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THE WHITE HOUSE
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ROUTING SLIP

DATE 2/20

 ROBERT J. BROWN

 BRUCE RABB

 THADDEUS WARE

 LINDA CHAPMAN

 ROSALEE DANSAN

 LUCY HARRIS

✓ ROSEMARY MANARIN



ACTION:

*file minority group
consulting firms*

Memorandum

TO : Robert J. Brown
Special Assistant to the President

DATE: February 19, 1970

In reply refer to:

FROM : Abraham S. Venable *JS for A.S.V.*
Director
Office of Minority Business Enterprise

SUBJECT: Capability statements of minority consultant firms

In response to your request for data compiled by OMBE, the following information has been attached:

1. A list of minority consultant firms identified by OMBE.
2. A list of minority consultant firms compiled by HUD with capability statements spelled out.
3. A random sample of actual capability statements of minority consultants which OMBE has in house:
 - a. Bell/Green Asso., Inc.
 - b. Tom Cleveland & Asso., Inc.
 - c. Roy Littlejohn & Asso., Inc.
 - d. Optimum Computer Systems, Inc.
 - e. Progress Personnel, Inc.
 - f. Systems Evaluation Techniques, Inc.
 - g. Systems Research Company



Most of the minority consulting firms have capability statements.
Most will send them to you upon request.



(*This firm will forward capability
information upon your request.)

Nov 20, 1969

INDEPENDENT PUBLIC RELATIONS AND MARKETING
CONSULTANTS IN THE NEGRO NATIONAL COMMUNITY

Mr. J. R. Arnold
ARNOLD & ASSOCIATES
220 S. Danny Thomas Blvd.
Memphis, Tennessee

Mr. Dolphin G. Thompson
ASSOCIATES COUNSELORS INT'L.
1502 Massachusetts Ave., S. E.
Washington, D. C. 20003

* Mr. Kenneth R. Vallis, Pres.
BLK Group, Inc.
1346 Conn. Ave., N. W.
Suite 326
Washington, D. C. 20036

Mr. Joseph V. Baker
JOSEPH V. BAKER ASSOCIATES, INC.
1712 Christian Street
Philadelphia, Pa. 19146

* BELL/GREEN ASSOCIATES, INC.
41 Sutter Street, Suite 501
San Francisco, Cal. 94104
(415-421-5494)

BELL/GREEN ASSOCIATES, INC.
1000 - 11th St., N. W.
Washington, D. C. 20001
(202-638-1613)

* Mr. James Mack
B& C ASSOCIATES
First Union Nat'l. Bank Bldg.
High Point, N. C. 27261

Mr. Dargan J. Burns
BURNS PUBLIC RELATIONS, INC.
666 Euclid Avenue
Cleveland, Ohio 44114

Mr. Ronald Charity
RON CHARITY/PUBLIC RELATIONS
453 S. Main Street
Danville, Va. 24541

RICHARD CLARKE ASSOCIATES, INC.
1270 Sixth Avenue
New York, New York 10017
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* Mr. Tom Cleveland
TOM CLEVELAND & ASSOCIATES
3119 Fenkell Avenue
Detroit, Michigan 48238

Mr. Ulysses Boykin
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1346 Broadway - Suite 907
Detroit, Michigan 48226

* Bert Phillips, Pres.
CURBER ASSOCIATES
Blake Building
Washington, D. C.
(202-659-2980)

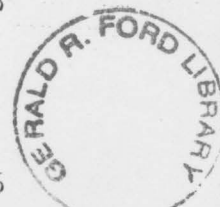
* Mr. Stephen P. Crosby
THE FUND FOR URBAN NEGRO DEV.
14 Beacon Street
Boston, Mass.

Mr. William H. Hardy
DAVIDSON-HARDY & ASSOCIATES, INC.
2514 N. Delaware Street
Indianapolis, Ind. 46205

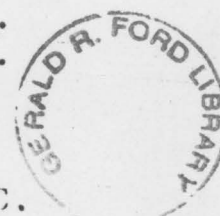
* Mr. Charles A. Davis
CHARLES A. DAVIS & ASSOCIATES
2400 S. Michigan Avenue
Chicago, Ill. 60616

Mr. Tony Davis
DAVIS & ASSOCIATES
2700 Grand Avenue
Dallas, Texas 75215

Mr. Tom Davis
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Cleveland, Ohio 44115



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200 Park Avenue
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EBONY MANACEMENT ASSN.
333 N. Michigan Ave.
Chicago, Ill. 60601
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St. Louis, Mo. 63115
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ADVANCE INCORPORATED
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Akron, Ohio 44313
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D. PARKE GIBSON, ASSOC., INC.
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Wash., D. C. 20036
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7936 S. Cottage Grove Ave.
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(415-549-1154)

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PACT (Plan of Action for
Challenging Times)
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(415-956-4840)

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JOHN T. PATTERSON & CO., INC.
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N. Y., N. Y. 10022

Mr. Walter Long, Pres.
PHAT ADVERTISING CONSULTANTS
14 East 52nd Street
N. Y., N. Y. 10022

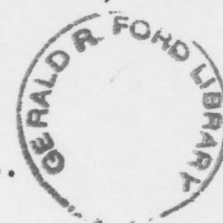
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PRONEBUS
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3217 Fannin Street
Houston, Tex. 77004



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614 Whitney Avenue
Albany, Georgia

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Vice Pres. and Gen. Mgr.
EC & G ROXBURY, INC.
100 Magazine St.
Roxbury, Mass. 02119

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RELATIONS
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P. O. Box 3005
425 General Mouton
Lafayette, La. 70501

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Washington, D. C. 20018

* GILES & THOMAS, INC.
2207 - 14th St., N. W.
Washington, D. C. 20009
(202-265-9090)
Cable: ETNICOM



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- * Mr. Raphael O. Lewis
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1860 Broadway
N. Y., N. Y. 10023

Mr. Edward Kinsey, Pres.
URBAN STUDIES INSTITUTE
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Washington, D. C. 20036

Mr. Richard Jackson
V. P. for Spec. Products
URBAN DELTA SERVICES
4429 Wallingford Ave. N.
Seattle, Washington

- * Mr. Edward Ewell, V. P.
URBAN DESIGN DEVELOPMENT GROUP, INC.
600 Architects Bldg.
415 Brainard
Detroit, Mich. 48201

- * Mr. Edgar Goff, Exec. Dir.
URBAN WORKSHOP, INC.
1673 E. 108th St.
Los Angeles, Cal. 90059
(213-566-9473)

- * Mr. Reuben J. Patton
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New York, N. Y. 10030

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VON BLAINE, McKISSICK & ASSOC.
40 W. 55th St.
New York, New York 10019

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Business Counselors
53 West Jackson Blvd., Suite 518
Chicago, Ill. 60604
(312-922-7057)

Mr. Maurice White
MAURICE WHITE ASSOCIATES
205-07 Murdock Avenue
St. Albans, N. Y. 11412

Mr. John L. Wilks
JOHN L. WILKS & ASSOCIATES
1085 Monadnock Bldg.
San Francisco, Cal. 94105

- * Mr. Sid Wright, Pres.
CHARLES S. WRIGHT ASSOCIATES
110 E. 42nd St.
New York, N. Y. 10017
(212-697-0820)

RESULTS UNLIMITED
2309 Seventh Avenue
New York, N. Y. 10030

- * Mr. Raymond B. Webster, Pres.
SYSTEMS RESEARCH CO.
The Wilford Bldg.
33rd & Arch Streets
Philadelphia, Pa. 19103
(215-386-8280-1)

Mr. Robert A. Williams, Pres.
TRAINING, RESEARCH & DEVEL., INC.
918 - 10th St., N. W.
Washington, D. C. 20001
(215-347-0097)

Miss Edna Thomas
EDNA THOMAS AND ASSOCIATES
116 S. 50th St.
Philadelphia, Pa. 19139



Addendum #1 to List of Independent Public Relations
and Marketing Consultants in the Negro National Community

Mr. Edmundo Paccini
Barrio Nuevo
1567 Lexington Avenue
New York, New York 10029

Mr. Richard C. Kennard
Vice President
Capital Formation, Inc.
132 Nassau Street
New York, New York 10038

Mr. Raimundo Guadalupe
Centro de Desarrollo
de Pequeños Negocios
390 East 150th Street
Bronx, New York 10455

Colonel William Clay
Compeers, Inc.
3133 North Broad Street
Philadelphia, Pa. 19132

Mr. Prince L. Edwoods, Jr.
Compeers, Inc.
3133 North Broad Street
Philadelphia, Pa. 19132

Mr. Ted Short
Cunningham/Short & Associates
2120 West 8th Street, Suite 300
Los Angeles, California 90057

Mr. Wendell P. Grigsby, Dir.
Hurason, Inc.
383 Forest Avenue, N. E.
Atlanta, Georgia 30312

Mr. Donald L. Grandi
Indemar, Inc.
5408 Roanoke Avenue
Alexandria, Virginia 22311

Miss Colett Lundy
Just One Break, Inc.
717 First Avenue
New York, New York 10017

Mr. Eddie Suarez
Metro North Association
302 East 101st Street
New York, New York 10029

Mr. James R. Love
Planned Development
Enterprises, Inc.
1845 Sherman Street
Denver, Colorado 80203

Mrs. Amalia Betanzos
Puerto Rican Community
Development Project, Inc.
210 West 50th Street
New York, New York 10019

Mr. Fernando de Leon
The Real Great Society
1673 Lexington Avenue
New York, New York 10029

Mr. Ray E. Bryant, President
Systems Evaluation Techniques, Inc.
2500 Lemoine Avenue
Fort Lee, New Jersey 07024

Mr. Reuben J. Patton
President
Uptown Associates
200 West 135th Street
New York, New York 10030

Mr. E. Pachelo Torres
President
West Side Spanish Association
55 West 100th Street
New York, New York 10025

Mr. Curtis T. Perkins
The Perkins Organization
200 Park Avenue, Room 252
New York, New York 10017

(* This firm will forward capability information
upon your request.)

Name of Firm	Age of Firm		Specialty	Manpower		Firms Performance Capability	
	Year	Mos.		Professionals	Non-Prof.	Amount of Largest Contract Received	Largest Project for Which Study Contracted
The Multi-Racial Corporation Washington, D.C.	1	--	Manpower development and training, education, self-help housing, community organization, citizens participation and social planning, evaluation and research	6	2	\$84,000 head start	---
Systems Research Company Philadelphia, PA.	--	11	Urban socio-economic problems, including housing, education, medical systems/services, program evaluation, human factors	10	2	---	Information not provided
Urban East Atlanta, Ga.	1	5	Technical assistance for residential (primarily multi-family) and economic development of urban communities	12	I.N.P.	---	\$5.6 million UJMA Community Development Corp. (L. A., Calif.)
Charles S. Wright Associates New York, N.Y.	--	8	Housing, housing development, urban planning	2	2	---	\$2.5 million Fair Housing Corp. (Glen Cove)
Van J. Henderson and Associates, Inc. Boston, Mass.	1	--	Educational -- motivation consultant	8	2	I. N. -P.	I. N. P.
Inner-City Business Improvement Forum Detroit, Mich.	2	--	Creation and expansion of viable business enterprises, comprehensive urban economic development	26	14	Does not operate on contractual basis -- loans funds	\$500,000 super-market
Lucas and Edwards, Inc. New York, N.Y.	1	10	Urban ("advocacy") planning, housing development, community planning, urban renewal planning and programming, urban design, technical assistance to sponsors of nonprofit housing, socio-economic studies, market research	8	3	---	\$754,010 703 Neighborhood Facility -- New Rochelle, N. Y.
Mapbig Sales and Community Services, Inc. New York, N.Y.	4	--	Sales promotion, community relations, market development, fund raising consultants to educational and social welfare institutions	5	1	I. N. P.	I. N. P.



