

## Pepsi-Cola Honored by National Urban League

Pepsi-Cola was honored recently by the National Urban League for participating in the civil rights organization's Exhibit Showcase every year since the showcase was begun in 1968.

The showcase is a popular attraction that draws thousands of visitors during the League's Annual Conference.

"You (exhibitors) not only provide financial support, but an attraction our people look forward to and enjoy," League President John E. Jacob told a luncheon for a total of 20, 25-year exhibitors during the League's 1993 annual Conference. "This event could not happen if you did not care about what was going on in our community," Jacob said.

Jacob said that the League's first Exhibit Showcase, put together for the 1968 Annual Conference in New Orleans, attracted 39 companies. This year's showcase registered 445 participants for the popular attraction.

Sam Hall, the recently retired Manager of Public Relations for Pepsi-Cola Company, recalled how he and his supervisor at the time, George Russell, had arranged for Pepsi to become a "Charter supporter of the showcase."

"The summer of 1968 was a time of crisis in much of America," Hall said. "The war in Vietnam raged on, showing no signs of letting up and it



Urban League "Thanks" To Pepsi--The National Urban League gave special thanks to Pepsi-Cola Company recently for participating in the League's Annual Conference's Exhibit Showcase every year since the exhibits began in 1969. Sam Hill, recently retired Manager of Public Relations, Pepsi-Cola, shown here with Betty Shine, Manager, Community Relations, Pepsi-Cola, recalled recently how the original contract was made between Pepsi-Cola and the National Urban League for the Annual Conference in New Orleans a quarter century ago. Hall said that Pepsi, one of 20 American firms recently thanked by Jacob, had been a long-time supporter of the goals and aspirations of African American community-based organizations since the 1940s.

was tearing American families apart. Martin Luther King had been assassinated just months before and this touched off serious rioting in 109 cities." Hall said: "We were especially aware, in Pepsi's Community Public Relations unit, of the need to have the company identify with the efforts of the National Urban League--and with the NAACP--as organization working hard since the turn of the century to help America work for the good of all its people."

Hall pointed out that Pepsi-Cola had taken an interest in the goals and aspirations of minority consumers "long before it became fashionable." He noted that his company had been putting company representatives into African American conferences and conventions since the 1940s.



Four City Tour: The Capitol in Washington, D.C. was just one of the sites visited by the 30 high school winners of Alpha Kappa Alpha's Domestic Travel Tour during their recent four-city tour. The students also visited historical sites in Atlanta, Ga., Birmingham, Al., and Chicago during the eight-day trip. ADA sponsors the competition biennially for academically talented junior and senior females.

### Celebrate Diversity

#### "A Lifetime Of Memories"

Two G's Start At The Top

2808 NE Martin Luther King Blvd.  
Portland, Oregon 97211

Duane Lewis, President Photography  
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### How To Start Your Own Business

The U.S. Small Business Administration and the Service Corps Of Retired Executives (SCORE) are jointly presenting "A Beginning Business Workshop" on Thursday, September 2, 1993 (8am to 4:30pm). This workshop is especially recommended for those thinking of starting their own business, or those presently in business.

The theme of the workshop is "Getting Started Right". It is taught by a lineup of practicing CPA, attorney, business consultants and SBA staff. You get their input on success and failure factors, marketing, record keeping, making your business plan, sales promotion/advertising, point of sale selling, SBA loans, and selecting the right legal structure for your business. A question and answer period follow each presentation. Participants get a free business information kit.

Come learn with the experts at the least cost in time and money and get the most useable information for getting started right.

This September 2, workshop will be held at Two World Trade Center 25 SW Salmon, Portland, OR. Fee \$25.00. Pre-registration recommended. For more information please call Bea: 503-326-5211 or 326-3441.

## Elderly Citizens Lose \$32,000 In Bank Fraud Scheme

Portland Police Fraud Detectives are investigating two recently reported incidents in which two elderly citizens have fraudulently lost a total of \$32,000. The scheme involves suspect(s), posing as investigators, seeking elderly citizens cooperation in apprehending dishonest bank employee. Usually the victim is asked to withdraw a large sum of money and turn it over to the suspect, who agrees to return the money, after apprehending the dishonest employee.

On Thursday, August 5, 1993 an 88 year old NE Portland man and his 86 year old wife reported losing \$7,000 after receiving a phone call from a suspect who identified himself as "Captain Bender", a police investigator. The suspect told the couple that he was investigating an employee of a nearby bank, who was suspected of taking \$7,000 from the victim's ac-

count. The suspect, who had the victims name and other personal information, asked the victim to meet him in the vicinity of the bank, which the victim subsequently agreed to do. Prior to the meeting, the victim attempted to verify the veracity of the suspect's story and his identity. The suspect told the victim to immediately hang up, dial 911 and to ask for him, which the victim did.

