

## Dr. H. Naylor Fitzhugh, Pioneer In Black Consumer Marketing And A Retired Pepsi-Cola Vice President, Dies At 82 Following Extended Illness

Dr. H. Naylor Fitzhugh, a retired Vice President of Pepsi-Cola Company and one of the leading exponents of ethnic target marketing, died on Sunday, July 26, at the New York University Medical Center after an extended illness. He was 82 years old and lived in Yonkers, New York.

Dr. Fitzhugh's pioneering efforts for close to sixty years -- first as a Professor of Business at Howard University and later as a Pepsi-Cola Vice President and a marketing consultant -- helped to establish the principles on which today's extensive target marketing programs were formulated.

During his tenure with Pepsi-Cola, Dr. Fitzhugh created and managed a number of programs that extended the company's reach among Black consumers. His ideas were later adopted by many large companies to target a variety of ethnic groups, and have since become a mainstay of the consumer products industry.

"Naylor Fitzhugh's work for more than three decades at Pepsi-Cola has been enormously important in the growth of our company and its people," said Craig Weatherup, President and CEO, Pepsi-Cola North America. "He had keen insights into people and relationships, which is really what business is all about. He exemplified the kind of well-rounded leadership that is so essential for success: high personal standards, great interest in the success of others, and church and community involvement. We will miss his perspective, but because he was an excellent teacher and mentor, his legacy will

endure."

Fitzhugh served as Vice President, Special Markets, Pepsi-Cola Company from 1965 until his retirement in 1974. Since then, he has continued to work with Pepsi in the capacity of Project Consultant, administering several of the programs he helped to create.

Prior to joining Pepsi, Dr. Fitzhugh was a professor at Howard University from 1934-1965. While at Howard, he developed the University's first Marketing Program, organized the Howard University Small Business Center, and was advisor to the student marketing association for more than thirty years.

Fitzhugh, a native of Washington, D.C., earned his B.S. degree at Harvard University in 1930, and in 1933, was awarded the M.B.A. from the Harvard School of Business. In later years, Dr. Fitzhugh often recalled that, even with his educational credentials, in 1933 he could not get a sales clerk's job in Washington, D.C. because he was black.

During the 1930s, Dr. Fitzhugh was active in the New Negro Alliance, a Washington-based advocacy group. He also helped found the National Association of Market Developers (NAMD), an organization that continues to focus on the Black consumer market, and served as its first executive director.

Dr. Fitzhugh is survived by his wife of 54 years, the former Thelma Evelyn Hare; two sons, Dr. H. Naylor Jr. of Danville, California, and Richard H. of Shanghai, West Virginia; a daughter, Dr. J. Idorenyin Jamar, of Yonkers, New York, and five grandchildren.

## Roy Jay Wins Round One Judge Denies POVA Motion For Injunction

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new heights as they entered the 90's. "He's a leader", exclaimed Betty Davis, a white tour operator and travel magazine publisher, that was member of POVA for nearly 10 years. Davis states that she and many others dropped their membership in POVA and joined Oregon Business Network only because they were never receiving any economic benefit from POVA for their annual membership dues. Davis went on to say that she has received more leads, referrals and opportunities in one year from Roy Jay's operation than she has ever received in her 10 years with POVA.

"Nobody can say that Roy hasn't been a team player, friendly or working for the overall benefit of the businesses. He's a nice guy and it's obvious that Ahlers and his gang are picking on him because he's doing the right thing" said one local business owner.

POVA records show that Jay has the best attendance and participation at organization events and functions than any of the other board members. Jay, who operates and is involved with numerous ventures and activities is considered one of the busiest entrepreneurs

in the state.

"We have sent out millions of dollars worth of potential convention, visitor and tourism leads by our Telefax system. We have never received a call from one hotel or anyone else asking us to stop sending them business opportunities in this industry" said Jay. He went on to say that he is anticipating substantial visitor, convention and tourism project in the near future, which would give the area even a better advantage over other cities and states.

"What they (POVA) are trying to do is discredit and disrupt one of my businesses and I intend to hold each and every one accountable for every dime we lose or any other damages that we suffer, said Jay. That is the purpose of the court system."

What POVA has to understand is that "you can't use yesterday's rules in today's game"...everyone should be included at all times and at all levels. Some current and former POVA members compare the current situation to being on the bench at a Blazer game...it's fine for you to warm the bench, but the head coach will never allow you in the game.

## Black Economic Empowerment Goes High Tech

New York-based American Minority Media, Inc. has unveiled a product that promises to revolutionize African American business development.

The product, called the "1-DISK" is a mailing database with the names, addresses and phone numbers of over 2700 African American organizations, including newspapers, radio stations, colleges, churches, associations, and other non-profit organizations. Any one with an IBM-compatible computer and Word-Perfect software can use it to make personalized and customized mailings.

According to AMM President Phillip Jones, "The principle is simple. If you're trying to market to Black America, and you have a limited mailing budget, would you rather sell to individuals or groups?"

Although the database holds the names and phone numbers for all of the African American colleges, newspapers, and radio stations in the United States, Jones points with particular pride to his section on churches. "Every time we talk about getting mobilized for anything, the first thing that comes to

mind is the Black church. Trouble is, no one knows exactly where they are. That's why the 1-DISK is so important. We have every region of the country represented in the church file. In time, we hope to have most of America's Black churches listed."