Name of Firm	Age of Firm		Specialty	Manpower		Firms Performance Capability	
	Year	Mos.		Professionals	Non-Prof.	Amount of Largest Contract Received	Largest Project for Which Study Contracted
Circle Assoc, Inc. Roxbury, Mass.	2	--	Investment corporation, community development (social, business, political institutions)	I.N.P.	I.N.P.	I.N.P.	I.N.P.
Human Relations Consultant Ser. Minneapolis, Minn.	1	5	Manpower development and training, industrial consulting, housing development, urban planning, community organization, industrial development, commercial development, proposal writing	8	I.N.P.	---	\$200 million Carr-Central Neighborhood Co. (St. Louis, Mo.)
Brewer and Co. San Francisco, Calif.	I.N.P.	--	Minority economic development, housing, urban planning, community development	7	I.N.P.	I.N.P.	I.N.P.
Nairobi Corp. San Francisco, Calif.	2	8	Economic development	6	I.N.P.	I.N.P.	I.N.P.
Boone, Young and Assoc., Inc. New York, N.Y.	1	1	Executive search, management development, human relations training	14	2	\$10,000 (retained) ITT Corp.	---
Urban Design Development Group Detroit, Mich.	3	--	Program evaluation, management services, sociological research, housing and community development, manpower training and education, urban planning, economic development	15	2	\$150,000 United Tenants Rehabilitation Corp. (Detroit, Mich.)	---
Roy Littlejohn Assoc., Inc. Washington, D.C.	1	2	Housing, urban and renewal planning, sociological research, economic development program evaluation, manpower development, education, model cities, program management, technical assistance, feasibility studies	23	I.N.P.	\$340,000 OEO	---
Howard H. Mackey, Chairman, Dept. of Architecture and City Planning, Howard Univ. Washington, D.C.	34	1	Architect, planner, housing, community development	--	--	I.N.P.	I.N.P.



Name of Firm	Age of Firm		Specialty	Manpower		Firms Performance Capability	
	Year	Mos.		Profes- sionals	Non- Prof.	Amount of Largest Con- tract Received	Largest Project for Which Study Contracted
The Multi-Racial Corporation Washington, D.C.	1	--	Manpower development and training, education, self-help housing, com- munity organization, citizens par- ticipation and social planning, evaluation and research	6	2	\$84,000 head start	---
2 Systems Research Company Philadelphia, PA.	--	11	Urban socio-economic problems, in- cluding housing, education, medical systems/services, program evalua- tion, human factors	10	2	---	Information not provided
Urban East Atlanta, Ga.	1	5	Technical assistance for residen- tial (primarily multi-family) and economic development of urban com- munities	12	I.N.P.	---	\$5.6 million UJIMA Community Develop- ment Corp. (L. A., Calif.)
Charles S. Wright Associates New York, N.Y.	--	8	Housing, housing development, ur- ban planning	2	2	---	\$2.5 million Fair Housing Corp. (Glen Cove)
Van J. Henderson and Associates, Inc. Boston, Mass.	1	--	Educational -- motivation consul- tant	8	2	I. N. P.	I. N. P.
Inner-City Business Improvement Forum Detroit, Mich.	2	--	Creation and expansion of viable business enterprises, comprehensive urban economic development	26	14	Does not oper- ate on contrac- tual basis -- loans funds	\$500,000 super- market
Lucas and Edwards, Inc. New York, N.Y.	1	10	Urban ("advocacy" planning, housing development, community planning, urban renewal planning and program- ming, urban design, technical assis- tance to sponsors of nonprofit housing, socio-economic studies, market research	8	3	---	\$75,010 703 Neighborhood Facility -- New Rochelle, N. Y.
Wobig Sales and Com- munity Services, Inc. New York, N.Y.	4	--	Sales promotion, community relations, market development, fund raising con- sultants to educational and social welfare institutions	5	1	I. N. P.	I. N. P.



Name of Firm	Age of Firm		Specialty	Manpower		Firm's Performance Capability	
	Year	Mos.		Professionals	Non-Prof.	Amount of Contract Received	Amount of Project for which Study Contracted
Offield Pikes & Assoc., Inc. Washington, D.C.	--	6	Public relations	2	I.N.P.	I.N.P.	I.N.P.
Phillip Thigpen St. Louis, Mo.	Planning stage		Planning and development services for low and moderate income housing	2	I.N.P.	---	---
A.E. Kellum & Assoc. Washington, D.C.	6	2	Manpower training, urban planning, management information systems, financial management, housing technology, citizen participation, mass transportation, economic development, sociological/ecological analysis	68 (Employees & Consultants)	24	\$170,000 Columbus Metropolitan Area Community Action Program, Columbus, Ohio)	---
BLM Group, Inc. Washington, D.C.	--	7	Low-income housing, program evaluation, social research, manpower training programs, education	8	4	\$25,500 Columbus Metropolitan Area Community Action Organization	---
Elony Management Assoc. Chicago	3	--	Executive search, management development, performance evaluation, organizational planning, market planning, indirect labor controls, corporate planning, facilities planning, community services, training programs	10	I.N.P.	I.N.P.	I.N.P.
Tennessee A. and I. State University (Selected Faculty) Nashville, Tenn.			Urban Planning	L. Quincy Jackson Ronald M. Harris Walter Vincent	Education	Malcolm D. Williams Charity M. Mance Charles B. Fancher	
			Housing and Sociological Research	R. Grann Lloyd Sherman N. Webster Herbert B. Crouch			
			Transportation	Walter B. Dabney			
			Manpower Development Training and Program Evaluation	Hayes Howard Ozzie L. Adams			

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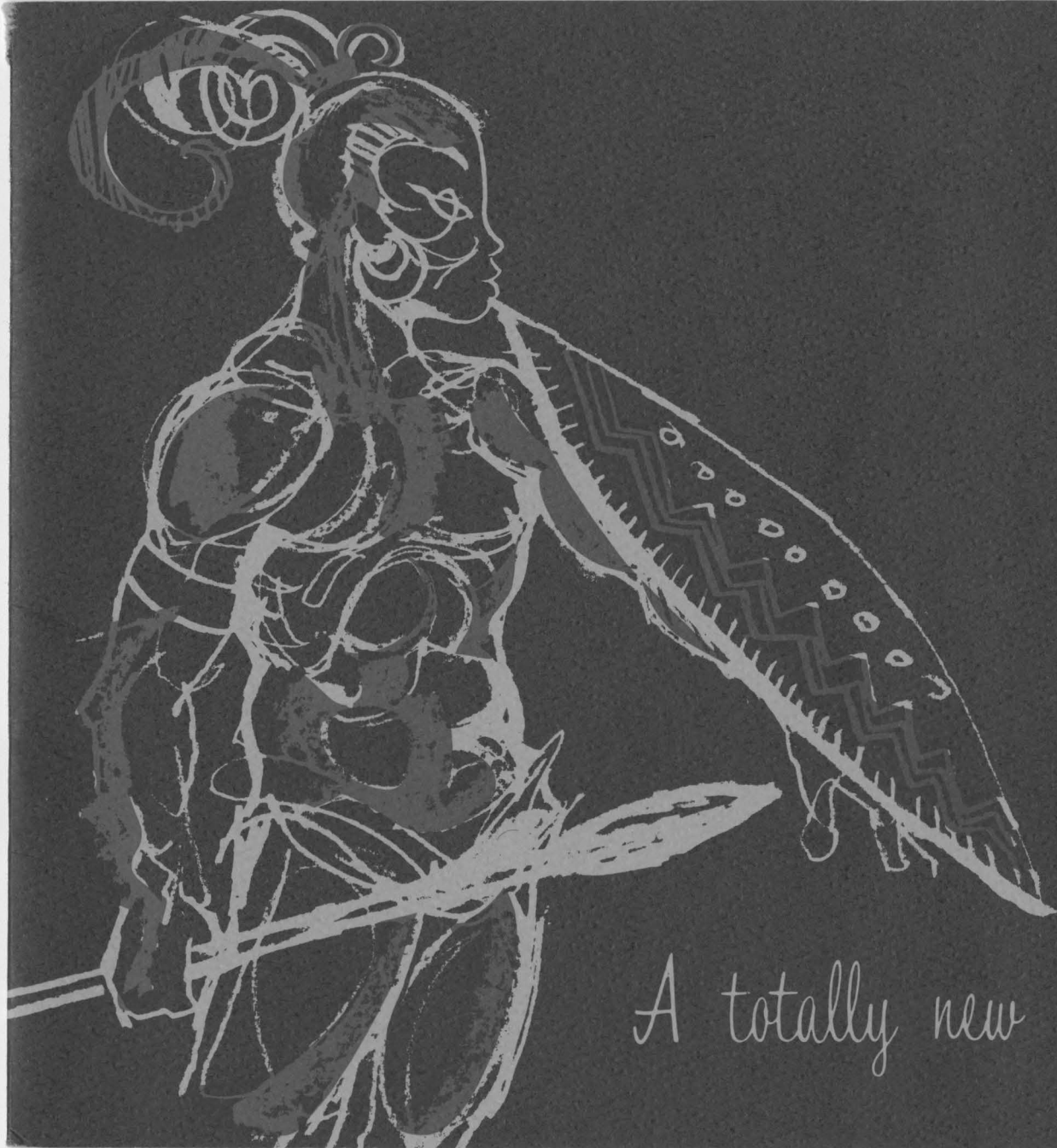
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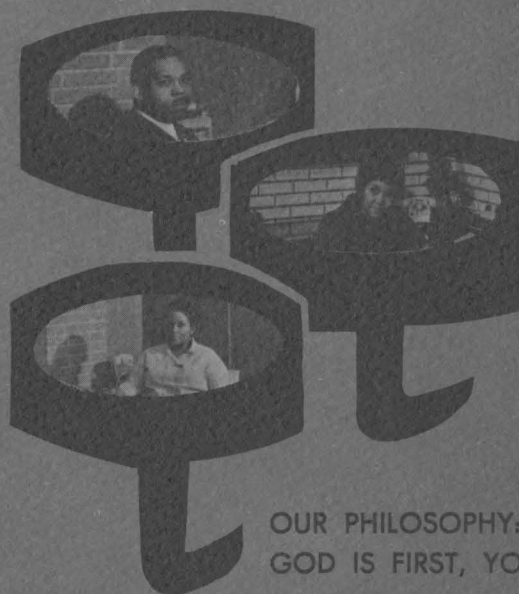
<u>Name of Firm</u>	<u>Age of Firm</u>		<u>Specialty</u>	<u>Manpower</u>		<u>Firm's Performance</u>	<u>Capability</u>
	<u>Year</u>	<u>Mos.</u>		<u>Profes- sionals</u>	<u>Non- Prof.</u>	<u>Amount of Largest Con- tract Received</u>	<u>Largest Project for which Study Contracted</u>
Institute for Services to Education Washington, D.C.	4	6	Program evaluation, educational planning and development, teacher training, sociological and psychological research	16	I.N.P.	---	\$957,000 The Thirteen College Curricula Program
E.B. Dolphin, Consulting Engineer Chicago, Illinois	25		Consulting electrical engineer, preparation of electrical plans and specifications	1	I.N.P.	---	\$3,000,000 State Bank Plaza Evanston, Ill.

