

On The Money

by Lisa Collins

"I just couldn't see myself going back to teaching," said 49-year old Lenear Heard, of her decision not to sell out, but instead to take over control of James T. Heard Management Corporation (which owned and operated four MacDonald franchises), upon the untimely death of her husband in 1981. Today, she owns eight franchises and is one of the company's most successful black operators, posting revenues upwards of \$14 million last year alone. Said Heard, "I have no limits. What I do want to be sure of is that I have the proper management at each unit, because you're only as good as the people you hire." . . . Heard is just one of half a dozen women at the reins of the nation's top black businesses. It is a number that was made smaller when earlier this year, Sandra Thacker who headed up The Thacker Corporation, which ranks as the nation's 20th largest black business, was accidentally topped \$30 million in 1986) after her husband died from a heart attack and complications due to diabetes.

When Climbing The Corporate Ladder Leads To Brick Walls: Denise Burns founded World Computers when she realized that 12 years of trying in the corporate way had gotten her nowhere. So in 1983, she decided to form her own company. "At the time, there was a push for women to get certified under the SBA's 8A program," said Burns. Today, she estimates her Laurel, MD-based firm, specializing in computer hard-ware support and sales, does "approximately \$20 million worth of business." While crediting God as a big factor in her success, the 42-year old entrepreneur says, "you have to have the desire, assertiveness and stick-to-it-tiveness to do it. It's a grind, but I think you always have to look for the good and not focus on the negative. Additionally, I knew about a lot of the pitfalls, especially with the new fixed-term the SBA has established for graduation. When that term came about alot of 8A firms had a problem because a majority of their business was through the program. So we try to focus in other areas. We haven't been totally successful, but we've gotten some small contracts, and just getting through the door and meeting the right people is half the battle."

In Short: Lee Bailey Communications, the nation's largest syndicator of urban radio programming, set up an emergency relief fund to aid the earthquake victims of Northern California. Said Diane Blackmon-Bailey, executive VP, k"it really hit home for me, being a native of Northern California. We are extremely concerned about the welfare of the people up north and plan to do all we can help." If you'd like to help, send your donation to: Radioscope 911 Emergency Relief, c/o Union Bank, P.O. Box 42919, Los Angeles, CA 90042 . . . Star televangelist Rev. Fred Price recently sold his Los Angeles home for upwards of \$900,000

Affirmative Action: Which Path Forward For Blacks?

The Black community realizes that its salvation lies within itself. The government and the private sector cannot bail blacks out of the continual poverty situation. True liberation must come from within--within the heart, the Spirit and the community.

The art that I have enclosed is directed to that segment of the Black community that is generally called the "underclass" segment of Black America. To most of the America public, the conjured image would resemble the following: Male high-school dropout who spends his time loitering on street corners with others like him . . . unskilled, unmotivated, and inexperienced in the world of work . . . in other words, "unreachable." Like most stereotypes, this one captures enough social reality to be plausible. Yet, it is miles from the truth!

The fact is, unemployment cuts deeply across the full spectrum of Black Americans--females and males, adults and youth, married and single, the more educated and the less educated, the work experienced and the inexperienced. While the prevalence of the problem varies among subgroups, jobless Blacks nonetheless make up a highly diverse population. In the case of whites this observation is taken as self-evident. The extent of diversity among jobless Blacks, however, is often obscured in the public debate, so dominant is the popular stereotype. The development of effective strategies to deal with Black unemployment obviously requires a clear recognition of who is affected by the problem.

This stereotype fails to take into account the fact that unemployment is systematically higher among Black Americans relative to whites. Even where Blacks and whites are equally matched on indicators of employability (for example, educational attainment,) Blacks are unemployed at a higher rate than whites. Blacks who are seemingly well-qualified to compete in today's labor market often are more likely to be jobless than are less-qualified whites. This simply means that understanding the disproportionality issue, i.e. the consistently higher rates of unemployment among Blacks is crucial to understanding the contemporary Black unemployment problem.

Characterizations like "unreachable" or "hard-core" imply that this country is incapable of devising ways to absorb the most needy of the black unemployed into the economic mainstream and it is thus morally entitled to write them off. We disagree.