Investigators believe that the suspect remained on the line, before it had time to disconnect, and when the victim dialed 911, he actually ended up talking to the suspect, who remained on the phone line.

The victim then met the suspect a few blocks away from the bank and was told to withdraw the money and call the suspect back at 911. Upon doing so the victim spoke with the suspect and two other accomplices,

posing as Captain Kowalski and a Deputy District Attorney, assigned to prosecute the case. Although the victim's wife expressed her suspicions and unwillingness to participate, the victim agreed to meet the suspect, and later turned over the \$7,000 cash, after being told that it was needed as evidence and would be returned to the victim at a later date. The victim later learned that the suspect was phony. The suspect, who was never seen with anyone else or in a vehicle, is described as a male white, 65-70 years of age, 5'10", weighing 170 pounds and having gray hair.

Detectives also report a similar incident which occurred August 4 and 6, 1993, to a 78 year old SE Portland man, who lost \$25,000 under similar circumstances.

"Senior Citizens are targeted because they are generally viewed as

having substantial sums of money," said Detective Mark Coffey, the investigator from the Fraud Detail assigned to investigate the cases.

Coffey states that such schemes are committed by an organized group, involving several suspects who assist in giving the impression that the suspects are legitimate officials. "The suspects watch banks and if they observe an elderly person enter and leave within a short period of time, they assume that the elderly person made a deposit or withdrawal, which require a relatively short amount of time," said Coffey.

"Sometimes the victim is followed home and their license plate is recorded. Using this information the suspects will obtain information on the victim from a variety of sources. This information is then used by the suspect(s) to gain the confidence and

cooperation of the victim" said Coffey. Investigators state that sometimes the suspects pose as bank examiners as well as police investigators.

Investigators recommend the following to avoid becoming a victim of such a fraud: 1) If contacted by a suspect posing as a bank examiner or police investigator, hang up and call your bank; 2) Never agree to make such withdrawals. Bank officials and police investigators, would never ask a customer to make withdrawals to assist in apprehending a dishonest employee; 3) While banking, don't write down account numbers on separate slips of papers and do not leave deposit slips or other bank documents laying on counters; 4) Anytime you deal with a person in plainclothes, who identifies themselves as law enforcement personnel, request to see their identification.

## David Satcher Appointed Director Of The Centers For Disease Control

HHS Secretary Donna E. Shalala announced the appointment of David Satcher, M.D., Ph.D., president of Meharry Medical College in Nashville, Tenn., to be director of the Centers for Disease Control and Prevention in Atlanta.

Satcher, 52, who has headed Meharry since 1982, is one of the nation's preeminent experts on minority and community health issues. He will assume his new duties later this year. In his new position, he will also administer the agency for Toxic Substances and Disease Registry, which is also a component of the U.S. Public Health Service within HHS.

"David Satcher brings world-class professional stature, management skills, integrity and preventive health care experience to his new role," Secretary Shalala said.

"President Clinton has directed this administration to place special

emphasis on disease prevention, and we think of no better person to lead our prevention efforts than David Satcher," Shalala said.



David Satcher, M.D., Ph.D.

HHS Assistant Secretary for Health Philip R. Lee, M.D. head of the Public Health Service, also ex-

pressed his pleasure at Dr. Satcher's appointment to the public health team. "Dr. Satcher is a world leader in medicine and public health. His vision of public health for the 21st Century will enhance the 'health' in health care reform."

Satcher greatly strengthened Meharry's academic and financial status during his tenure. He led fund raising efforts for the historically black medical college and formed links with Vanderbilt Medical School in Nashville.

He recently carried forward the merger of Meharry's Hubbard Hospital and the Nashville General Hospital. Under his leadership Meharry established an Institute on Health Care for the Poor and Underserved in 1989.

Dr. Satcher was born in Anniston, Ala. He received his bachelor of science degree from Morehouse College in Atlanta in 1963 and his M.D. and

Ph.D. in cytogenetics from Case Western Reserve University in Cleveland, Ohio, in 1970. He did his residency training in the joint medicine-pediatric program at Strong Memorial Hospital of the University of Rochester in New York. At Morehouse he was elected to Phi Beta Kappa and at Case Western Reserve to the Alpha Omega Alpha Honor Society.

Throughout his professional career, Dr. Satcher has worked in institutions concerned primarily with the health of American minorities, gaining broad experience in preventive medicine. He has conducted basic, clinical and health services research. His interests include medical genetics (with a focus on sickle cell disease), hypertension, geriatrics and cancer.