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Our 15th Year

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Detroit, Michigan 48238



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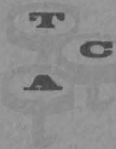
ABOUT

Tom Cleveland

The Founder and President of TOM CLEVELAND and ASSOCIATES is a Texas born marketing and advertising specialist. He is an Army veteran of World War II, having served as a Lieutenant in the Field Artillery. An honor graduate of Wayne State University's School of Business Administration, with majors in marketing and insurance, he has done advanced study leading to a Master's Degree in Marketing. Before forming his advertising and marketing agency, Tom Cleveland held top executive positions with Great Lakes Mutual Life Insurance Company and Detroit Metropolitan Mutual Assurance Co. Tom Cleveland's complete community involvement makes him one of Detroit's outstanding civic-minded figures. His affiliations include: Beta Gamma Honorary Business Fraternity of Wayne State University; American Marketing Association; Vice President, National Association of Market Developers; Board Member, Booker T. Washington Business Association; Detroit Branch NAACP; Sales Marketing Executives Club; Greater Detroit Board of Commerce; Corporate Member, Founders Society, Detroit Institute of Arts; Member, St. Matthew Episcopal Church.

The Executive Suite of T. C. A.





WHO'S WHO at T.C.A.

1. **GEORGE E. WHITE**—Senior Associate

TCA's Senior Associate has an extensive background in journalism and broadcasting. He has served on the editorial staff of the Chicago Defender, The Cincinnati Leader and has been a columnist for the Detroit Courier and the Michigan Chronicle. George White has held the positions of Announcer, Continuity Director, Program Director and News and Public Affairs Director at radio stations WVOL, Nashville, WCIN, Cincinnati, WCHB, Detroit and WJLB, Detroit. At one time he was General Manager of a Detroit recording firm and formerly served with the Broadcast Division (Voice of America) of the United States Information Agency. Affiliations include The Detroit Federation of Musicians, LeMoyné College Alumni Assn. and Second Grace Methodist Church.

2. **WILDA JEAN WRIGHT**—Administrative Assistant

Serving as "right arm" to TCA executives, Wilda Jean Wright is responsible for the coordination of activities between all departments of the agency. Her dedication has made her an invaluable asset to the firm.

3. **SHIRLEY THOMPSON**—Secretary - Receptionist

Miss Thompson brings charm and efficiency to her duties as Secretary and Receptionist. She always makes sure there is a generous amount of famous TCA hospitality and friendly atmosphere on tap for every visitor.

4. **BYRON REED**—Graphics - Programming

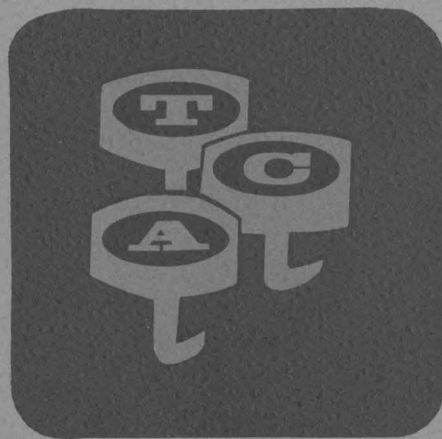
Recognized as one of the foremost artists and designers in the midwest, Byron Reed brings the benefit of his vast experience in art to all TCA programs and projects, from advertising layout to stage design.

5. **BERENICE E. SMITH**—Staff Psychologist and Marketing Consultant

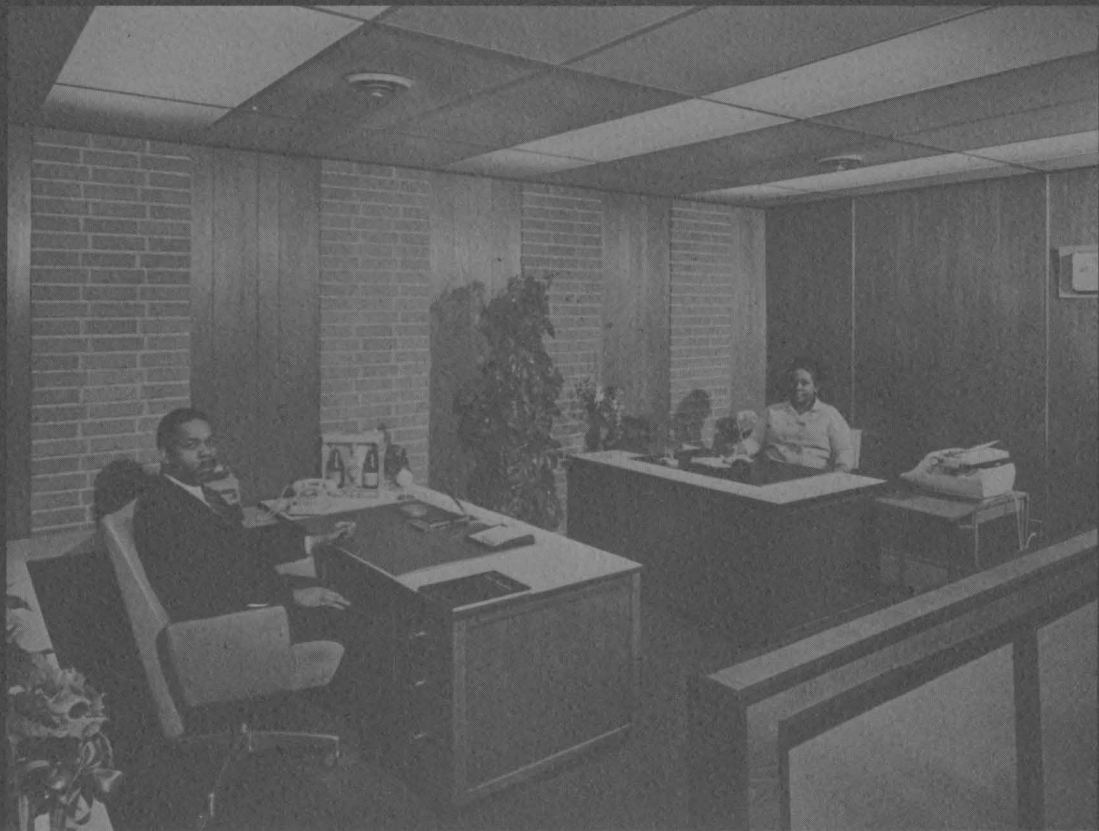
Berenice E. Smith's professional approach to research and analysis is an exclusive service offered by TCA. With a degree in psychology she is able to determine in depth the what, when and why of all marketing situations.

6. **SANDY WHITE**—Musical Director

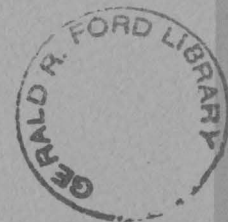
A successful musician, singer, songwriter and arranger, when Sandy White "takes notes" at TCA they are musical ones. Her production know-how covers everything from stage presentations to musical jingles for radio and TV.



Our New Offices



WHAT WE ARE AND HOW WE SERVE



TOM CLEVELAND and Associates is a Marketing and Advertising Agency specializing as Marketing Consultants in the Black Consumer Market of Greater Detroit. The agency had its inception in 1954. Since that time it has become recognized as a pioneer in its field.

As an agency with primarily one concern — Greater Detroit's Black Consumer Market — we cover the gamut of all marketing activities in the defined areas: Sales promotions, public relations, merchandising, market research, marketing counsel and all phases of the advertising function.

Now in our 15th year, we are happy to announce the addition of a new and unique service — TCA's "M" HOUSE . . . a division of TOM CLEVELAND and Associates.

WE THINK YOU WILL BE INTERESTED IN OUR CONSUMER LABORATORY DESIGNED FOR THE BLACK COMMUNITY.



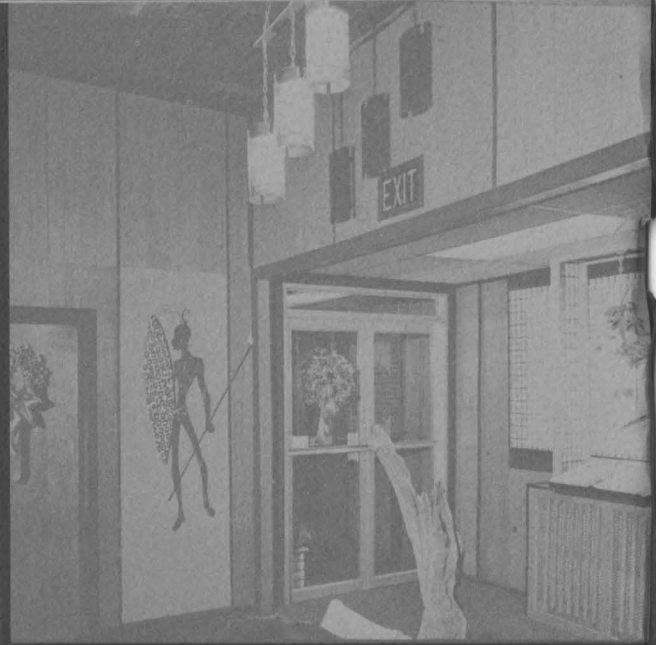
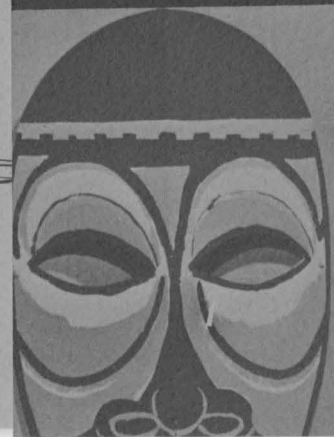
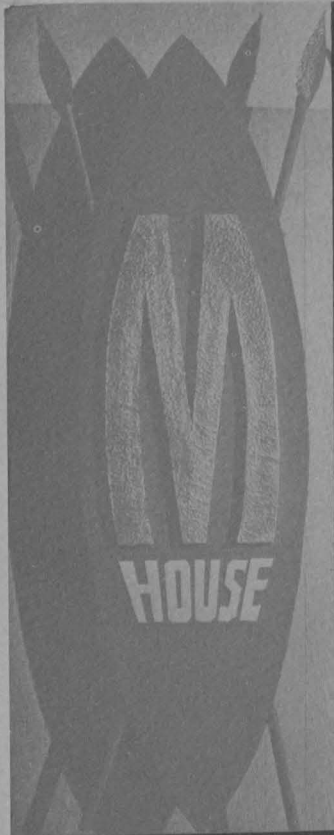
Our New Hallmark of Elegance..

A Never-ending task at TOM CLEVELAND and Associates is the search for a Better Way to do a Better Job for those clients desirous of bringing the Black consumer into their marketing mix. While TCA recognizes and respects the value of approaches through Black oriented newspapers, radio stations and other related channels, we felt there was a need for something else—an even more personal approach. Utilizing the "ego-recognition" principle as a marketing instrument, we brought forward an idea that has blossomed into TCA's "M" House.

What is the "M" HOUSE? It is a revolutionary kind of consumer laboratory, prolific with endless promotions and combinations designed to compliment and mesh with the "Socio-Econo-Metric" structure of Greater Detroit's Black Community. The "M" House has already become one of Detroit's preferred places for small banquets, receptions, press parties and seminars—an intent by design, but all of these affairs are by-products of our major marketing activities in the "M" House.









