This Week's SPECIALS

GIANT
THE QUALITY FOOD PEOPLE

Plus...DOUBLE COUPONS See store for Details Please, No Coupon Clubs

BONUS SPECIAL

USDA Grade A Fresh Chicken
Drumsticks or Thighs
Giant Regular Pak 99¢ lb. Jumbo Pak 89¢ lb.
Perdue Thighs or Drumsticks Regular Pak 1.09 lb. Jumbo Pak 99¢ lb.

Bone In
Beef Blade Chuck Roast
USDA Choice 1.39 lb. Giant Lean 1.19 lb.

BONUS SPECIAL

1/2 PRICE SPECIALS

Betty Crocker Au Gratin, Scalloped or Sour Cream
Microwave Potatoes 3.4-3.5-oz. box Reg. 1.39 — 69¢

Swift's Original, Country or Microwave
Brown'N Serve Sausage Links 8-oz. pkg. Reg. 1.69 — 84¢
Beef Reg. 1.79 89¢

Giant
Foam Plates pkg. of 50 Reg. 2.59 — 1.29

Giant Regular
English Muffins 12-oz. pkg. of 6 Reg. 85¢ — 42¢

All Varieties
Walden Farm Salad Dressings 12-oz. jar Reg. 1.99 — 99¢

Plastic or Sheer Strips
BAND-AID BRAND box of 30 Reg. 2.19 — 1.09

Giant Brand Extra Strength
Ex-Prin Tablets bot. of 60 Reg. 1.99 — 99¢
Compare to Tylenol

Assorted
Aqua Net Hair Spray 9-oz. can Reg. 1.59 — 79¢

Giant Brand
Hydrogen Peroxide 16-oz. bot. Reg. 69¢ — 34¢

Ball Point
Paper Mate Pen each Reg. 99¢ — 49¢

SO THAT OTHERS MAY SHARE IN THE SAVINGS, PLEASE LIMIT YOUR PURCHASE TO SIX OF EACH HALF PRICE ITEM.

SUPER SPECIALS

For Laundry
Fab Detergent 42-oz. box — 1.79

Giant
Sliced Lunchmeats Meat or Beef Bologna, Meat or Beef Cooked Salami 1-lb. pkg. — 1.59

Giant
Pork & Beans or Vegetarian 16-oz. cans — 3/$1

Giant
Potato Rolls 16-oz. pkg. of 12 — 79¢

Caffeine Free or Caffeine Free Diet
Pepsi or Diet Pepsi 6-pack 16-oz. NR bots. — 1.89

Giant
Sour Cream ½-pt. cup pint cup 99¢ — 53¢

Giant
Swedish Pound Cake 24-oz. — 2.09

Frozen, Original, Buttermilk or Blueberry
Aunt Jemima 8 Waffles 10-oz. pkg. — 79¢

Frozen, Sara Lee Light Classic Dessert
Strawberry French Cheese Cake 26-oz. pkg. — 2.79

Frozen, Combo or Pepperoni
Totino's Party Pizza 10.2-oz. pkg. — 99¢

PRICES AND DOUBLE COUPONS ARE EFFECTIVE THRU SAT., APRIL 1, 1989 in Giant stores in the city of Baltimore, Baltimore, Harford and Howard Counties, Glen Burnie, Severna Park, Annapolis & Edgewater. This merchandise is not offered for sale or available to retailers, restaurants or other commercial enterprises.

The Afro-American Section C

BUSINESS PULSE

■ Career Corner C3
■ Sports C4

Saturday, April 1, 1989

Ethnic Mix Management

Ethnic diversity in the workplace causing changes in management tactics

By Charles H. Brown
AFRO Staff Writer

After surviving the agricultural, industrial and machine ages, some American businesses are now anxiously preparing for the next phase of workplace evolution: the "Age of the Minority."

"Developing A Diverse Workforce Through Effective Outreach and Action Support Programs, is the topic of a breakfast panel presentation which will take place at 8 am Monday, April 3, in Columbia Diversity training is a method of training managers to respect cultural differences within ethnic groups.

By recognizing distinct differences in groups of both minorities and women the trained manager can better understand how to motivate and utilize the talents of these groups.

Copeland-Griggs Productions, a California human resources training company, has distributed a training film titled "Valuing Diversity."

The film discusses the gains in increased effectiveness when a worker is approached by management in a manner which respects his cultural differences.

