Black Burger King franchisees enlist $500,000,000 suit

Burger King franchisees and their attorneys discuss strategies for court battle.

Several Burger King franchisees who filed a $500,000,000 lawsuit against the fast food giant alleging discrimination in the distribution of store sites, have been joined in the legal fray by other minority store owners with identical complaints.

Leaders of the Minority Business Enterprise Legal Defense and Education Fund, Inc. — the group which filed the complaint last October — said support has been pouring in non-stop.

"We have been overwhelmed by the show of support for this suit from minorities all across the country," said Franklin Lee, an attorney representing the black franchisees.

"The growing rainbow of support has rapidly made this case a strong symbol against discrimination in the American marketplace."

MBELDEF officials in the complaint have cited repeated instances of black or minority-owned Burger Kings that are located in crime-ridden and economically depressed areas.

In a nationwide meeting held in Washington just last month, the group further charged that the Pillsbury-owned firm had failed to honor a prior agreement on minority concerns developed by Operation PUSH, the Chicago-based community service group.

The group is seeking $250,000,000 in compensatory damages and $250,000,000 in consistent — and growing — within the fast-food industry.

"I imagine that similar situations exist elsewhere," said Fred Rasheed, national director of the NAACP Economic Development Program, "It's just that they haven't surfaced."

Other observers, however, have said that the problem is punitive relief.

The charges mirror those leveled against McDonald's by a black franchisee who won an out-of-court settlement in a California federal court in 1985.

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QUALIFICATIONS:
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— Graduate degree in Student Personnel, Counseling, Student Development, Higher Education, Adult Education or related fields
— Five years administrative experience in postsecondary education at Director of Dean's level
— Extensive and diverse experience in effective staff supervision
— Breadth of experience within various areas of Student Services
— Demonstrated knowledge of and experience in student development
— Experience and demonstrated commitment to multicultural relations and EEO
— Demonstrated commitment to accessible and comprehensive student services for traditional and nontraditional students
— Demonstrated skill in planning, creative programming, budget development, budget administration, institutional governance, and institutional policy-making

Preferred:
— Doctorate in Student Personnel, Counseling, Student Development, Higher Education, Adult Education or related field
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