A New Hallmark In Elegance

THE "M" HOUSE . . . CONSUMER LABORATORY DELUXE . . . IN ACTION

In TCA's beautiful "M" House, our custom-tailored consumer programs will be held at regular intervals—monthly, bi-weekly, and finally weekly when the program is in full swing. Audiences will be composed of select groups of 200 to 250 persons (mainly women). Sponsors will be a select clientele of an optimum number of non-competitive firms. TCA has a fellowship NOW of 7500 or more Centers of Influence, forming the nucleus of a Consumers League to be promoted as TCA's Marketing Consumer Council . . . the projected membership to exceed 35,000.

TCA's monthly mailing piece, to be sent to all members of the Consumer Council, will be one of the effective instruments designed to keep members and others informed of "Happenings at the 'M' House". . . and constantly selling the products of those we serve to this captive and influential consumer group.

TCA's structure will include an Advisory Council that will give an in-depth penetration to the Black community.

The "PAY-OFF" is BIG . . . TCA holds the KEY to America's Wealthiest Black Consumer Market . . . DETROIT.

This golden opportunity is limited and exclusive to a select clientele of Non-Competing Companies.



CANDID

MOMENTS AT





TOM CLEVELAND
AND ASSOCIATES
CORDIALLY
INVITES YOU
TO BE
ONE OF ITS
EXCLUSIVE CLIENTS
(see next page)



THIS IS YOUR KEY TO DETROIT'S BILLION
DOLLAR BLACK CONSUMER MARKET



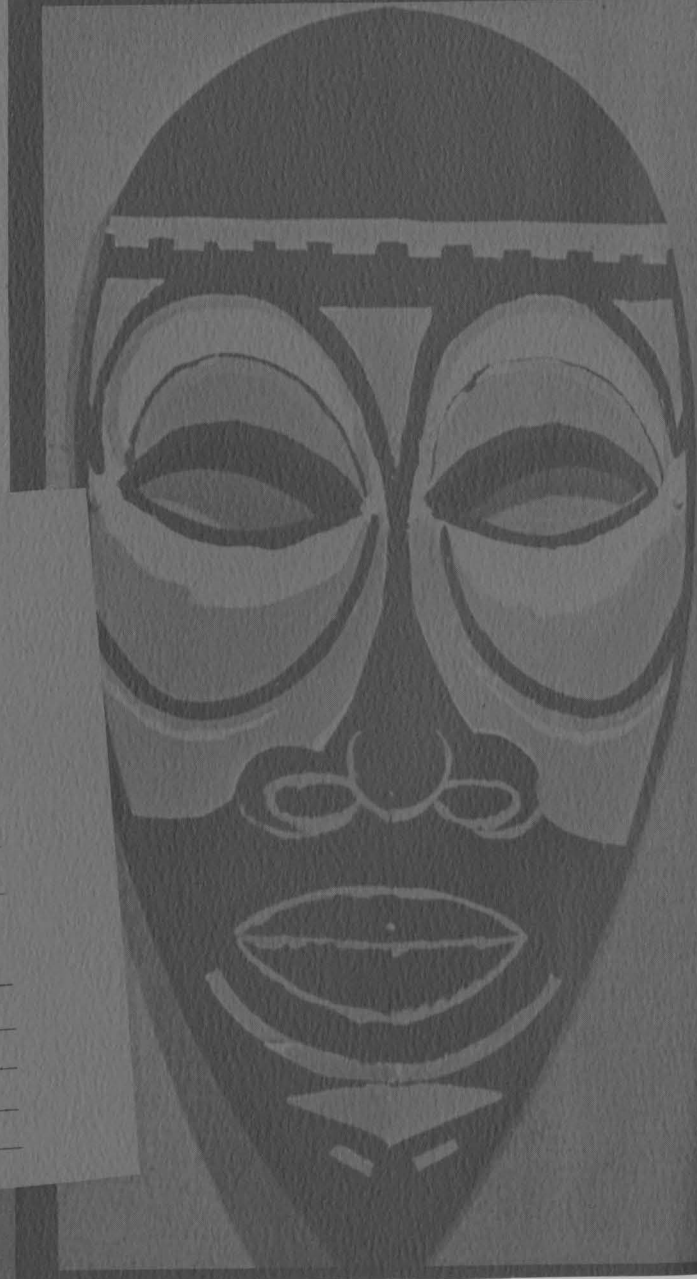
MAILING THIS CARD
TURNS THE KEY



- ☐ I would like to have more information about the Consumer Promotions at TCA's "M" House.
- ☐ Please contact us. We would like to be considered as one of the exclusive charter sponsors of your Consumer Programs.
- ☐ We are interested in other services offered by TCA,
Specifically _____

Please Contact the Undersigned —

Name _____ Date _____
Title _____
Company _____
Address _____
City _____ State _____ Zip _____



FOR THOSE WHO SEEK THE VERY BEST
THERE'S ALWAYS ROOM FOR ONE MORE



TOM CLEVELAND AND *Associates*

SOME OF OUR CLIENTS

- ALLIED SUPERMARKETS
- BIG A SUPERMARKET
- BANK OF THE COMMONWEALTH
- CARMEN COSMETICS
- ED DAVIS CHRYSLER-PLYMOUTH
- DISC JOCKEY RECORD & TV SHOPS
- FURS BY ROBERTS
- GRINNELL BROTHERS MUSIC STORES
- KRAJENKE BUICK
- MICHIGAN WINERIES
- SWANSON FUNERAL HOME

CONSUMER MARKETING SPECIALISTS FOR THE BLACK CONSUMER MARKET

OUR 15th YEAR

INTRODUCTION

BELL/GREEN Associates, Inc. (BGA) is a management training firm. Its concepts and quality of service have produced recognition and a rapidly growing reputation for competency among private industry as well as the federal government.

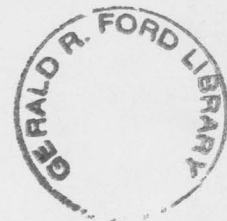


Since the inception of the war on poverty and passage of the 1964 Civil Rights Act, there have been continuing efforts to upgrade the lot of a large segment of the country's poor -- both black and white. Massive numbers of social upgrading programs initially suffered great difficulties for want of expert management talent. Today, administrative deficiencies within social betterment programs are being rapidly improved through training by companies such as BGA. The company's main service focus is management training to staffs of socio-economic programs. However, initial concentration on training has provided new service in-roads for the company; one such area is provision of consultation and aid to budding minority business enterprises. The company has been especially drawn to this service because, through exposure to socio-economic determinants, we have

come to recognize that many decisions aimed at improving the social, economic, management and training problems of minority businessmen are being made without an adequate understanding of those factors that caused depressed conditions. Our staff is in a position to objectively evaluate these factors as well as to construct effective methods of dealing with them. Bell/Green Associates actively seeks to aid minority business operations, placing particular emphasis on management tools and administrative systems.

All our experiences document the fact that the minority business community has some serious problems and deficiencies, the most significant of which are:

- general economic isolation resulting from segregation and discrimination;
- the relatively new position of the minority business participant in an overwhelmingly complex and diverse economic system;
- inability to elicit cooperation for capitalization from conventional lending institutions;
- location of businesses in depressed areas, compounding their non-competitive status, and limiting clientele;
- a general lack of business management know-how;
- the "last resort" motive of many small businessmen who become entrepreneurs for lack of other



opportunities; and

- negative intra-cultural attitudes which act as deterrents to patronage.

BGA has assumed an additional corporate role of providing technical assistance directly to industry and government agencies concerned with technical and management training of minority talent. Such services cover a wide range of innovative programs, each designed to meet the specific needs of the organization or agency in carrying out its upgrading service.

Generally, BGA provides service in the areas of:

- Management analysis and evaluations
- Administrative and information systems design
- Program development which relates to socio-economic operations
- Management consulting to black entrepreneurial ventures
- Monitoring, training and operational support to projects
- Lectorates and information services to institutions regarding black economic development
- Creating and helping to grow new businesses through community education and technical services

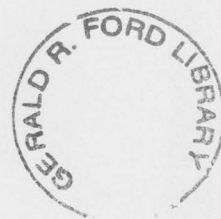


BGA provides these services to:

- Federal agencies and federally funded programs;
- Private, non-profit service organizations;
- Industry and foreign governments.



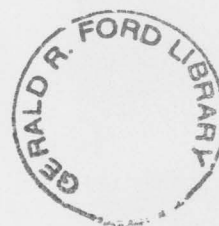
A R E P O R T O N O P E R A T I O N S



T H E S T A F F

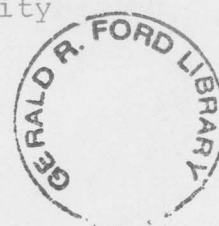
Bell/Green Associates has selected a capable staff and an Advisory Board whose backgrounds include education, industry, government, and civic organizations. This variety of experience is an asset to BGA, enabling each employee to provide valuable input toward the growth of the company.

Because of BGA's concern for the social problems that plague our society today, because of an awareness of the need to eliminate the problems that cause failure, and because of the efforts on the part of BGA and its staff to implement meaningful change, we consistently attract those people who want to and are capable of contributing to BGA's efforts.



A D V I S O R Y B O A R D

ERSA H. POSTON	President State of New York Civil Service Commission; Albany, New York
NORMAN O. GUNDERSON	Dean of Engineering San Jose State College; San Jose California
SAMUEL J. CORNELIUS	Director Technical Assistance Agency; Lincoln, Nebraska
NORMAN KURLAND	Executive Director Institute for the Study of Economic Systems Washington, D. C.
ARTHUR M. REYNOLDS, ESQ.	Reynolds, Muriel, Mundy & Anderson Washington, D. C.
MARION BARRY, JR.	Executive Director of Operations Pride, Inc.; Washington, D. C.
JOSEPH MOGOBA	Student Advisory Council Embassy of Uganda; Washington, D.C.
WILLIAM G. FORD	Director Michigan Employment Security Commission Detroit, Michigan
ALEXANDER J. ALLEN	Director Regional Urban League; New York, New York
LOUIS O. KELSO, ESQ.	Kelso, Cotton, Seligman & Ray San Francisco, California
MARY TREADWELL	Executive Director Program Planning Pride, Inc.; Washington, D. C.
GILBERT R. GREEN	President & Chief Executive Bell/Green Associates, Inc.

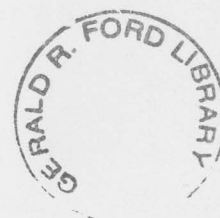


A D V I S O R Y B O A R D , c o n t .

WENDELL J. ROYE	Member of Board, Director Community Affairs, New York Housing Authority; New York, New York
ERLAND S. POLLARD	Secretary-Treasurer of Board New Orleans, Louisiana

K E Y P E R S O N N E L

GILBERT R. GREEN	President & Chief Executive, salaried
MARION O. GREENE	Vice President, Financial Administrator, Computer Programming Design and Training, salaried
JOHN G. METCALF	Consultant/Trainer, salaried
BARBARA GREENE	Program Administrator, salaried
JANET SOLOMON	Administrative Assistant , salaried
MILDRED POLLARD	New England Project Manager salaried
NADINE BERRY	Secretary, salaried
PAULINE JOHNSTON	Consultant/Trainer, day rate
LYNN BACH	Consultant/Trainer, day rate
LUCILLE THOMAS	Consultant/Trainer, day rate



F A C I L I T I E S

The Cambridge offices are located on the first floor of a modern, newly rennovated office building. The Program and Finance Departments are in a five-room suite; a reception room and large supply/work room are also included in this space. The Executive Office is located in the same building, but is in a separate two-room suite. This space provides a small reception/secretary office and private office for the President. The company has access to a large conference room. This room is used by BGA for staff and executive meetings.

