

# Happy New Year from the Portland Observer



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Two Sections



Celebrating the first day of Kwanzaa on Dec. 26, children of the Black Education Center tell the story in acting and in song of the first Kwanzaa. "Kwanzaa" is a Swahili word meaning "first fruit" and was inspired by African harvest celebrations. A non-religious holiday, Kwanzaa is being celebrated by

more and more Black Americans across the United States. Kwanzaa is celebrated from Dec. 26 through Jan. 1 and was founded by Dr. Maulana Ron Karenga in 1966. (Photo: Richard J. Brown)

## McDonald's and Coors reach out to Blacks and minorities

by Jerry Garner

McDonald's restaurants and Adolph Coors Brewery of Colorado are doing business with Black-owned companies. McDonald's, the nation's largest fast-food chain, reached an agreement with the National Association for the Advancement of Colored People (NAACP) last February to substantially increase the number of minority franchise owners. McDonald's also agreed to funnel \$110 million or more into the Black community until 1990.

As of February 1985, 9 1/2 percent of McDonald's franchises were owned by Blacks and 14 percent by other minorities. However, top McDonald's officials have previously shown reluctance to sign "fair-share" pacts that require corporations to negotiate employment and financial investment goals with civil rights organizations, and this is the first time the chain has done so.

The agreement calls for McDonald's to study sales and revenue figures and explore the availability of minority vendors and professional firms, with the goal of establishing additional-specific quotas by the end of 1986.

Under the terms of the five-year agreement, McDonald's will:

- Seek qualified minorities and prepare them to purchase and manage franchises, until the pool of franchise applicants is at least 25 percent to 30 percent minority.
- Establish 100 new Black-owned restaurants over the next four years. (There currently are about 300 Black-owned McDonald's restaurants.)
- Increase the number of minority employees and appoint more minorities to management and administrative positions.
- Establish a minority purchasing program to increase opportunities for

minority vendors to supply restaurants with food, packaging and services.

- Increase corporate contributions to Black community projects.
- Increase expenditures with Black-owned professional businesses, such as advertising agencies, insurance companies, law firms and banks.
- Use Black construction companies for \$25 million worth of construction and renovation projects at restaurants during the next two years.
- Appoint a group of NAACP and McDonald's officials to monitor the success of the agreements.

The Adolph Coors Company signed a "fair-share" agreement with the NAACP in September of 1984. Under the agreement, Coors will spend 10 percent of its budget with Black-owned businesses, bringing more Blacks into management and increasing company contributions to Black community projects over the next five years.

Coors has already deposited \$2.6 million in 20 Black-owned banks, awarded 180 contracts to Black-owned businesses, hired a Black advertising agency and established scholarships for Black students.

## Correction

Last week the article with the headline "PIIAC will reissue subpoenas" stated that city commissioners Mike Lindberg, Margaret Strachan, and Dick Bogle voted against requiring three police officers to testify before the Police Internal Investigations Auditing Committee (PIIAC). The sentence should have read: commissioners Strachan and Lindberg voted for the officers to testify before the committee. Commissioner Bogle voted against the officers testifying before the PIIAC.

Our apologies for any misunderstandings arising out of the error.

## Gladys McCoy to run for Chairman of Board of Commissioners



Monday, Democrat Gladys McCoy, former Multnomah County Commissioner, announced her candidacy for Chairman of the Board of Commissioners, a new position created by Multnomah County charter revision. (Photo: Richard J. Brown)

## Black economic independence tops NBCSL legislative plan

In keeping with the theme of its Ninth Annual Conference in Philadelphia, the National Black Caucus of State Legislators (NBCSL) adopted a legislative plan consisting of resolutions addressing "The Politics of Black Economic Independence." The resolutions, drafted, debated and approved at the NBCSL business meeting will be introduced beginning in January in the 42 state legislatures where NBCSL members hold office.

Among the key decisions made is that each state caucus will develop an alternative budget for submission to its governor to provide funding for programs needed by their constituents.

"The example shown by the New York State Black and Puerto Rican Legislative Caucus, which secured \$400 million in programs, suggests that this is a useful tactic for all our states to employ," said NBCSL president, Maryland state Sen. Clarence M. Mitchell, III. "Our approach will be to identify the programs necessary for our constituents' well being and then incorporate them into the alternative budgets. These documents will reflect each state's particular circumstances."

A second resolution addresses the limited financial backing received by the Minority Business Enterprise Legal Defense and Education Fund. Caucus members over the upcoming year will raise \$1 million to assist the fund in doing its work—buttressing Black-owned businesses. The fund was established by U.S. Rep. Parren J. Mitchell (D-MD) to enforce set aside provisions established under federal law. The Justice Department is charged with filing suit against federal contractors not complying with these provisions; however, their lack of initiative in prosecuting violators prompts the fund to act in place of the Justice Department. The \$1 million will be used to finance litigation and assist these enterprises; fundraising starts immediately.

In support of the national venture capital fund established by Rep. Mitchell, NBCSL will spearhead a drive to raise \$1 million to assist Black-owned businesses with capital formation. Also, legislation will be proposed in states with no existing venture capital law. Maryland and Illinois laws will be used as examples for drafting these bills.

"The greatest value of our annual conference is the opportunity it affords us for sharing information and experiences in our respective legislatures," said Sen. Mitchell. "The result is an increased ability to leverage more resources for our constituents. For example, a recently enacted law, sponsored by Maryland state Delegate Elijah Cummings, providing state funds to lend minority businesspeople to purchase franchises, was endorsed by the caucus and will be used as a model for other states."

The caucus's Corporate Roundtable member, the International Franchise Association, will assist legislators in this effort.

A dramatic proposal by Florida state Sen. Arnett E. Girardeau will yield a Corning, NY conference facility for the caucus. Sen. Girardeau said, "I am offering 40 acres to the caucus for development of the site as a meeting place for use by caucus

members and other groups. We have many resources among our members to create a facility of which we can be proud."

Other resolutions part of the legislative plan focus on educational and health issues and the Black church. The arts, entertainment and Black fraternities and sororities were also addressed.

NBCSL's Tenth Annual Conference will be in Washington, DC next December.

## Minority women must prepare for future

by Jerry Garner

"In terms of preparation for the future, Black and minority women are going to have to redouble their efforts to get involved on state, national and local levels to push for issues such as child care, which is going to be more and more of a concern to them." This statement was made by Alexis M. Herman, former Director of the U.S. Department of Labor Women's Bureau.

Herman said as the 21st century nears, the American work force will continue to expand and change. Black women must begin to prepare and gird themselves for those changes by "redoubling their efforts to get involved with specific issues that affect them."

Herman said child care will become more of an issue to Black women. This is because more than half of all Black families in the United States are headed by women. With such a large percentage of Black women as head of household, many must work in order to support their families.

Herman voiced her concerns about the plight of Black and minority teenage girls and young women. "They've got to stay in school and hear that message loud and clear. They must encourage their peers to do likewise and not yield to peer pressures."

"Black women must, and will, soon start looking more closely at issues affecting them, like decent wages, pay equity and their concentration in certain occupation fields," said Herman. "Black and minority teenage girls and young women must learn the importance of networking, of reaching out to find other role models in the community who can provide them with practical experience that can be used as a part of their formal educational process."

Elizabeth Duncan Koonts, the first Black Director of the Women's Bureau, said, "I want to see those Blacks who have made it in business, particularly in the service providing areas, offer their workers shares in the business." This, said Koonts, will encourage employees to take pride in their work.