"The most enlightened people in the world come up to me after seeing the film and say, 'I didn't realize how important this was.' I am going to inform all of my managers," said Dawn Keene, president of Berkshire Associates, the seminar's sponsor.

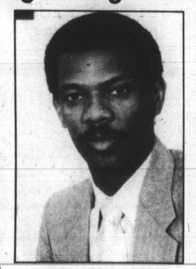
One example of cultural misunderstandings often found in the workplace shows two groups, one black and one white, each sitting at separate tables in an office cafeteria.

It was assumed by white managers that the black group was discussing things totally unrelated to work, while the whites were obviously discussing company related issues. The exact opposite was found to be true.

Whenever blacks sit to themselves or refrain from group activities it is often assumed it is because they are stand-offish or harbor racial grudges towards their white co-workers.

It was found instead that blacks, unsure of whether the group itself has prejudiced members, tended to reserve their involvement until approached.

Another example is of an American Indian who suffers embarrassment when praised in front of her co-workers for outstanding work. Due to practices of humility, praise is something American Indians reserve for private meetings.


William G. Shackelford.

As a result of changes in birth rate patterns, of the 25 million workers expected to enter the workforce between now and the year 2000, only 15 percent of those new workers will be white males.

In order for the American workplace to maintain its competitiveness, those previously barred from the fast track due to race or sex, will be included out of necessity in order to maintain a stable workforce, both in terms of nunbers and quality.

This announcement bears with it both good and bad news for minorities; for the fortunate, those employed by companies prepared to address the change, the future holds the promise of a more enlightened workplace.

For everyone else the future will be different.

"The world is going to be drastically different," said William G. Shackelford, Jr., founder and president of Industry Education Connection Enterprises, Inc., of Georgia and a speaker at the seminar.

"The workforce is going to be more minorities and more women. The companies that are focusing on the future are looking into these two areas. The ones lagging behind are going to be the ones caught short in the future."

Being employed by a company caught short can quickly translate into a reduced bottom line which may be reflected in reduced growth, opportunities and workforce.

Shackelford sees the potential for a minority talent bidding war with those minorities most prepared offering their skills in a seller's market.

While the number of blacks in middle and upper level management has increased since the civil rights activism of the 60's, this accomplishment has been accompanied by increased frustration as many minorities, blacks and women alike have come to recognize new barriers being erected even as old ones are torn down.

For every workday in 1988, nearly 4.6 complaints of job related racial discrimination were reported, according to Louis Martin, deputy director of the Maryland State Human Relations Commission. Such cases made up 50% of the discrimination charges reported to the agency which also tracks sexual, age and handicap discrimination cases as well.

With African-Americans charging the erection of a "glass ceiling" and women the erection of a "concrete ceiling", the problem now facing employers is finding a pool of managers who are both color and gender blind.

"Often times managers live in their own little worlds," says Dawn Keene, president of Berkshire Associates, the sponsoring organization for the Diversity Breakfast Seminar. "Sometimes they don't realize that they hurt people."

George W. Johnson, P.C., is a partner in the lawfirm of Venable, Baetjer, Howard and Civiletti. As a specialist in labor relations and employment practices, Johnson has broad experience in the changing workplace.

As an African-American he has firsthand experience in the changing role of minorities in that workplace.

"One of the reasons why I thought the seminar was a good idea is that I see more and more employers looking at hiring African-Americans as a good way of doing business," said Johnson, who will also be speaking at the presentation.

"This is especially true in a place like Baltimore where the greater number of workers coming into the workforce are going to be women and minorities."

To many this may sound like a rehash of affirmative action, but unlike affirmative action which is based upon numbers, diversity training hopes to build on human potential says, William Shackelford.

For information on the presentation telephone 337-7722.

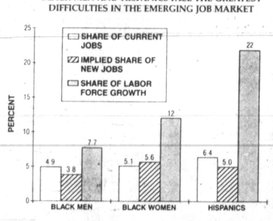
	1985 Labor Force	Net New Workers, 1985–2000
Total	115,461,000	25,000,000
Native White Men	47%	15%
Native White Women	36%	42%
Native Non-white Men	5%	7%
Native Non-white Women	5%	13%
Immigrant Men	4%	13%
Immigrant Women	3%	9%

Source: Hudson Institute.

Table shows the increase in workforce by the year 2000 and who will have jobs.