The facility in San Francisco is located in a commercial building and is comprised of reception area and office space, conventional furnishings and office equipment.



THE OPERATIONS

Operational Activities

Pages 12-14 outline recently contracted and currently negotiable business activities.

Special Activities

Bell/Green Associates has been instrumental in creating a subsidiary company: Phoenix Graphics, Inc., a printing company incorporated in the State of California, is a solely owned subsidiary of BGA. Operations are in the incipient stages; however, all major planning has been completed and marketing has begun. Phoenix Graphics will interact with industry's print shop needs once negotiations are complete.

The Phoenix Graphics concept is based on four basic premises:

1. BGA views printed matter as basic to management operations and wishes economical access to printing services;
2. BGA views effective control of communications media as an integral part of economic development;
3. Phoenix Graphics will capture and service a vast minority market and redistribute its profits on a share-holding basis to the



advantage of the black community; and

4. Phoenix Graphics as an acquisition will provide supplementary income for BGA.

Major Active Affiliations

American Society for Training and Development

American Management Association

Institute for the Study of Economic Systems*

Council for Economic Development



*Gilbert R. Green, Board Member

CURRENT BUSINESS ACTIVITIES

C U S T O M E R	S E R V I C E D E S C R I P T I O N
CAP - Rochester Action for a Better Community, Inc.	Management analysis, management systems design and implementation
San Jose State College	Guest Lectorate, Economic Development and Kelsonian Two-Factor Theory
CAP - Anne Arundel Annapolis, Maryland	Economic Development and Technical Assistance
Scholarship, Education and Defense Fund for Racial Equality (SEDFRE)	Economic Development and Technical Assistance
Region 1 OEO 71 CAAs New England area	Concentrated Management Training
CAP - Bergen County New Jersey	Implementation of PAR (Program Activities Reporting System)
PRIDE, INC. Washington, D. C.	Design and Implementation of PAR (Program Activities Reporting System)
Region I OEO New York	Design and implementation of PAR (Program Activities Reporting System)



PROJECTED BUSINESS ACTIVITIES

CUSTOMER	SERVICE DESCRIPTION	STATUS
Chesapeake Foundation Washington, D. C.	Feasibility study of public ownership of District of Columbia transit system	Final Negotiations
CAP - Newport News Virginia	Concentrated Management Improve- ment Project	Proposal Submitted
CAP - Lunchburg, Virginia	Concentrated Management Improve- ment Project	Proposal Submitted
Uganda, East Africa	U. S. Department of Labor and Uganda Government Entrepreneurial Project	Customer Discussions
CAP - Action for Boston Community Development, Inc.	Concentrated Management Improve- ment Project	Proposal Submitted
CAP - Louisville, Kentucky	Concentrated Management Improve- ment Project	Proposal Submitted
CAP - Wilmington, Delaware	Concentrated Management Improve- ment Project	Proposal Submitted
PROJECT IMPACT: OEO, HEW, SEDFRE Commerce & Labor Depts. BGA	Coupled Funding Entrepreneurial Training Program	Customer Discussions



PROJECTED BUSINESS ACTIVITIES

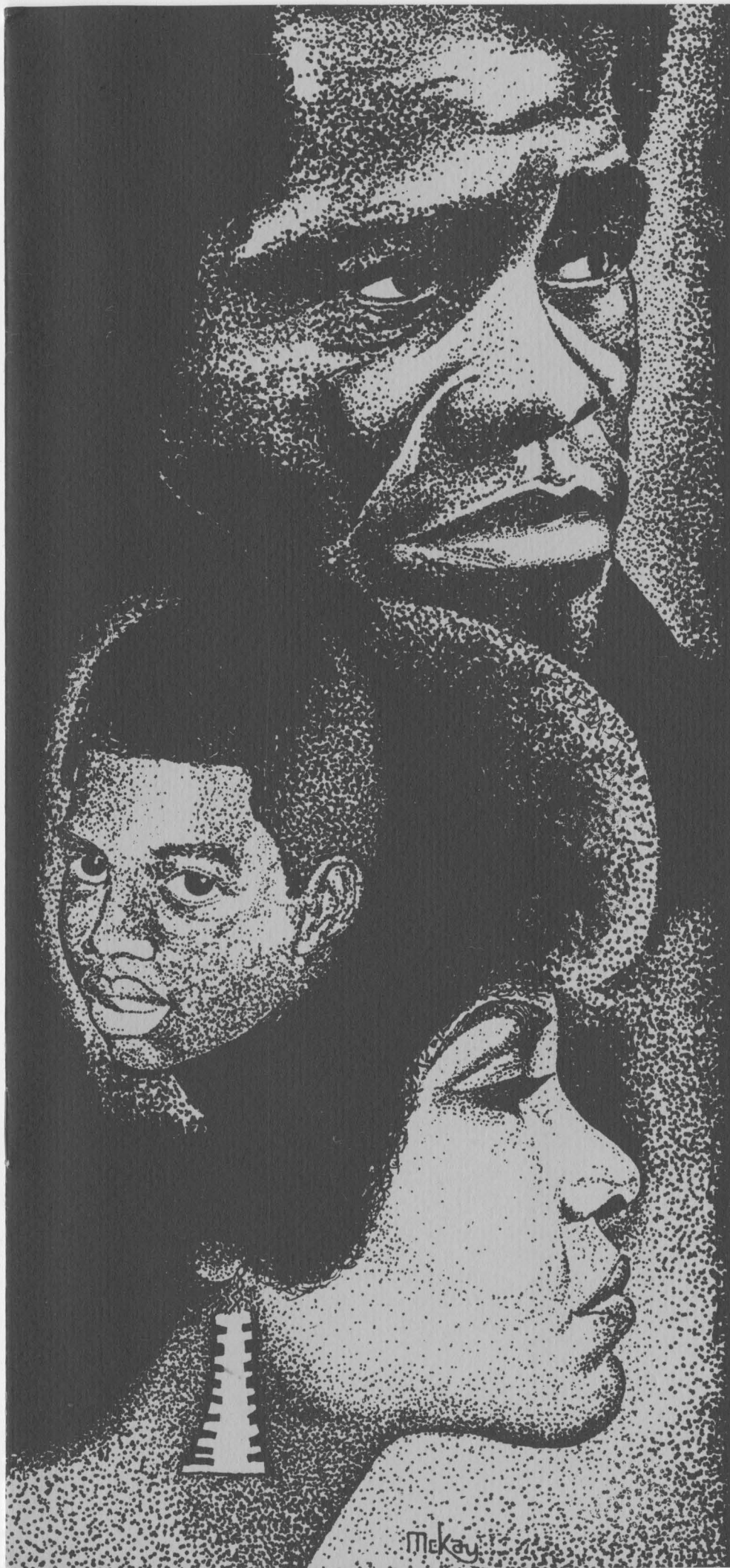
CUSTOMER	SERVICE DESCRIPTION	STATUS
San Jose State College San Jose, California	Conducting Series of Seminars in Social Technology	Customer Discussions
Price Waterhouse & Company San Francisco, California	Social Software Systems Design	Final Negotiations
Young Men's Christian Association (YMCA)	Implementation of Program Activ- ities Reporting System (PAR)	Customer Discussions
Advertising Distributors of Washington, D. C.	Computer Systems Design & Program	Customer Discussions





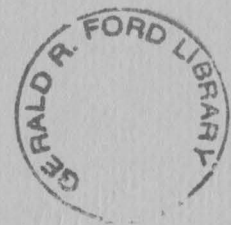
PROJECTED BUSINESS ACTIVITIES

CUSTOMER	SERVICE DESCRIPTION	STATUS
CAP - Salt Lake City, Utah	Concentrated Management Improvement Project	Proposal Submitted
Oklahoma University Norman, Oklahoma	Technical Training and Curriculum Development	Final Negotiations
Sears & Roebuck, Co. Bethesda, Maryland	Computer System Designs & Program	Customer Discussions
Automated Billing & Credit Services Washington, D. C.	Computer System Designs & Program	Customer Discussions
Computer Services Corp. Bethesda, Maryland	Computer System Designs & Program	Customer Discussions
Data Preparation Corp. Philadelphia, Pennsylvania	Computer System Designs & Program	Customer Discussions
Roy-Littlejohn Associates, Inc. Washington, D. C.	Computer System Designs & Program	Customer Discussions
15 Michigan Employment Security Commission	Community Relations Training for area industry	Customer Discussions



**ROY
LITTLEJOHN
ASSOCIATES, INC.**

1404 M STREET, N.W.
WASHINGTON, D.C. 20005
265-2686



ROY LITTLEJOHN ASSOCIATES, INC. is a multiethnic, multilingual, and multidisciplinary organization offering services to institutions and groups, both public and private, attempting to improve the quality of urban life.

ROY LITTLEJOHN ASSOCIATES' approach is not simply to research urban problems and prepare reports, for this effort, without tangible benefits for urban residents, might exacerbate the alienation and frustration that is so much a part of contemporary urban life.

ROY LITTLEJOHN ASSOCIATES is committed to people in urban areas and to the resolution of their physical, social and economic problems. The organization's objectives include professional assistance in rebuilding cities, improving race relations, expanding opportunities for the poor, and providing economic security for the unemployed and underemployed.

ROY LITTLEJOHN ASSOCIATES' officers and staff are largely products of the urban slums and ghettos—north, south, east and west. Most are graduates of leading colleges and universities and have earned advanced degrees in major fields. Some have little formal education but have developed a keen sense of perception and understanding of urban problems by personally confronting them daily. All of the officers and staff have spent many years dealing with the myriad problems facing ghetto dwellers today.

ROY LITTLEJOHN ASSOCIATES' 24-man staff is composed of black, white and Spanish-speaking persons. Therefore, the firm is able to communicate with poor people whether they live in the ghetto of Washington's Shaw, New York's Harlem, Cleveland's Hough, the barrio of San Antonio, or the hills of Kentucky. This multidisciplinary association with real ties to grassroot communities and a keen understanding of urban problems, generally, has a sharpened sense of perceptions of what is, as well as what should be, and is the major ingredient which makes Roy Littlejohn Associates uniquely equipped to assist in the resolution of urban problems throughout the nation.

PROJECTS

Roy Littlejohn Associates, Inc. is involved with governmental agencies and private organizations to improve the quality of urban life. The service contracts that it has undertaken during its existence, since July 1968, involve more than one-half million dollars. Its major projects are as follows:

FIELD INVESTIGATION FOR THE U.S. COMMISSION ON CIVIL RIGHTS

Roy Littlejohn Associates conducted field investigations in Oakland, California, to determine the feasibility of conducting a public hearing dealing with police-community relations growing out of the conflict between the Black Panther Party and the Oakland Police.

DEVELOPMENT OF MODEL CITIES PROGRAM IN WASHINGTON, D.C.

Roy Littlejohn Associates assisted the District of Columbia Model Cities Administration in obtaining full citizen participation in the development of a Model Cities vehicle for citizen involvement. This culminated in the establishment of the Model Cities Commission with broad powers in the Model Cities Program.