Most American employers do not understand the difficulty and complexity of the Black unemployment problem. Black Americans are catching hell. This country has spent "billions and billions" to reach the moon, but it cannot "reach" and put to work its unused human resources.

Black unemployment is a multi-dimensional phenomenon that cannot be controlled by any single remedy. Nevertheless, I put forth art as such a remedy.

Over 500 Attend The 4th Annual Commemoration Ceremony Of The Whitney M. Young, Jr. Training Center

Over 500 friends of the National Urban League came together to honor the outstanding contributions of four pioneers who promoted racial understanding and cooperation in American society. The fourth annual commemoration ceremony of the Whitney M. Young training Center was held at the National Urban League headquarters in New York City on October 22, 1989.

Honoring more than 20 years of dedicated service, the medallion was presented to Enid C. Baird, former Executive Assistant to Lester Granger, Whitney M. Young, Jr., and Vernon E. Jordan, all former chief executive officers of the National Urban League; Dr. Daniel A. Collins, San Francisco dentist and former Board Member of both the Bay Area Urban League and the National Urban League; Dennis Dowdell, Syracuse, New York talk show host and former Executive Director of the Urban League of Onondaga County; and Wesley L. Scott, former Executive Director of the Milwaukie Urban League.

John E. Jacob, President and Chief Executive Officer of the National Urban League, congratulated the honorees and proclaimed: "These individuals have given unselfishly of their time and talent. Collectively they have given over 142 years of loyal and effective service to the Urban League Movement. They have truly made a difference."

The honorees also received accolades from Margaret Young, widow of Whitney M. Young, Jr.; Vernon E. Jordan; and other leaders of the Urban League Movement.

The medallion is named in honor of Whitney M. Young, Jr. the fourth Executive Director of the National Urban League.

The National Urban League is a nonprofit, community-based service organization dedicated to securing equal opportunity for African-Americans and other minorities.

"In's And Out's Of Writing A Proposal"

"In's And Out's Of Writing A Proposal" will be offered on Thursday, November 2 from 6:30-9:30 p.m. at the Oregon Association for Minority Entrepreneurs, located at 847 N.E. 19th, Portland.

This session deals with successful methods of writing a proposal.

"In's And Out's Of Writing A Proposal" is co-sponsored by the Small Business Development Center of Portland Community College, the Oregon Association for Minority Entrepreneurs and the Small Business Administration.

The cost of this session is \$15. To register or for more information, contact the Small Business Development Center at 273-2828.

"Attitude Skills For The Professional - Enthusiasm And Leadership"

"Attitude Skills For The Professional - Enthusiasm and Leadership" will be offered Thursday, November 2 from 7-10 p.m. at the PCC Rock Creek Campus.

"Attitude Skills For The Professional" is a series offered dealing with taking responsibility for your life and becoming the person you've always wanted to be - you!

This session is co-sponsored by the PCC Small Business Development Center and the Small Business Administration.

The cost of this session is \$35. To register or for more information, please contact the Small Business Development center at 273-2828.

Yamaha Sponsors International Music Concert at Benson Polytechnic

BUENA PARK, CA--An international music concert will be held at the Benson Polytechnic School Auditorium on Wednesday, November 15, 7:15 p.m. This is the Junior Original Concert (JOC), a program featuring young music students performing their original music. These young composers write music in a variety of styles, from classical to pop to jazz, and may choose to perform as a solo, small ensemble, or sometimes with a full symphony orchestra.

There will be 9 young musicians between the ages of 9 and fifteen. Five are from the Portland area, three from southern California and two from Japan. One of the Portland area musicians is Jason Teborek who recently represented the United States at an international JOC program in Japan.

A unique feature of the JOC program is the improvisation. This begins with a brief theme played by a volunteer from the audience, followed by a spontaneous composition by one of the musicians in a style appropriate to the motive.

