

## Black United Fund Raised 1.9 Million For 914 Charities

NEW YORK--The Black United Fund of New York, an independent fundraising organization, raised \$1.9 million dollars as first-time managers of the New York City Combined Federal Campaign (CFC). The CFC in New York City has always been managed by United Way, and last year they raised \$1.8 million. The contract to manage the campaign was awarded to BUFNY after their successful bid in March 1989.

The CFC, which started 32 years ago, is the only allowed annual on-the-job solicitation of Federal Employees. Over 900 charitable agencies were represented in this year's solicitation of the 73,000 federal employees in New York City.

Kermit Eady, President/Founder of BUFNY, said, "We are pleased and we believe the Federal Government is pleased. Managing our first CFC was a big challenge but we feel we more than met the challenge."

On the job solicitation of Federal Employees has a history in this country almost as old as public fundraising itself. These early fundraising drives were cumbersome and inefficient. Therefore, in 1957 the Combined Federal Campaign was established by executive order to provide for a single unified campaign utilizing payroll deductions as a highly efficient means of soliciting federal employees.

"I am pleased with the enormous generosity of New York City Federal Employees. In view of last year's natural disasters alone, we are all aware of the need of our continued support of these fine charitable organizations. Also BUFNY did a great job in carrying out its management responsibilities," said Campaign Chairman William J. Diamond, Regional Administrator for the General Services Administration.

The Black United Fund of New York is an independent philanthropic organization designed to organize the human and financial resources of African-Americans to support

the growth, development and empowerment of the Black Community and in turn, society-at-large. During its 10 year history, BUFNY has provided financial and technical support to over 200 community based organizations and is currently completing 41 units of affordable housing on Adam Clayton Powell Boulevard and 133rd Street in Harlem.

The Black United Fund of New York looks forward to managing the 1990/91 CFC and is seeking management of other public sector campaigns, said Kermit Eady in final comment.

## Educating Minority Engineers is High Priority for General Electric Company's Contributions to NACME Surpass \$4 Million

NEW YORK, NY--A \$275,000 grant from the General Electric Foundation will help the National Action Council for Minorities in Engineering (NACME) to avert an impending shortage of scientists and engineers. Since 1973 the Foundation has granted more than \$4 million to NACME, making G.E. one of NACME's largest donors.

Addressing the issue of minority underrepresentation in engineering, Edward E. Hood Jr., Vice Chairman of the board and Executive Officer of the General Electric Company, said, "An increasingly complex technological world, coupled with changing demographics, calls for an investment of resources—including money—into science and engineering opportunities geared toward minorities."

According to Hood, who has also been elected as NACME's chairman-elect, "that's not just an affirmative action goal; that's the imperative arithmetic of American competitiveness."

G.E.'s role in the minority engineering effort began in 1972, when the company challenged educators to cultivate a pool of

minority professionals for the technological workforce. This initiative became a national effort to increase the number of African-Americans, Hispanics and American Indians who enter the engineering professions.

One year later, leaders of industry, government, education, minority organizations and professional societies convened to establish a nationwide agenda for change. Their meeting laid the groundwork for NACME, a not-for-profit corporation which has become the center of the minority engineering effort. Through its Incentive Grants Program (IGP), the nation's largest privately-funded source of scholarships for minority engineering students, NACME has provided more than \$33 million in student financial aid. Since the program began in 1975, NACME scholars have been 10 percent of the minority graduates in engineering in the United States.

With support from more than 170 donors, NACME also conducts research in education, develops pre-college and university intervention programs, trains new professionals in the field, and publishes a library of materials that promote interest in and access to engineering careers.

## Blue Cross Executive Patricia Johnson Selected as "Best and Brightest in Corporate America"

Patricia Johnson, senior vice president of government services for Blue Cross of California, was selected recently by Ebony magazine as one of the "Best and Brightest Black Women in Corporate America."

Johnson was among a national group of 100 Black women executives selected as the women to watch in the '90s. According to the Equal Employment Opportunity Commission, Black women represent 2 percent of the officials and managers of major corporations, Black men represent 2.9 percent.

Johnson joined Blue Cross of California in 1975 as an education specialist. She held numerous positions of increasing responsibility and in 1985, was promoted to vice president of government services. In 1988, she was promoted to senior vice president.

Johnson is responsible for directing a \$142 million operation including managing Blue Cross of California's role as a fiscal intermediary for Medicare Part A (hospital care), supervising 550 people who serve 1,750 hospitals, skilled nursing facilities, home health agencies and other clinical providers. This operation pays more than \$5 billion in claims. In addition, she is responsible for maintaining relationships between



Patricia Johnson  
Senior Vice President  
Government Services  
Blue Cross of California

Blue Cross and health care providers, hospital associations, and the U.S. government's Health Care Financing Administration (HCFA) staff at both the regional and the

Baltimore national office.