HEARING PLAN FOR THE PRESIDENT'S COMMISSION ON INCOME MAINTENANCE PROGRAMS

Roy Littlejohn Associates designed an instrument which dealt with a planning process for the conceptualization and execution of a public hearing process. This enabled the Commission to collect basic information in 20 states around the country.

CONDUCT OF OPEN MEETING FOR THE U.S. COMMISSION ON CIVIL RIGHTS

Roy Littlejohn Associates collected background material and set up and assisted in the conduct of a public hearing in Chicago, Illinois, dealing with Chapter 13 of the Report of the President's National Advisory Commission on Civil Disorders.

PLANNING FOR PUBLIC HEARING FOR THE PRESIDENT'S COMMISSION ON INCOME MAINTENANCE PROGRAMS

Roy Littlejohn Associates developed a detailed plan for conducting public hearings in 20 states. This planning process included the selection of cities in which the hearings would be held, preparation of supportive material, preparation of hearing time schedules, site visitations, conferences with public officials, and presentation of the plan with supportive evidence to the hearing commissioners. The Commissioners include major industrial heads, high-ranking governmental officials and citizens in the involved sectors.

SURVEY FOR FEDERAL CITY COLLEGE IN WASHINGTON, D.C.

Roy Littlejohn Associates, with another research firm, interviewed faculty members and students to ascertain the role of Federal City College in the educational program of the District of Columbia.

CONDUCT OF PUBLIC HEARINGS FOR THE PRESIDENT'S COMMISSION ON INCOME MAINTENANCE PROGRAMS

Roy Littlejohn Associates is in the process of conducting public hearings in 20 states, including Florida, Louisiana, Kentucky, Arkansas, Colorado, New

Mexico, West Virginia, Georgia, Illinois, California, Massachusetts, New York, Washington and New Hampshire. In this program, the firm is conducting field investigations and preparing the hearings, identifying the witnesses—both public officials and persons from the grassroots community—arranging the physical conduct of the hearings, preparing background reports for the Commission, and preparing documents. It also conducts briefings for the Commissioners on various local situations as they relate to Income Maintenance Programs and assists them at the hearings by calling witnesses and participating in the questioning of witnesses.

The final work on this project will be a report which will summarize the testimony presented.

PRODUCES THE BLACK BUYER SURVEY

Roy Littlejohn Associates conducts surveys on the buying habits of black Americans in 35 cities for semi-annual publication. The survey involves 2000 metro-area black households, with experienced field interviewers conducting personal interviews on questions designed by market researchers following pre-testing and client consultation.

CONDUCT OF TRAINING FOR PILOT PRECINCT PROGRAM

Roy Littlejohn Associates is conducting twenty-one training sessions for the Pilot Precinct Program of the Public Safety Department of the District of Columbia Government. The in-service program for police officers includes such subjects as human relations, social science, law and police operations.

PROMOTION OF EXPRESS BUS PROJECT

Roy Littlejohn Associates is providing the professional and technical skill in the promotion of the new express bus service for inner city and suburban employees—a project sponsored by the Metropolitan Washington Council of Governments. In this promotional campaign, Roy Littlejohn Associates is conducting public information programs to familiarize inner-city residents with job opportunities in the suburbs and suburban employers with the accessibility of inner-city workers through the bus service project.

OFFICERS

ROY LITTLEJOHN—PRESIDENT

The firm is headed by Attorney Roy Littlejohn, founder of the organization. Prior to establishing Roy Littlejohn Associates, Inc., in Washington, D.C., he served as the Executive Director of the Model Inner City Community Organization (MICCO), a community based organization dealing with urban problems in Washington's Shaw area and working to insure citizen participation in the planning and rehabilitation of the area comprising a population of 50,000 in a section covering 675 acres. He supervised a staff of 32 full-time employees, including architects, economic planners, and information specialists and clerks.

Mr. Littlejohn's services involved integration of the physical, social, and economic planning of the neighborhood. One of the major aspects of the economic development program was the establishment of a manufacturing firm, "FAIR-MICCO," in Washington's inner city.

Prior to the MICCO position, Mr. Littlejohn served as Assistant General Counsel to the United States Commission on Civil Rights. In this capacity, he assisted in planning, developing, and conducting hearings relating to the administration of justice, housing, education, health, and welfare in such diverse communities as Jackson, Mississippi; Cleveland, Ohio; San Francisco and Oakland, California; Boston, Massachusetts, and Chicago, Illinois. In addition, he served three years as an attorney in the Office of the Solicitor, U.S. Department of Labor.

Mr. Littlejohn earned his Bachelor of Arts degree at Howard University in Washington in 1955, and received a Bachelor of Law degree from Howard's School of Law in 1961. His military service included duty as a First Lieutenant at Eielson Air Force Base in Alaska, serving as Assistant Provost Marshal of the 5010th Air Base Wing.

He is a member of the District of Columbia and South Carolina Bar, Washington Bar Association, chairman of the D.C. Advisory Committee to U.S. Commission on Civil Rights, Urban League, and the National Association for the Advancement of Colored People.

WILLIS T. WILSON—VICE PRESIDENT, MANPOWER AND TRAINING

Willis T. Wilson was Center Director, Human Development Training Center, Pre-Vocational Training for Hard Core Unemployed, St. Louis, Missouri. He was director of the Washington Jobs Center, sponsored by the Washington Board of Trade, and in this capacity supervised a staff of 180 in the development of a program of new concepts for operation and maintenance of facilities valued at \$10 million on a 312-acre site.

He was superintendent of the Mechanical Occupations Campus at Lincoln Job Corps Center, Lincoln, Nebraska, supervising a staff of 55 and responsible for 550 corpsmen. He was master instructor and supervisor of general education and vocational training at Litton Industries, Educational Systems Division, Atterbury Jobs Corps Center, Edinburg, Indiana.

He also was a teacher of the intermediate and junior educable mentally retarded children in a culturally disadvantaged community in Indianapolis, Indiana.

He holds a Bachelor of Science degree from Kentucky State College and has taken graduate work at Butler University and Indiana University in Indianapolis and Bloomington, Indiana, respectively. He is a member of the National Congress of Parents and Teachers Association and the Maryland Education Association.

LEON WEST—VICE PRESIDENT, ADMINISTRATION OF JUSTICE AND TRAINING

Leon West was director of the Joint Youth Development Committee, Woodlawn Corrections, Chicago, Illinois, where he was responsible for the administration of the nation's first community related multi-service law enforcement correction agency, supervising a staff of 51 persons with a \$400,000 annual budget. He had a leave of absence from the Chicago Police Department in 1968 to handle that assignment.

Prior to accepting the position, he was Director of Special Services, Chicago Commission on Youth Welfare, where he reorganized and coordinated youth intelligence

in the thirteen CYW offices, prepared legislative recommendations and publication materials. He also served as human relations specialist, Chicago Police Department, and once served in the Gang Car of the Juvenile Control Unit. Previously he had been a case worker for the Cook County Department of Police Aid, and a lecturer on police-community relations for Purdue University.

He also served as lecturer on human relations, Chicago Police Department, and visiting lecturer, University of Chicago School of Social Service Administration.

He holds a Bachelor of Arts degree from Howard University, and has studied at the University of Illinois; Academy of Fine Arts, Newark, New Jersey; Chicago Police Department Academy, and was a Stouffer Fellow, Department of Sociology, University of Chicago.

He holds membership in the National Council on Crime and Delinquency, Law and Order Committee of the Chicago Commission on Human Relations, Fraternal Order of Police of Illinois, and the Society for Social Research.

JEROME W. LINDSEY, JR.—VICE PRESIDENT, PLANNING

Jerome W. Lindsey, Jr. formerly served as the director of planning, United Planning Organization, Washington, D.C. His responsibility consisted of planning specific target neighborhoods in Washington and the metropolitan region.

He headed the Jerome W. Lindsey Association, an organization of professional architects whose clients included city agencies, private citizens, and other architectural firms. He served as senior planner for the Redevelopment Agency of Providence, Rhode Island, his primary duty being supervisor and liaison officer for the East Side Urban Renewal Plan.

In addition, he has served as architect for Jose Luis Sert, architect and town planner, Harvard University, Cambridge, Massachusetts, and was planning assistant with Harold M. Lewis, city planner for New York City. He also assisted with the preparation of the present zoning regulations of Washington, D.C., supervised the preparation of design and construction documents and budget proposals for several major projects in Boston, Massachusetts, the District of Columbia, Maryland, Pennsylvania, and Virginia.

He was associate professor of architecture and city planning, Howard University, Washington, D.C., and is registered in the District of Columbia, Maryland, Virginia, and Massachusetts. He also holds certification in the National Council of Architects' Regional Board.

Mr. Lindsey is a cum laude graduate of Howard University, Bachelor of Architecture degree; and holds a Master in Architecture, Massachusetts Institute of Technology.

JAMES B. McDANIEL—GENERAL COUNSEL

James B. McDaniel is a member of the District of Columbia Bar. He served as trial attorney, U.S. Department of Justice, Taxation Division, from 1966 to 1968; research assistant, U.S. Department of Labor, Bureau of Labor Management Reports; research assistant, District of Columbia Housing Code Committee, Howard University; and research assistant, Mental Competency Study, George Washington University.

He holds a Bachelor of Arts degree in history and business administration from Ohio State University, and LL.B. degree from Howard University's School of Law. He was managing editor of the Howard University Law Review.

LEWIS GILES, JR.—DIRECTOR OF COMMUNICATIONS

Lewis Giles, Jr., has more than twenty years of experience in communications. Founder and president of Giles & Thomas, Inc., a Washington-based public relations firm, he has gained international prominence, in a variety of public relations and communication projects, working with radio, television, newspapers, magazines, industrial, and technical publications.

He has served the Republic of Liberia, the National Medical Association, the 25,000-member Delta Sigma Theta Sorority, Columbia Artists Management, Inc., the American Trucking Associations, the American Health Education for African Development, and the Haile Selassie I Prize Trust in Addis Ababa, Ethiopia. He has made extensive visits to Africa, Europe, and the Americas.

Rendering a variety of service assignments, he has gained worldwide contacts as well as local connections from City Hall to the White House. The recipient of numerous honors, citations, and awards, he is a member of the Public Relations Society of America.

In addition to providing public relations consultations and conducting publicity projects, he has operated four news service agencies: Civic News Service, Public News Service, Industrial News Service and National News Service, each providing specialized news services.

He holds two degrees from Howard University—B.A. in business administration and LL.B. in law. He did postgraduate study in public relations at American University, and was a company commander in the U.S. Army during his World War II service in Germany.

Offering public relations and community relations expertise, he has served as consultant to governments and taught public relations, distributive business education, English, and social studies. In 1964, he prepared the Bio-Profile publication on the late Professor William Leo Hansberry, America's pioneer scholar on Africa. The publication was instrumental in winning the Haile Selassie I Prize Trust award for Professor Hansberry, the first American to win the Trust's \$28,000 African Research Award.

VICTOR PAUL WRIGHT—OFFICE MANAGER

Victor Paul Wright's experience encompasses work with a wide range of problems including manpower, housing, education, police-community relations, economic development, community organization, city planning, welfare and health, and transportation.

A native of Atlanta, Georgia, he lived and worked in Berkeley, California, and New York City prior to coming to Washington, D.C. He holds a degree in business administration from the University of California at Berkeley.