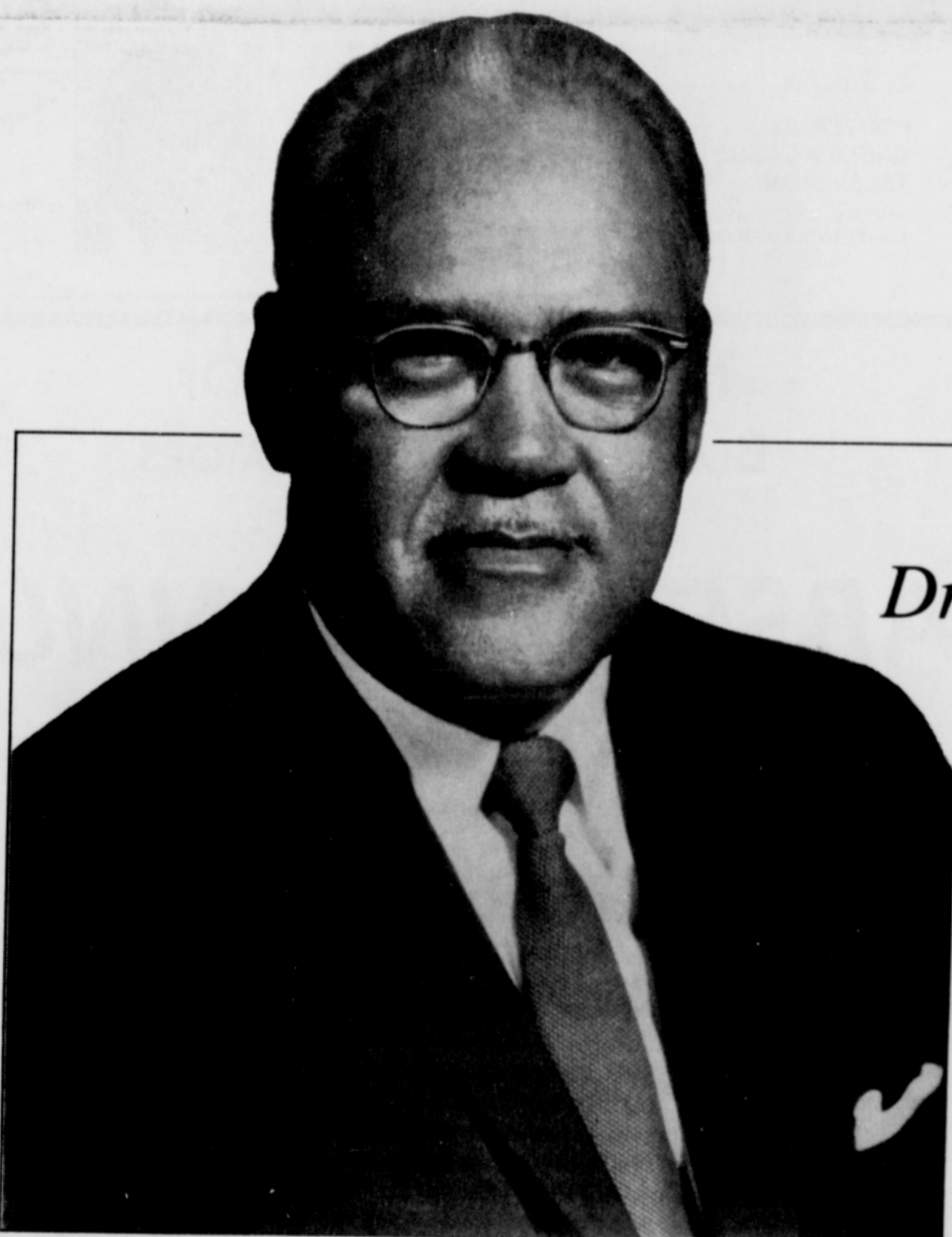
The Junior Original Concert was established in 1972 by Genichi Kawakami, chairman of Yamaha Corporation (Japan). It is the culmination of over 30 years of growth of the Yamaha music education programs, and showcases its most talented students. Each year, children under 16 submit original compositions that have been created without limitations on musical style, instrumentation or presentation. At the Junior Original Concert, selected students present performances on the piano, Electone organ and other instruments.

Cosponsors of the concert are Yamaha Corporation of America, headquartered in Buena Park, California, Yamaha Music Foundation, Tokyo, and the Oregon Cystic Fibrosis Foundation. Admission is \$3.00 for adults, \$2.00 for children and \$7.00 for a family. All proceeds will be donated to the Oregon Cystic Fibrosis Foundation.

For ticket information call 1-800-336-6874.

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