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Congratulations to the National Newspaper Publishers Association for 50 Years of Outstanding Service.

The Afro-American Section C

BUSINESS PULSE

■ Career Corner C3
■ Sports C5

Saturday, June 23, 1990

BUSINESS BRIEFS

HOW TO VIDEO

In celebration of Black Enterprises's 20th anniversary of service to small and growing businesses, IBM sponsored the magazines's new how-to-video for starting business.

The video profiles several successful Black entrepreneurs and includes advice from two prominent Black members of the financial community on how to secure financing for start-up. It will also honor the nation's 20 million small and growing businesses. For information call 1-800-423-1600.

BUSINESS SCHOOL LIFT

The nation's leading business education organization joined forces this summer to address several of the most chronic problems facing American business schools: the severe shortage of qualified professors and the almost non-existent representation of minorites among graduating Ph.D.s.

A recent study of doctoral supply and demand by the American Assembly of Collegiate Schools of Business indicates that the faculty vacancy rate is about 15 percent nationwide.

The GMAC-AACSB Minority Summer Institute, organized by the Graduate Management Admission Council and the American Assembly of Collegiate Schools of Business, offers 30 college seniors of Black, Hispanic and Native American heritage the opportunity to experience first-hand what a business faculty career is all about.For more information, contact Sharon Barber, AACSB assistant director of communications (314) 872-8481.

DIRECTOR OF METROPLEX CHARGED

The Dept. of Justice announced that a federal grand jury in the Northern District of Texas has returned an 18 count indictment charging Rob R. Franks, a business associate of Earl Rutledge, of Hurst, Tex. with bank fraud, mail fraud, wire fraud, conspiracy, obstruction of justice, money laundering, perjury and interstate transportation of money obtained by fraud.

The indictment was brought by the Dallas Bank Fraud Task Force which has charged 72 defendants. To date, 49 convictions have been obtained and two defendants have been acquitted. The case is part of the Justice Department's ongoing investigation of suspected fraud in the Texas Savings and Loan industry.

MINORITY PRODUCTS IN 7-ELEVEN

The Harvey, ILL. based Austin Diversified Products, has launched retail sales of its Advantage Products at 7-Eleven convenience stores in the Western United States. Advantage Products were previously marketed to retail and commercial customers through mail order or direct sales.

Advantage Product demonstrations drew enthusiastic crowds at the recent Southland West Coast and Canada trade show attended by approxmiately 7,000 7-Eleven store owners. Of approxmiately 350 vendors who attended the show, Austin Diversified Products was the only Black owned firm.

CAR RECALL

Maryland Attorney General J. Joseph Curran, Jr. announced that Jerry's Mitsubishi, a car dealership in Baltimore, has agreed to pay refunds totalling up to $68,800 to as many as 46 consumers to whom it sold previously damaged and, in some cases, stolen cars as "new."

In a seven-page assurance of discontinuance signed by Gerald J. Stautberg, president of the dealership, Curran's office alleges that since Dec. 1, 1986, Jerry's Mitsubishi sold up to 46 "new" vehicles to consumers without telling them that the cars, some of which had been stolen from the dealership and recovered, had in fact been damaged and then repaired prior to sale.

NEW LEGISLATIVE STAFFER

Senator Fritz Hollings announced that one of his staffers, Kem Carter, Demark, S.C. a staff assistant in Hollings' Washington Office, was elected as Assistant Secretary to the Senate Black Legislative Staff Caucus.

The Senate Black Legislative Staff Caucus is composed of more than sixty policy advisors and professional staff members in the United States Senate. The Caucus works in conjuction with Afro-American organizations and the Congressional Black Caucus to monitor legislation and encourage political opportunities for minorities on Capitol Hill.

Study:Blacks,minorities gain but still have long way to go

A coaltion of corporate and academic CEOs have called for a new national commitment to bolster America's growing minority middle class and help unskilled Black and Hispanic workers and the underclass.

In a report released recently, the Business - Higher Education Forum, a group of more than 90 chief executive officers of Fortune 500 corporations and leading colleges and universities, found that a significant percentage of minority citizens have improved their social and economic standing in recent decades, but large numbers still have far to go to move into the mainstream of American life. Among the findings of the report:

More than one-third of all Blacks and Hispanics in the U.S. are middle class, with the Black middle class almost tripling in size over the past three decades.

About one-third of all minorities are living "at the margin." "Limited educational opportunities, low levels of literacy, and lack of marketable skills prevent them from keeping pace with the rising demands of the work place — despite their best efforts," the study says.

About 30 percent of the nation's minority population, including a growing underclass, lives in poverty. "The severity of the problem," the report says, "is highlighted by the fact that the population living in areas of extreme poverty within the five largest U.S. cities increased 161 percent between 1970 and 1980."