He has served as community consultant and business manager with Community Consultants, Inc., Brooklyn, New York; comptroller-administrator with the National Welfare Rights Organization, Washington, D.C.; deputy director of admin-

istration with Pride, Inc., Washington, D.C., and contract negotiator for Applied Physics Laboratory, Howard County, Maryland.

STAFF

EUGENE TALMADGE AUSTIN

EXPERIENCE: Staff Attorney, Special Trial Section, Anti-Trust Section, U.S. Department of Justice; Legal Attorney, Office of General Counsel, U.S. Federal Power Commission; Assistant Buyer, Jordan Marsh Co., Boston, Mass.

EDUCATION: Morehouse College, Atlanta, Ga.; Washburn University, Topeka, Kansas, A.B. degree; School of Law, Howard University, LL.B. degree cum laude.

PUBLICATIONS: Editorial Note, "Protection of Private Property and Investments of Foreigners Abroad: Foreign Investment Laws of Newly Emerging Nations," 12 Howard Law Journal 200 (1966). Contributor to Merger Case Digest, 1967, Section on Antitrust Law, American Bar Association (Revised Edition) 967.

SHERMAN S. BARGE

EXPERIENCE: Housing and Contract Specialist, Friendship House; Special Assistant to the Mayor of Camden, N.J., 1967, handling minority problems in the State; Research Assistant, Department of Welfare, Camden, N.J.; Neighborhood Legal Services, Camden, N.J.; Assistant Laboratory Technician, Institute of Modern Languages.

EDUCATION: Shaw University, Raleigh, N.C., B.A. degree in sociology; Howard University, School of Law, LL.B. degree.

MARTIN VICTOR BLOOM

EXPERIENCE: Sociology Instructor, University of Maryland; Interviewer, Leamendota study for "Post Menopausal Conditions," Medical Marketing Company; Research Assistant: National Children's Rehabilitation Center, Leesburg, Va., National Planning Association for project dealing with defense installations, and University of California project on "Migrant Farm Workers;" counselor for emotionally disturbed children, Christ Child Institute, Rockville, Maryland.

EDUCATION: George Washington University, B.A. degree; University of Maryland, Master of Arts degree, Social Psychology; University of Maryland, presently doctoral candidate, urban sociology.

JOHN BROOKS

EXPERIENCE: Tutor, program development, Federal City College, Washington, D.C.; research aide, Student Experiment for Higher Education, Southern Illinois University, East St. Louis, Ill.

EDUCATION: Southern Illinois University, East St. Louis, Ill.

WILLIAM R.T. GRIFFEN

EXPERIENCE: Case Worker, New York City Department of Public Welfare; Community Organizer, Westchester County Housing and Urban Renewal Agency; Supervisor, Summer Enrichment Project, Tidewater, Virginia (Norfolk, Newport News and Portsmouth); formerly church pastor in North Carolina, New York, Virginia, Arkansas, and Washington, D.C.; Captain in U.S. Air Force, handling assignments as personnel officer, information officer and chaplain.

EDUCATION: New York University, B.S. degree in education; Biblical Seminary, New York, N.Y., B.D. degree in religion; Biblical Seminary, Master of Sacred Theology, and Virginia Seminary and College, Lynchburg, Va., Honorary D.D. degree.

JAMES MELVIN RASCHARD

EXPERIENCE: Team Leader, Trans-Century Corporation, socio-diagnostic survey in Philadelphia, Pa.; deputy director, Community Organization, Model Inner City Community Organization, Washington, D.C.; Field Investigator, National Advisory Commission on Civil Disorders; Manpower Director, Jersey City Community Action Program; Plant Supervisor, Chemical Compound, Inc., Jersey City, N.J.; Traffic Manager, Sobert Industries, Jersey City, N.J.

EDUCATION: Hampton Institute, Hampton, Virginia, and School of Social Science, Columbia University, New York City.

JAMES HENRY RICH

EXPERIENCE: Inter-Group Relations Specialist, District of Columbia Human Relations Commission; Civil Rights Compliance Officer, U.S. Department of Health, Education and Welfare; Legal Researcher for William J. Connelly, a law firm, San Francisco, California, and John J. Nejedly, District Attorney, Contra Costa County, Martinez, California.

EDUCATION: Wesleyan University, Middletown, Connecticut, B.A. degree; University of California at Berkeley, LL.B. degree; San Francisco State College, postgraduate study; Member, District of Columbia Bar.

ROGELIO SANTOS

EXPERIENCE: Program Associate for Information Systems, Economic Opportunity Development Corporation, San Antonio, Texas; Supervisor, Community Action Program, New York City.

EDUCATION: San Antonio College, A.A. degree, and St. Mary's University, B.A. degree.

EDWARD SMITH-GREEN

EXPERIENCE: Practiced law in Bedford-Stuyvesant section of Brooklyn, N.Y., for seven years, serving as community organizer and expeditor for social action programs; Social Investigator, City of New York De-

partment of Welfare; Volunteer, United Community Centers, Inc., Brooklyn, N.Y. Staff member, Astor Pre-Teen Delinquency Project, Union Settlement in Spanish Harlem, and Teen-Age Coordinator, East Harlem Council on Community Planning-Youth Committee. Community Organization Specialist, Washington Urban League, Neighborhood Development Center; Director, Community Organization, Model Inner City Community Organization.

EDUCATION: Brooklyn College, B.A. degree in education; St. John's University School of Law, LL.B. degree; Certificate, Course for Social Investigator, City of New York, Department of Welfare Training School.

ENRIQUE TRUJILLO-GOMEZ

EXPERIENCE: President, Latin American Association (Empresas Populares, Inc.) Washington, D.C.; Professor of Spanish, Vox Institute of Languages; General Manager, Constructora Cobre, S.A., Havana, Cuba, 1959-60; Consultant, Linea Aeropostal Venezolana, Caracas; Personal Advisor, international relations for President Carlos Castilla Armas of Guatemala, 1955-1957; Professor of History of the Americas, Pacific School of Languages, Los Angeles, California.

Founder and Editor, Spanish language newspaper, *Continente*, Miami, Florida.

EDUCATION: Liceo Antioqueno, Medellin, Columbia, B.A. degree in social sciences; University of Rome, Doctorate in international law and economics. Speaks Spanish, English and Italian.

JUDITH LEIGH VAUGHAN

EXPERIENCE: Office Manager and Assistant to Pierre Tanguay, S.J., Head of Jesuit Sociological Survey at Jesuit Curia, Rome, Italy; Community Interviewer, Addie Mae Collins Community Center, New York, N.Y.; Recreation Supervisor for retarded children, St. Agnus Hospital, White Plains, New York.

EDUCATION: Manhattanville College, New York City, B.A. degree in political science.

DAVID D. WILSON

EXPERIENCE: Intern Teacher, public schools, Washington, D.C.; VISTA Volunteer for Adult Education classes in reading, history, mathematics, and science.

EDUCATION: Indiana University of Pennsylvania, Indiana, Pennsylvania, B.S. degree in social science and education; Antioch College, Yellow Springs, Ohio, M.A.T. degree, social science.

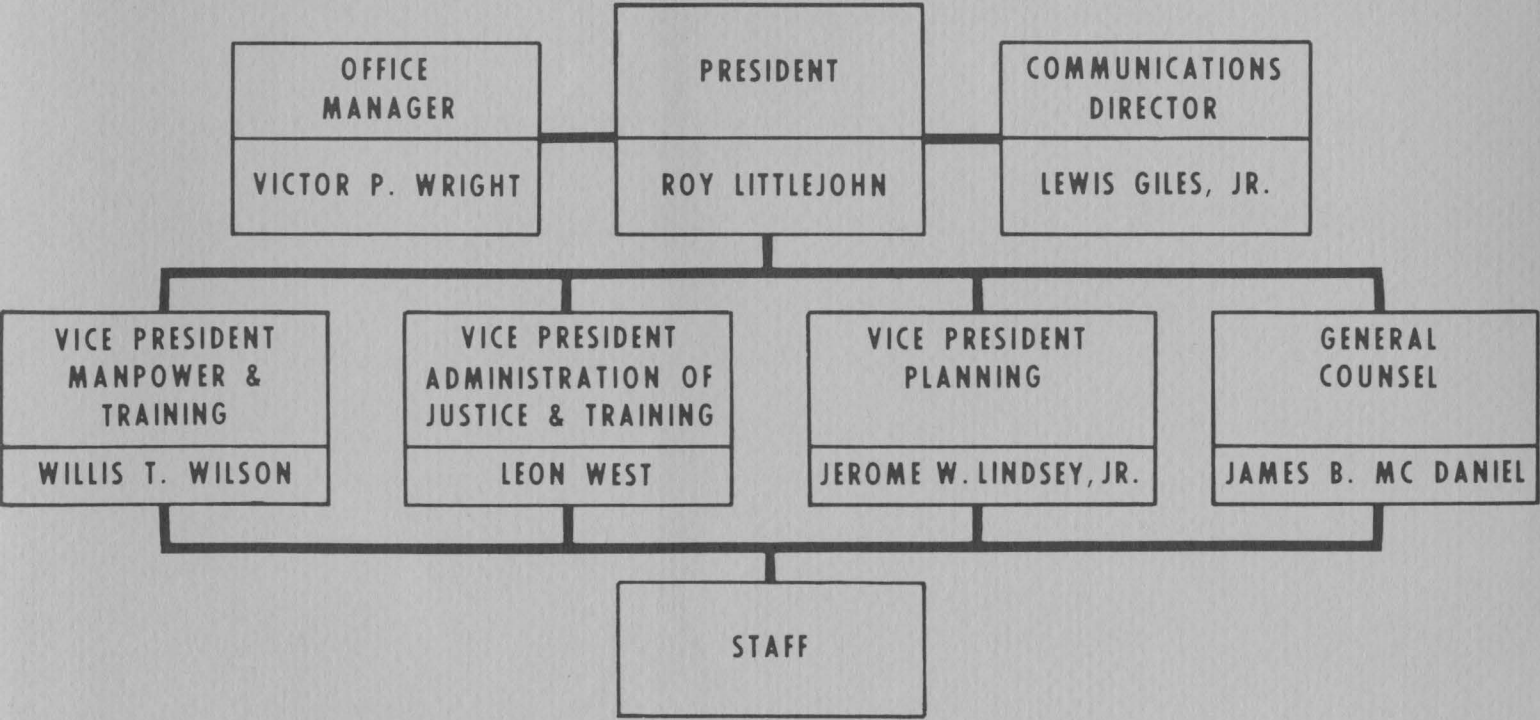
LOYD WISE

EXPERIENCE: Investigator, Office of Investigations and Collections, District of Columbia Government; Interviewer, District of Columbia Department of Public Welfare; Agent, United Insurance Agency of

America; Investigator-Supervisor, Allied Investigation Services; Special Policeman, U.S. Department of Defense; Private Investigator, Capital Service Bureau and National Detective Agency.

EDUCATION: Sampson County High School, Clinton, North Carolina.

CORPORATE STRUCTURE



versity, LaSalle College, Morgan State College and Villanova University. Eighty-five per cent of SRC personnel have the master's degree while forty-three per cent have their doctorates. These personnel are also actively preparing papers for submittal for publication in appropriate professional journals. These activities ensure that SRC personnel remain abreast with the state-of-the-art of concerned disciplines, thus precluding any aspect of technical obsolescence.

FACILITIES

The Systems Research Company is located in the heart of Philadelphia's rapidly expanding, centrally located academic-science complex known as University City Science Center.