In June 1987, she was one of 22 "Women of Achievement" honored by the NAACP Legal Defense and Educational Fund, Inc. in Los Angeles. In 1989, she was honored by Dollars & Sense magazine at the Salute to African-American Business and Professional Women held in Chicago. She was featured in the March 1989 issue of Essence magazine as one of 10 Black females in the elite corps of corporate America.

Johnson is an associate member of the American Hospital Association and serves on the boards of directors for American Cancer Research and the University of Michigan Alumni Association. In addition, she is a member of Women in Health Administration, the American Association of University Women and the Women's Career Planning Center.

Prior to joining Blue Cross, Johnson was a teacher in Ohio, California and England. A native of Columbus, Ohio, she holds a bachelor's degree in education from Ohio State University and is a graduate of the University of Michigan Graduate School's Executive Program. A California resident since 1974, she currently lives in Inglewood with her husband and daughter.

## McDonald's In-School Program Stimulates Creative Taste-Buds While Teaching Contributions of Black Inventors

OAK BROOK, ILL.--Firefighters, chemical workers and engineers are only a few of the people benefiting from a breathing device created by Garrett Morgan in 1914. Now called the gas mask, Morgan's lifesaving creation is one of the many innovations featured in the "McDonald's Salute to Black Inventors" education program introduced during Black History Month.

"The program is for elementary grades 4 through 7 and offers a prime opportunity to introduce students to the more than 70 Black inventors who have made significant contributions to our lives," said Ed Rensi, president, McDonald's USA. "We've received a very positive response from teachers who have already included the program in their curriculum."

Thomas Jennings was the first Black to receive a patent in 1821 for his dry cleaning process. His effort led the way for inventors like George F. Grant (golf tee in 1899) and William D. Davis (riding saddle in 1896), who are among those highlighted in the program's classroom materials that include a teacher's curriculum guide, an illustrated poster and a series of activity books.

Each of the six books covers a specific area—food, safety, Old West, transportation, communication and working easier—in which the focus is on the contribution of the Black inventor. Also included in the activity books are illustrated diagrams and charts of original submissions to the U.S. Patent and Copyright Office in Washington, D.C.

Available year-round, the program is designed to foster creative thinking and peak students' interest in science. A group of childhood specialists developed the curriculum while the classroom activity books were created especially for McDonald's by Alton H. Chandler, a publisher of children's educational materials.

Classroom materials are \$10 per set and are available by writing: McDonald's Customer Relations, McDonald's Plaza, Oak Brook, IL 60521.

McDonald's Corporation is the world's leading food-service organization, serving 22 million people each day at more than 11,000 restaurants in 52 countries.



A smile is the shortest distance between two people.

# SPORTS/EVENTS

## SEATTLE POINTS TOWARD FUTURE WITH KEMP

He's the youngest player in the NBA and he never played a minute of college ball, yet Shawn Kemp of the Seattle SuperSonics is making a favorable impression with teammates and rivals alike.

"He's a young guy playing with men, but he doesn't back down and I admire that," teammate Michael Cage said of Kemp, who last month celebrated his 20th birthday. "He gets out there and he'll mix it up with anybody. He's knocked me on my butt a few times!"

None other than Michael Jordan of the Chicago Bulls says that given time, Kemp could be a force in the NBA.

"He doesn't have any college experience and you don't find that in this league except for Moses (Malone)," said Jordan. "The first time we played, I recognized Shawn had that same quality (as Malone). All he needs is experience."

Kemp, who already has treated fans to several spectacular slam-dunks during his brief time in the NBA, was regarded as a long-term project when he was selected by the Sonics with the second of their first-round picks in the 1989 NBA Draft. Seattle used the first of those picks, the 17th selection overall, on Boston College guard Dana Barros, the leading scorer in the Big East during 1988-89. Then the Sonics tabbed Kemp, a 6-10 forward out of Trinity Valley Junior College in Texas.

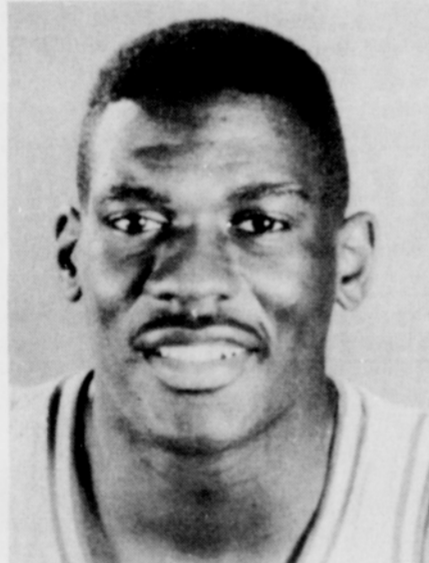
The fact that an NBA team had selected a player out of junior college was unusual, but what made the selection of Kemp even more intriguing was that he never played a game while at Trinity (or any place else since high school), and the fact that he also happened to be only 19 years old at the time.

While Darryl Dawkins, Moses Malone and Bill Willoughby are examples of recent players who went directly from high school to the pro ranks, Kemp's selection was still worthy of attention.