The task force included a series of recommendations for public policy makers, the nation's colleges and universities, and corporations in the areas of employment, public assistance, out - of - wedlock births, education, affirmative action, hiring and promotion, capital development, and franchising.

A number of recommendations are made in the study. They include:

The restoration of purchasing power of public employment and training programs to their 1980 budget levels and set a goal of full teenage employment by 2000.

The launching of state and municipal efforts to deal with out - of - wedlock births by discouraging teenage pregnancy and helping teenagers stay in school.

The enacting of comprehensive federal legislation to attack education problems in lower - income areas, including full funding for the Head Start and Chapter 1 programs.

The informing of low - income families early in their child's schooling of financial assistance opportunities for college and use grants in place of loans to pay for the first two years of college.

The increasing of efforts to recruit minority students for undergraduate and graduate programs and minorities for higher education faculties.

The expansion of minority recruitment for entry level, middle - management, top management, and board of director positions in corporations.

The Business - Higher Education Forum was established in 1978 by the American Council on Education, the umbrella association for the nation's colleges and universities. For copies of the report, contact the Forum at One Dupont Circle, Washington, D.C. 20036, (202) 939-9345.

Photo By Merlin A. Summers

JOSEPH "SCOOP" JONES founder of *The Data News Weekly* receives accolades for his 24 years at the helm of the publication from the city of New Orleans— which recently held "Scoop Jones Day". Pictured from left to right are "Scoop's" wife, Mrs. Agatha Jones; "Scoop" Jones himself and Jinx Broussard .

BUSINESS OPPORTUNITIES with African-American lawyers were explored recently by the Burger King Corporation at the National Bar Association Commercial Law Section Corporate Counsel Conference in New Orleans. Among the attendees were: From left to right Samuel E. McCargo, chairperson of the Commercial Law Section, NBA; Cynthia Pinckney, administrator, Minority Affairs, Burger King Corporation; Harold Pope, vice chairperson Commercial Law Section NBA; Majorie Fortner, attorney Burger King Corporation and Michael Darnell, local conference coordinator NBA.

Styles is new VP at Burrell

Alvin R. Styles has been named vice president, director of Research at Burrell Advertising Inc., responsible for overall operations and management of the research department.

ALVIN R. STYLES

Previously, Mr. Styles was manager of product development and market research at Embassy Suites Hotel, Dallas,where his responsibilities included providing research support for the company's marketing, new product development and corporate efforts.

A graduate of Xavier University, New Orleans, Mr. Styles holds a bachelors degree in marketing and economics.

Founded in 1971 by Thomas Burrell, Chicago-based Burrell Advertising, Inc., is the nation's largest African American-owned agency.

The company develops and implements advertising programs for such major companies as McDonald's, Coca-Cola USA, Ford Motor Company, Proctor & Gamble and Brown-Forman Beverage Company.

PACK YOUR BAGS
Conference Update

Talk With Teens

Adolescent Life Skills in the 1990s: Trainings from Experts for a Positive Approach will meet at the Omni Shoreham Hotel from July 9-13.

Adolescent issues ranging from self-esteem and peer pressure to abstinence education and AIDS education will be discussed by experts. For more information contact Andrea Yanowitz at (408) 438-4060.

Food Safety Conference

A 1990 Journalists' Conference: Food Safety and Nutrition Update sponsored by the U.S. Department of Agriculture and the Food and Drug Administration will meet June 25-26 at the National Press Club, National Press Building, in Washington, D.C.

Scientists, policy makers, as well as State agriculture and health officials, will discuss a wide array of food safety and nutrition issues. For questions about the program contact Marci Hilt at (202) 447-6445.

Caribbean Preservation

The Environmental Friends of the Caribbean (EFOC) will hold its First Conference and Music Festival Benefit in St. Thomas, U.S.V.I, on July 27-29.

EFOC is a non-profit committee formed by long-time frequent Caribbean travelers who recognized a need for an orgainzed effort to educate tourist visiting the islands of the importance of preserving the Caribbean Islands' beauty, culture, history and environment.

For further information on travel packages please call Courtesy Travel Service, 347-5900, Barbara Smith or Mary Walsh.

National NOW meeting

The National Organization for Women (NOW) will hold its 1990 National Conference in San Francisco, Ca. from June 29-July 1.

Two thousand feminists are expected to convene at the San Francisco Hilton to debate NOW's policies and priorities for the coming year. Topics will include abortion rights, forming a new political party, and bringing the French pill RU 486 to the U.S.

For more information please contact Pam Hughes or David Harwell at (202) 331-0066.

Wisdom, Faith Conference

The Second Annual International Wisdom Conference will meet June 25-July 1 at the Hyatt Regency Washington on Capitol Hill and the Miracle Faith Centre in Washington, D.C.

The conference will discuss development of Christian maturity, the wisdom and power of God, and fellowship with women expanding their interests in evangelism. For further information contact Sheila Bradshaw or Ida Butler at (202) 544-0313.