Figure 1
LOW SKILLED JOBS ARE DECLINING

Figure 2
BLACK MEN AND HISPANICS FACE THE GREATEST DIFFICULTIES IN THE EMERGING JOB MARKET



Source: Hudson Institute.

Figure 1 shows where the jobs of the future will be. Figure 2 shows present and future level of jobs projected for black men and women as well as Hispanics.

Case Western University beefs up recruitment of minority students

Case Western Reserve University School of Medicine has launched a new program to help promising, highly motivated minority students become accepted to medical schools.

Called the Minority Medical Educational Program, the program will offer summer educational experiences beginning this summer.

"The nation's need for well-trained minority physicians is as high as ever," said Dr. James L. Phillips, the program's head. "Case Western Reserve University's School of Medicine is seeking minority students with a minimum of one year of college completed who are interested in becoming doctors."

College students interested in participating in the Minority Medical Education Program should contact Case Western Reserve University on 216/368-2213.

Cleveland Browns' star tight end Ozzie Newsome with Case Western Reserve University medical students Diane Brown and Richard Headen at a meeting of community advisory committee on minority programs.

BUSINESS BRIEFS

Mayor Schmoke To Open Newest Baltimore City McDonald's

Mayor Kurt Schmoke will cap off a five-day celebration to commemorate the opening of owner/operator Osborne Payne's newest Baltimore City restaurant when the Mayor officiates at the ribbon cutting ceremony on Saturday, April 1 at 2:30 p.m. at the store's 2840 Greenmount Avenue location.

The celebration culminates with Grand Opening Day, Saturday, April 1. Beginning at 9 a.m., children can have breakfast with Birdie the Early Bird. Harold Pompey from radio station WWIN will make a special guest appearance from 11 a.m. until 2 p.m. Lunch with Grimace, free face painting and caricatures will take place from 11 a.m. until 2 p.m.

Following the ribbon cutting ceremony with Mayor Schmoke, there will be a Ronald Mcdonald show and time to take pictures. Prizes will be given away all day.

Thompson name General Life Sales Manager

Christopher A. Thompson has been promoted to sales manager in the Baltimore district office of American General Life and Accident Insurance Company, located at 6000 Metro Drive.

Thompson began his career with the company as an agent in 1987.

Fannell New United Cable Director of Finance & Administration

Samuel S. Street, President and General Manager, United Cable of Baltimore, has announced the appointment of Euan F. D. Fannell, CPA, to the position of Director of Finance and Administration of United Cable of Baltimore.

Mr. Fannel' responsibilities include management of financial and administrative operations for United Cable of Baltimore.

Mr. Fannell comes to United Cable of Baltimore from United Cable Television's home office in Denver, Colorado, where he held the position of Director of Operational Planning and Director of Financial Analysis.

Prior to working with United Cable's home office, Mr. Fannell was Vice President/Controller for Warner Amex Cable Communications, St. Louis, MO.; Director of Finance and Business Affairs for CBS Inc., KMOX-TV, St. Louis, Mo.; and Audit Supervisor for Price Waterhouse & Company, St. Louis, MO.

Mr. Fannell is a member of the American Institute of Certified Public Accountants, and the Cable Television Marketing & Administrative Society.

President's Roundtable Seminars

How can a small business avoid the pitfalls that cause thousands of similar enterprises to fail every year? By learning from the mistakes and successes of people who have been there.

Dorothy Brunson

That's the idea behind a five-part seminar for small business executives and managers presented by the Johns Hopkins University's School of Continuing Studies.

The Seminar, which begins Saturday, March 11, is offered in conjunction with the Presidents' Roundtable, a professional organization of Chief Executive Officers of Maryland's major black businesses.

All seminars take place at the Hopkins Downtown Center, One Charles Plaza on the 2nd level, and run from 8:30 a.m. to 12 noon.

The seminars are part of the school's Professional Development Programs and are as follows:

Sat. April 1 CAPITAL ACCUMULATION AND PRESERVATION . . . Bank Loans, Credit, and the Art of Raising Money.

William C. March, President, William C. March Funeral Homes, Inc.; Dorothy Brunson, President and Owner, Brunson Communictions, Inc.

Sat. April 8 STAFFING . . . How to Select, Keep, and Reward Good Employees.

Harlow Fullwood, Jr., President Fullwood Foods, Inc.; Sina Reid, President, SMR Ltd.

For more information, or to register, call 338-8516.