Kemp actually had every intention of playing major college ball. He accepted a scholarship to play at the University of Kentucky after a standout career at Concord High School in Elkhart, IN. But his failure to achieve the minimum level on the SAT forced Kentucky to declare him a Prop. 48 player, ineligible for competition. With the Wildcat's program caught up in a recruiting scandal for which the NCAA would later put it on probation, Kemp decided to leave the school and enroll at Trinity.

Although academically ineligible to play, Kemp worked out with the team and developed a good relationship with Coach Leon Spencer. Last spring Kemp sized up his situation and decided to enter the NBA Draft. After being picked by Seattle, he signed a six-year contract and became the youngest active player in the NBA.

With the likes of Cage, Xavier McDaniel and Derrick McKey playing on Seattle's front line, Kemp's time on the floor has been limited. Through the Sonics' first



Shawn Kemp

23 games he has averaged 13 minutes, 5.7 points and 4.1 rebounds per game.

"The potential is certainly there, and that's all you can say about him at this point," said Seattle Coach Bernie Bickerstaff. "But we haven't had any reservations about having drafted him. He was a good enough offensive player to get picked in the first round of the Draft and his needs now are defense and learning the NBA game."

Kemp has found quite a difference in the brand of ball being played in the NBA, as opposed to the high school game back in Indiana.

"The quickness of the guys in this league has been the toughest adjustment for me," said Kemp. "They're much bigger and quicker than in high school. You can't have a night where you just go in and take it easy; there's so much talent in the league that you have to come to play every night."

While Kemp says things are going relatively smoothly for him so far, the grind of the NBA schedule and the travel that accompanies it have taken some getting used to. His teammates have been a help, though, and he's busied himself with learning Bickerstaff's system.

Bickerstaff realizes that it will take time for Kemp to adjust to the pace of NBA competition, lifting his game to the level of veteran players on the floor. And while he points out that many seasoned college players fail to make the grade in the NBA, Bickerstaff envisions Kemp developing into a positive force for the Sonics down the road.

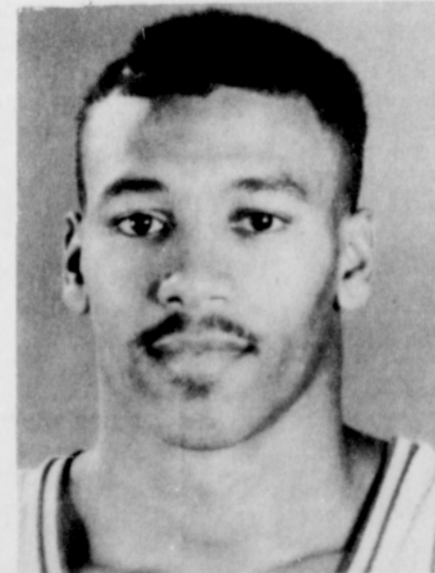
"He (Kemp) has the skills, it's just a matter of if he wants to put the time in. He's been conscientious about working on his game so far," said Bickerstaff. "In order to improve he's got to play a lot of basketball against good competition, working on things over the summer. I'm encouraged about his prospects."

Although content to be earning a healthy salary and squaring off against some of the players he was watching on TV just a few years ago, there are things Kemp regrets not having experienced as a college student — including furthering his education and playing in the NCAA tournament.

"I worked hard in high school to win a championship and it was always a dream of mine to win a national championship in college," said Kemp. "I regret not having the chance to win an NCAA championship, but I'm going to work hard and try to win an NBA championship. Education is also important to me and when our season ends I'll enroll in summer school back in Indiana."

Asked what he'd like to accomplish in his first pro season, Kemp pointed to earning playing time in the latter stages of games.

"I'd like to be in a situation by the end of the season where the coaches have enough respect for me to play me at the end of a game," Kemp said. "Because I'm a rookie and I'm learning, I haven't been able to get into any games at crunch time."



Dana Barros



Against the Trailblazers last weekend, Kemp scored 14 points and grabbed 5 rebounds in only 19 minutes. "He's going to be a player" said Clyde Drexler. The Blazers won 110-98.

**SHORT SHAKES:** Hank Gathers, star forward at Loyola Marymount University died after collapsing on the court during the W.C.A.C. Tournament this past Sunday. He had just slammed in a lob pass for a dunk. Gathers, a native of Philadelphia, was playing before his mother and many family members who made the coast-to-coast journey. He was a certain lottery pick and only 23 years old...

Well, after the Blazers finish their current road trip through the "Black Holes" of New York, Boston, Philadelphia, and Washington, faithful fans should know what they are made of really quickly. All four teams are competitive at home. You must win on the road in this year... Hey, Mona K. Whitley, congratulations on your promotions from culturally isolated Ogden, Utah to Dallas, Texas. I guess you can call it a parole. Good luck and keep up the good work.



Your blood saved somebody's baby.

Thank you for giving. Again and again.

GIVE BLOOD, PLEASE American Red Cross