Jones cites the importance of the church file as the primary reason why he is not marketing this disk to white businesses. "This is a product for Black businesses," he says. "White businesses have been using these marketing methods for years on the Black community--mining our markets and carting away the gold. With this tool, we can reach our own consumers and build our businesses. Black America has the buying power of Canada, but that power means nothing if it goes into everyone else's pockets. Just imagine, if we could steer that money back into our community. I warn you, if we don't use our spending power to our advantage, there are plenty of others who will."

The 1-DISK retails for \$124.95. For more information, call 1(800)477-2159.

## Teleconference on New Immunization Requirements for Preschool and Home Day-Care Operators

A television training program on new immunization requirements for preschools and home day-care providers will be telecast by satellite on August 26, 1992 from 9:00 A.M. to 12:00 P.M. to 29 locations statewide.

The teleconference will focus on new rules for people operating preschools or caring for children in their homes.

The new rules require all preschools and home day-cares to maintain up-to-date immunization records on each child in their care. Persons operating preschools or caring for seven (7) or more children must report the immunization status of each attendee to their local health department.

The teleconference is sponsored by the Oregon Health Division via Ed-Net, the educational television system used by schools, hospitals and higher education in Oregon. It is part of ongoing steps being taken by the Oregon Health Division to develop innovative, cost-

effective ways to meet health education and training needs within our state.

The teleconference will be an interactive broadcast from Oregon Health Sciences University and will last three hours. Participants may ask the presentation team questions via telephone hook-ups. "Anyone operating a preschool or day-care in their home should consider attending," says Dr. David Fleming, state epidemiologist. "In Oregon, as in most of the U.S., only about 50% of children are up-to-date on their immunizations at age two years. These children are at highest risk for complications from vaccine-preventable diseases."

Persons interested in additional information or wishing to attend should call their local health department immunization coordinator.

HEALTH DEPARTMENT IMMUNIZATION COORDINATORS  
Clackamas 655-8476 Anna Quinn-Smith  
Multnomah 248-3674 Peggy Hillman  
Washington 648-8881 Roberta Parsons

## Teach Children To Be Safe Walking Or Biking To School

Parents should not only show children the way to school, they should teach them how to get there safely, advises the Automobile Club of Oregon.

"It's important for parents to walk first-time and very young students to school or to the bus stop several times, even if they insist they know the way," said Scott Thompson, Safety Representative. "Decide on the safest route to school, point out possible traffic hazards and establish safe walking habits."

Thompson reminds all motorists to be especially alert in the vicinity of school crossings and bicycle paths because youngsters can be unpredictable. Inquisitive, impulsive and fast, they may dart out between parked cars, from behind shrubbery or other obstructions.

"Children have a relatively short attention span especially in the early grades," said Thompson. "Even if they know all the safety rules, they are likely to forget them when pursuing a wind-tossed school paper or favorite toy."

First time students are particularly vulnerable since they lack experience in traffic and have not yet fully developed the ability to judge vehicle stopping distances accurately.

Collisions are the leading cause of death for youngsters 15 and younger, claiming nearly 44,000 lives in the last decade. Approximately 70 percent of these traffic incidents occur on the way to school and in the afternoon between 3-6 P.M.

Nearly half the deaths and injuries of pedestrians between the ages 5-14 occurred between intersections in 1990 (the latest year for which statistics are available), noted Thompson. Incidents like these occur, in part, because students get careless or act impulsively.

Thompson offers these additional tips to remind motorists to drive cautiously when school is open:

- Watch for school zones that limit driving speed and turns during specific hours.
- Pay attention to adult school crossing guards and AAA School Safety Patrol members stationed at key intersections. Patrol members can be identified by their bright orange belts.
- Be alert for young bicyclists who may appear suddenly from your blind spot.
- Obey local traffic laws concerning school buses.

## Kaiser Permanente Offers Health Education Classes In North Portland

Several Classes open to the public are being offered in North Portland this fall through Kaiser Permanente. For registration or further information, call Kaiser Permanente's Health Education department at (503) 286-6816.

"Parenting the Toddler and Preschooler" teaches parents of 1 to 4-year-olds how to nurture and enjoy their growing child. Class includes group sessions on child development, positive discipline, building self-esteem and encouraging responsible behavior. The eight sessions are on Mondays, Sept. 14 through Nov. 2, from 6:30 to 8:30 p.m., at Kaiser Permanente's Education and Conference Center (Town Hall), 3704 North Interstate Avenue, Portland. Cost is \$72 for individuals or couples who are Kaiser Permanente members, \$140 for the general public (fee includes textbook). Please register at least 10 days before the class starts.

## Multnomah County RSVP Seeks Volunteers

VIEWES: Volunteers Involved for the Emotional Well-Being of Seniors is looking for older volunteers to help other Seniors who are experiencing difficulties in facing the challenges of aging. Special training sessions will be held at Good Samaritan Hospital & Medical Center beginning October 5, 1992.

Volunteers will serve as peer counselors, helping people over age 60 who suffer from depression, grief, alcoholism and medication issues, anxiety, confusion or adjustment problems to physical illness.

Volunteers also receive ongoing support and supervision after training. To learn more about becoming a peer counselor with VIEWES please contact Mary Reardon at 229-7715.

RSVP, Multnomah County Retired Senior Volunteer Program is a federal ACTION agency program. It is sponsored by Legacy Health System at Good Samaritan Hospital and Medical Center.

## Visit Muslim Mosque

For first hand information about the religion of Islam and its teachings about current social problems. View a unique collection of the Holy Quran and other Islamic literature.

Open House, 10:00am - 6:00pm  
August 29 & 30, 1992  
Portland Rizwan Mosque  
9925 S. E. 35th Ave.  
Portland, Oregon 97219  
(503)-246-0813

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