From 1979 through 1982, Dr. Satcher was professor and chairman of the department of community medi-

cine and family practice, School of Medicine, Morehouse College. Before that he was an interim dean at the Charles R. Drew Postgraduate Medical School in Los Angeles and was professor and chairman of the department of family medicine.

From 1974 to 1979 he was director of the King-Drew Sickle Cell Center in Los Angeles. From 1975 to 1979 he was also medical director of the Second Baptist Free Clinic in Los Angeles.

Dr. Satcher has been on several HHS advisory councils and has been serving as chairman of the Council of Graduate Medical Education. He has been principal investigator on several major grants from the National Institutes of Health and the Health Resources and Services Administration and the National Science Foundation.

In 1986, Dr. Satcher was elected

to the Institute of Medicine of the National Academy of Sciences He has been a member of the boards of the Robert Wood Johnson Foundation, the Josiah Macy Jr. Foundation, the Student National Medical Association Foundation and the Boy Scouts of America and a member of the President's Advisory Board for Historically Black Colleges and universities.

CDC--with a fiscal year 1993 budget of \$2.0 billion--provides leadership in controlling and preventing disease and injury in the United States. Its centers work with state and local health departments and other partners to monitor health, conduct research to enhance prevention, implement prevention strategies, promote healthy behaviors and foster safe and healthy environments. CDC is one of eight Public Health Service agencies within HHS.

## Legal Aid Series 15: Visitation Tips

Children and their feelings are often overlooked when a family is breaking up or has broken up. It is a difficult time for both parents. However it is important that they put aside their negative feelings towards each other when it comes to dealing with the children. It is important to help the children adjust to the family structure. Handled properly, visitation can help with this adjustment. Studies have shown that when the parents are civil to each other during a visitation exchange, adjusting to the new family structure is made easier for the children.

Visitation is a time when the non-custodial has the children in his or her care. Sometimes weekends or overnight visits are not practical for a variety of reasons. Instead of not visiting try short visits of several hours here and there. Whether or not the non-custodial parent has weekends or short visits, it is most important to be

consistent with the visits. Children need to know they can depend on both parents.

Going to the movies or to the zoo is always a lot of fun but after a while these trips can become expensive.

**"Children do not need to be entertained outside of home all the time on visits"**

Children do not need to be entertained outside of home all the time on visits. Staying at your home can also be fun playing games, baking cookies or perhaps working in the garage. Visitation can sometimes go more smoothly if the child brings along a favorite blanket or toy. It is important that whatever a child brings, it needs to be returned with the child.

It's a good idea for the custodial parent to keep school events from interfering with visitation. However if a school event does fall on a visitation day, the non-custodial parent and the child should decide if the child wants

to participate in that event. If so, the parent should try to take the child to the event. It really helps if both parent actively participate in school sports and events. A child loves having both parents there if they don't get into any arguments.

The non-custodial parent should arrange visitation ahead of time and not just drop by unexpectedly. This

can irritate the custodial parent which frequently upsets the child. Neither parent should make promises they can not keep. The non-custodial parent should not promise that he/she will be there, then not show up. This hurts the child and may cost that parent some of the child's trust. For the same reason try to be on time. If you are running late, call. If you find yourself unable to spend as much time with your children as you would like, you can make up for the lack of contact by calling your children. Children consider a one-on-one telephone conversation with a non-custodial parent as good as a visit outside the home. The custodial parent should not monitor those calls. The non-custodial parent should keep the conversation centered around the child and what is happening in the child's life and not talk about the custodial parent. Both parents need to refrain from expressing negative feelings about the other parent when they

are with the children.

Children sometimes have a difficult time adjusting to having two different homes. Custodial parents often complain the children return from visitation "out of control" because the non-custodial parent has so few rules. Expecting the non-custodial parent to constantly say "no" during the short time a child is with him/her is unreasonable. But on the other hand it is easier on the children if both parents agree to having the same rules in the area of discipline, bedtime and foods.

Multnomah County Legal Aid Service provides legal advice and representation for low income people living in Multnomah County with family law problems. To find out if they would be able to help you, you can call our downtown Family Law Center, 226-7991, or our North/Northeast Community Law Office, 295-9494, located at the Portland Community College Cascade Campus.

### Public Service Announcement: An Open Invitation To All People Of Good Will

The NAACP works to improve the political, educational, social and economic status of minority groups; to eliminate racial prejudice; and to keep the public aware of the adverse effects of racial discrimination.

We are currently recruiting dedicated, motivated and energetic volunteers. Whatever your talent(s) and time we have a place for you; we have a job for you.

Send Your Letter Of Interest To:  
Yollanda Nins  
NAACP  
P.O. Box 11367  
Portland, OR 97211  
Or Call: 284-7722