition of Barriers," and "Strategy to Overcome Barriers." Workshops, covering varied fields of business such as construction, health services, real estate, and manufacturing were the main vehicles for the exchange of information among the participants. Five panel discussions focused on business opportunities for women, the role of the Federal government, business development, opportunities in the private sector, and business financial resources. Approximately 100 women business leaders served as vice-chairwomen of the conference.

ADC mother earns career in modeling

"I can't believe myself!" That's the way Jacquelyn Morgan of Atlanta sums up the new person she has become since completing modeling school and finding her niche in the business world.

The "newness" is both inside and out. Although Mrs. Morgan had long had an interest in cosmetics and hair styling, it wasn't until she enrolled in the U.S. Department of Labor's WIN program in the spring of last year that she was able to make significant changes in her own appearance. In fact, the first step in her participation in WIN was the correction of acute dental and skin problems.

Once these difficulties had been handled, Mrs. Morgan began to sense other changes taking place. "I liked my looks for the first time in my life, and this made me want to try doing some of the things I'd been afraid of before."

Concern over her appearance, however, had by no means been Mrs. Morgan's only, or even her biggest, problem. Soon after her graduation in 1963 from Atlanta's Washington High School, she married. Subsequently, she and her husband separated, a move which left completely in her hands the support of her then-year-old son, Leroy Morgan, Jr.

At this point Mrs. Morgan was faced with the double dilemma of caring for Leroy, Jr. while at the same time, trying to earn a living wage. She worked as a packer in a food processing plant, as a machine operator in a broom factory and as a teacher's aide, but even with the help of welfare payments, the going was rough, indeed.

Then, in March of last year, things began to look up. A case worker told Mrs. Morgan about the Department of Labor's WIN program. The goal of WIN is to move off welfare rolls and into gainful employment persons who are 16 years of age or older, who are receiving help under "Aid to Families with Dependent Children" program.

Potential WIN enrollees are referred by public welfare agencies and, when accepted for the program, receive a number of supportive services aimed at preparing them for permanent employment. One of these services in Mrs. Morgan's case was day care for Leroy, Jr.

Mrs. Morgan's first vocational training venture under WIN was an abortive effort to complete a cosmetology course. Feeling discouraged in the wake of this unhappy experience, Mrs. Morgan was sitting in the downtown-Atlanta WIN office wondering what to do next when a program representative suddenly saw in her an unexplored possibility. He noticed she moved her 5' 8" body with a natural poise and grace.

"How would you like to study modeling?" he asked her. After a "do you think I could?" reaction, she began to exude an enthusiasm which is still apparent.

In order to get a reading on the feasibility of such a course, the representative sent her to one of Atlanta's outstanding fashion and modeling authorities. This expert concluded that Mrs. Morgan had potential.

WIN officials immediately arranged for her to attend the Fashion Institute of America for three quarters. The Institute is a division of Massey Junior College, Atlanta. That was in April, 1971 - "A happy turning point in my life," says Mrs. Morgan.

By applying herself wholeheartedly, Mrs. Morgan did well in her courses which included merchandising, retailing and drama. She made the dean's list, in addition to being named president of the school's modeling club. Still another source of satisfaction to her was a straight "A" record in drama.

This past summer Mrs. Morgan made the New York City visit which is a routine part of the Institute's curriculum. The trip included talks with three modeling agencies, one of whom asked her to pay a return visit after she had earned more experience.

For now, however, Jacquelyn Morgan has realized her immediate goal, to work in retailing while supplementing her income with occasional modeling. Bob Gerson, owner of Kicks and Lids, the Atlanta men's clothing store where she is employed, says "Jacquelyn is our number one sales person after only a month with the store!"

Gerson adds that Mrs. Morgan is one of three models in a commercial film being produced as an advertisement for his store.

Free lunches

Free lunches again will be served at the two Salvation Army community centers which operate in disadvantaged areas, The Salvation Army Community Center, 932 N. Shaver, and The Salvation Army Youth Center, 711 N.E. Dekum.

Available for youth under 21, the lunches are served through the U.S. Department of Agriculture and the Portland Public School District in cooperation with the Salvation Army. The lunch period is from 12 to 1:30 p.m., Monday through Friday.

Arrangements have been made to serve 50 youths each day at each location, but if demand warrants, more can be provided, according to John Newmaster, supervisor of the two centers.

Luncheon scheduled

Are you ready for a surprise? Coming at 12 noon, June 17 at the Neighbors of Woodcraft Hall, 1410 S.W. Morrison, the Oklahoma Ambassador's Club is giving a luncheon to help the youth of today. The fashion theme will be hats and roses, and there will be door prizes.

The program will feature the Sturdivant sisters, Renee, 14, and Renita, 17, in a dance. The sisters attend high school in Bremerton, Washington. Help the youth of today. Get your tickets early. Call 288-4948; in the evenings, call 281-7443.

UC selects woman

National Urban Coalition President M. Carl Holman announced today that Sarah Short Austin has been named Assistant Vice President for Field Operations.

Ms. Austin, a Washington, D.C., resident, will have as a major responsibility the development and coordination of programs and projects relating to the 37 local urban coalitions across the country.

In addition, Mr. Holman said, Ms. Austin will play a prominent role in the new Coalition program to help revitalize cities which have serious problems of abandonment.

Ms. Austin most recently has been at the Price Commission, where she served as Chief of the Voluntary Action Division in the Office of Public Affairs.

Before that, she was a Fellow at the Department of Health, Education and Welfare, serving as Special Assistant to Secretary Elliot Richardson for Special Projects.

She has a broad background of responsible positions in the social areas with industry, colleges and social organiza-

tions. From 1964 to 1967, she was a member of the faculty of the Howard University School of Social Work. Ms. Austin holds a Master of Science Degree in Social

Administration from Western Reserve University in Cleveland, Ohio, and a Bachelor of Arts Degree from Fisk University in Nashville, Tennessee.

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Training program successful

By Elizabeth Ann Churchwell

About a month ago I received a letter from the Forestry Service located in the Multnomah Hotel, asking me to come in regarding a training program called Public Service Careers. At first I was very hesitant about even taking the time out to go for an interview because I had been on several jobs before and none of them really captured my interest so that I really applied myself. But after going in and talking to the interviewer I felt quite interested and a little excited about trying it. So about two days later they phoned me and told me I was one of the top chosen off the list. Of course I was happy and a little scared of being a failure again on a job, but I went on the training session anyway.

After being here almost three weeks, I can honestly say I have a lot of confidence as well as a lot of responsibility toward my job. I am gradually learning more about clerical duties, forestry techniques, values and assets, and all the things which a government job would require one to learn. There are so many things that young people can learn here to advance their knowledge in a lot of fields of their choice if they wanted to. I'm certainly grateful that I have a wonderful instructor teaching me all these valuable things for



MARTHELLA BAILEY

placement in my selective field after completion of this program.

To all young people who want to develop a skill now, there are opportunities here just waiting to be tried if you have the desire to. Do as I did; take a chance to become a part of an exciting and rewarding life in a well paying and established profession - Public Service Careers.

And by all means, see Mrs. Marthella Bailey, the training instructor. Her time is well worth your efforts. As a Soul Sister, I'm telling you, it's beautiful to be really working instead of watching life pass me by so quickly without anything to show for accomplishments.

ONION CASSEROLE

1-1 lb. can whole onions
1 can mushroom soup
2 tsp. milk
2 tsp. slivered almonds
Paprika

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