As a function of being associated with the University City Science Center, the Systems Research Company is a portion of the \$100,000,000 research and development complex now being developed in Philadelphia. This central organization was created for the purpose of advancing education, science and the general welfare of the local and national community. Member institutions of the Science Center include twenty-one leading colleges, universities, medical schools and hospitals in the greater Philadelphia area.

Within these environs the Systems Research Company has direct access to the libraries of the University of Pennsylvania and Drexel Institute of Technology as well as regular user privileges of the holdings of the Franklin Institute's famous Technical Library, Temple and Villanova Universities, and many other local colleges and related institutions. The University of Pennsylvania Computer Center, consisting of IBM 1402, 7050, 360 systems, printers, keypunch and other associated peripheral equipment, is also directly available to Systems Research Company.

The current holdings of the Systems Research Company Library include several hundred texts and approximately five thousand special-item documents and is continually expanding.

The Systems Research Company maintains modern office facilities and has varied laboratory/workspace and facilities available for laboratory research and testing. Technicians, illustrators and model makers are available for such activ-

ities requiring mock-up and model development, work-space and console development and experimental study implementation.

Specialists in political science, engineering, sociology, mathematics, systems engineering, programming, operations research, and education are also associated with Systems Research Company on a consulting basis. As an affiliate of University City Science Center, consultants from 21 universities, colleges, medical schools, hospitals, and other research organizations are available as the need arises.

The Systems Research Company believes that their capabilities and services can be most useful to a company or institution by:

Providing the solution to a problem outside the interest or knowledge of an existing staff.

Providing technical aid when recruiting cannot provide the required personnel or provide interim technical assistance in a new field until in-house personnel can be hired.

Supplementing in-house capabilities in existing disciplines.

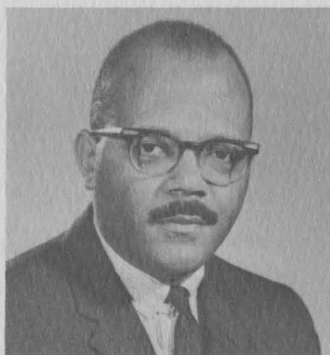
Providing more objective analyses of research and development problems.

Providing technical assistance for an activity that does not warrant a permanent staff.

Implementing programs at a lower cost.

Detailed resumes for SRC key individuals may be obtained upon request. Copies of presentations and published papers of SRC personnel are also available.

For additional information, please call or write:



Raymond B. Webster,
President

Suite 230
3508 Market St.
Philadelphia, Penna.
19104

Tel: (215) EV 6-8280/1



SYSTEMS RESEARCH COMPANY

**BASIC AND APPLIED
RESEARCH
SYSTEMS DEVELOPMENT
CONSULTING**

The Systems Research Company (SRC), incorporated in the Commonwealth of Pennsylvania in 1968, was organized in order to provide technical and professional services by engaging in systems development and analysis, basic and applied research, technical information development and consulting. The problem areas that SRC are concerned with are technical and social in nature. They include human factors and human engineering - specifically, man/machine simulation, display and control development, man/machine interfacing, command and control and personnel subsystem development.

Other areas include computer information and educational systems development as well as literature survey and bibliography development. Urban socio-economic problems considered by SRC include education, crime, medical system development and entrepreneurship development. Related documentation, report and proposal development activities are undertaken also.

Systems Research Company personnel represent a multidisciplinary staff. That is, personnel have backgrounds in the fields of experimental and industrial psychology, engineering, sociology, economics, mathematics, and education. This combination of the behavioral and engineering sciences is conducive toward development of a total systems approach to complex problem solution. These personnel represent an aggregate of years of directly applicable experience pertinent to SRC's offered services of basic and applied research, systems development and analysis, technical information development and consulting. SRC personnel are also actively preparing papers for submittal for publication in appropriate professional journals.

SRC personnel have engaged in a variety of research programs utilizing a spectrum of subjects including elementary, high school, and college students, varied military and management personnel, pilots and NASA and Air Force astronauts. This indeed represents a unique and valuable research experience. Presentations and publications (reviews, bibliographies, theoretical and empirical studies) have been completed on such varied topics such as: man/machine simulation, perception, manual control, vigilance performance,

display development, career planning, educational systems, management, educational testing, entrepreneurship development, systems analysis and social problems, etc.

SYSTEMS DEVELOPMENT AND ANALYSIS

SRC views systems analysis as a set of techniques utilized for management decision-making, planning, and the design of a system or program required to solve a complex problem or meet a need. SRC's systems approach views a system in the broadest possible perspective - including the system's surrounding social and economic environment and pays very close attention to the information network binding the interacting elements of the system together. SRC appropriately utilizes the system concept regarding both technical man/machine and urban socio-economic and educational systems development and analysis. The prime goal is the development or proposal of those systems that:

Have immediate as well as long-range results that are tangible, economic and permanent;

Present meaningful data to decision-makers;

Significantly effect the economic development of the group or institution;

Have the most realistic level of technical, social and economic utility.

BASIC AND APPLIED RESEARCH

SRC engages in research to answer specific questions requiring solution by experimental methods emphasizing efficiency, reliability and validity. SRC will complete the entire experimental study or specific experimental task(s) including:

Background and related literature search and review
Experimental design including complete test procedure
Selection and/or design of experimental apparatus
Determination of measurement technique
Preparation of test materials
Implementation of tests
Data tabulation, reduction and analysis
Experiment report documentation

Regarding observational techniques, SRC will completely de-

velop and/or assist in questionnaire development, survey implementation, data analysis and appropriate documentation.

TECHNICAL INFORMATION DEVELOPMENT

SRC provides services for development of technical information either for a broad technical area or a specific problem. These services include:

Bibliography development, both annotated and unannotated
Coding and indexing for retrieval

Correspondence, personal and telephone interviews to obtain technical information

Current literature surveillance

Data acquisition and correlation

Information surveys

State-of-the-art reports

Critical reviews

File organization

Abstracting

CONSULTING

SRC personnel consult with city, state and federal governmental agencies and for both the public and private sectors of industry and educational institutions. Procedures and techniques concerning systems development and analyses, information development, etc. are considered. Consulting services are offered on a short-term as well as long-term basis as especially required for systems and program development efforts. Personnel recruiting, especially of minorities, for technical, professional and managerial positions available in varied industries and agencies is a special consulting task engaged in by SRC.

PERSONNEL

SRC personnel average 12 years professional experience in industry with such organizations as Bunker-Ramo Corporation, Dunlap and Associates, Inc., General Electric Company, Ford Motor Company, Institute for Behavioral Research, Martin-Marietta Corporation, Rohm and Haas, Stanwick Corporation, and United Planning Organization. These personnel have also been part of the faculties of Delaware State College, Drexel Institute of Technology, Howard Uni-

Membership In:

National Employment Association

American Society for Personnel
Administration

Colorado Society for Personnel
Administration

Colorado Employment Association

Licensed By:

Colorado Department of Labor and
Employment

City and County of Denver

"The Market Place for Talent"

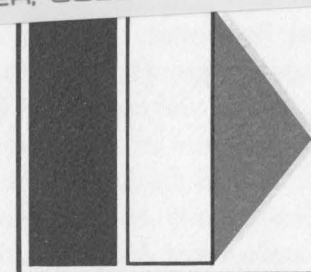


**PROGRESS
PERSONNEL**

INCORPORATED
1839 YORK ST.
DENVER, COLO.

JAMES R. LOVE
PRESIDENT

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**PROGRESS
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INCORPORATED

1839 YORK STREET
DENVER, COLORADO 80206
TEL. 303-399-7762

Character - Integrity - Success

James R. Love
President

Olga M. Thalley
Manager

Progress Personnel, Inc., is a licensed personnel agency practicing within the guidelines, under and regulated by the Colorado Department of Labor and Employment, the City and County of Denver, Colorado Employment Association and the National Employment Association.

The agency was founded in July of 1969, after much study and research indicated the need for a specialized agency to meet the ever increasing demands for all types of manpower.

Our objective is to render to our clients (employers and employees) the most honest, professional and dependable employment service available.

EMPLOYER BENEFITS

- Quality Applicants
- Intensive Pre-Testing
- Integrity
- Honesty
- Dependability

EMPLOYEE BENEFITS

- Quick Personnel Service
- Confidential Rapport
- Counseling
- Opportunity for Personal and Economic Growth
- Best References



STAFF RESOURCES AND SERVICES

- Years of Professional Employment and Experience
- Young, Aggressive Management
- Many Talented Applicants
- Specialized Recruiting
- Exclusive Recruiting
- Personal Service
- Excellent Opportunities
- Out of State Resources
- Rapid Service
- 90 Day Follow-up

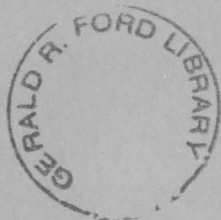
OPTIMUM COMPUTER SYSTEMS INCORPORATED



OPTIMUM COMPUTER SYSTEMS INCORPORATED
120 WEST 31ST STREET, NEW YORK 10001
212 (736-8224)

Charles Keller

Done



OPTIMUM COMPUTER SYSTEMS INCORPORATED
120 WEST 31ST STREET, NEW YORK 10001

212 (736-8224)

send all later

Post

COMPUTERS TO AID WELFARE CENTERS

Will Streamline Process of
Matching Job Openings

By FRANCIS X. CLINES

The city intends to install computer consoles in its 35 welfare centers in an effort to eliminate long delays in matching job openings with employable

clerical operation that used to take up to two weeks in collecting and matching jobs and applicants by mail.

The new system, which costs \$150,000 a year in machine rentals, has cut his time to less than a day in many cases, according to Mr. White, who plans to reduce it to seconds eventually.

In addition, the computer is programed to store up unmatched jobs and applicants and make regular reviews. The job bank has room for 50,000 openings, but has only

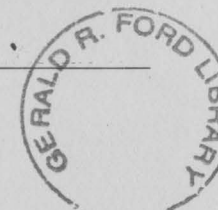
A wide display window was built into the ground-floor office where it operates at 1296 Bedford Avenue. The computer is illuminated at night so passers-by can watch locally trained key-punch operators at work.

"No one's going to throw a rock through that window—the people know it belongs to them," said Commissioner Cyril D. Tyson, of the Manpower and Career Development Agency, a division of the Human Resources Administration.

IBM NEWS

Volume 5 No. 21 November 11, 1968
Published by International Business Machines
Corporation, Armonk, N. Y.

Data Processing Division



New York Metro Branch Gives Assistance

1130 Helping Job-Seekers

BROOKLYN: For years, one of the major handicaps of job applicants living in disadvantaged neighborhoods has been learning about job openings.

Too often they hear about a job



Computer Adds Up to Faster Job Placement

Betty Henderson dialed the phone and waited a few seconds before punching information on a typewriter keyboard—admittedly an interview scheduled by 1:30," he said. Smith said the neighborhood centers currently handled his

Boro Computer Speeds Job Hunting Citywide

A job placement system, using a new Brooklyn based electric computer, is expected to be ready for full operation Monday, linking 14 MCDA Neighborhood Manpower Service Centers throughout the city.

The new system which uses an IBM 1130 computer was publicly demonstrated last week at the Youth In Action Corp. central data processing center, 1296 Bedford Ave.

Voluminous paper work and the difficulty of keeping accurate information on jobs available and the long lapse between finding a job taker will no longer snarl up the manpower service in Bedford Stuyvesant.

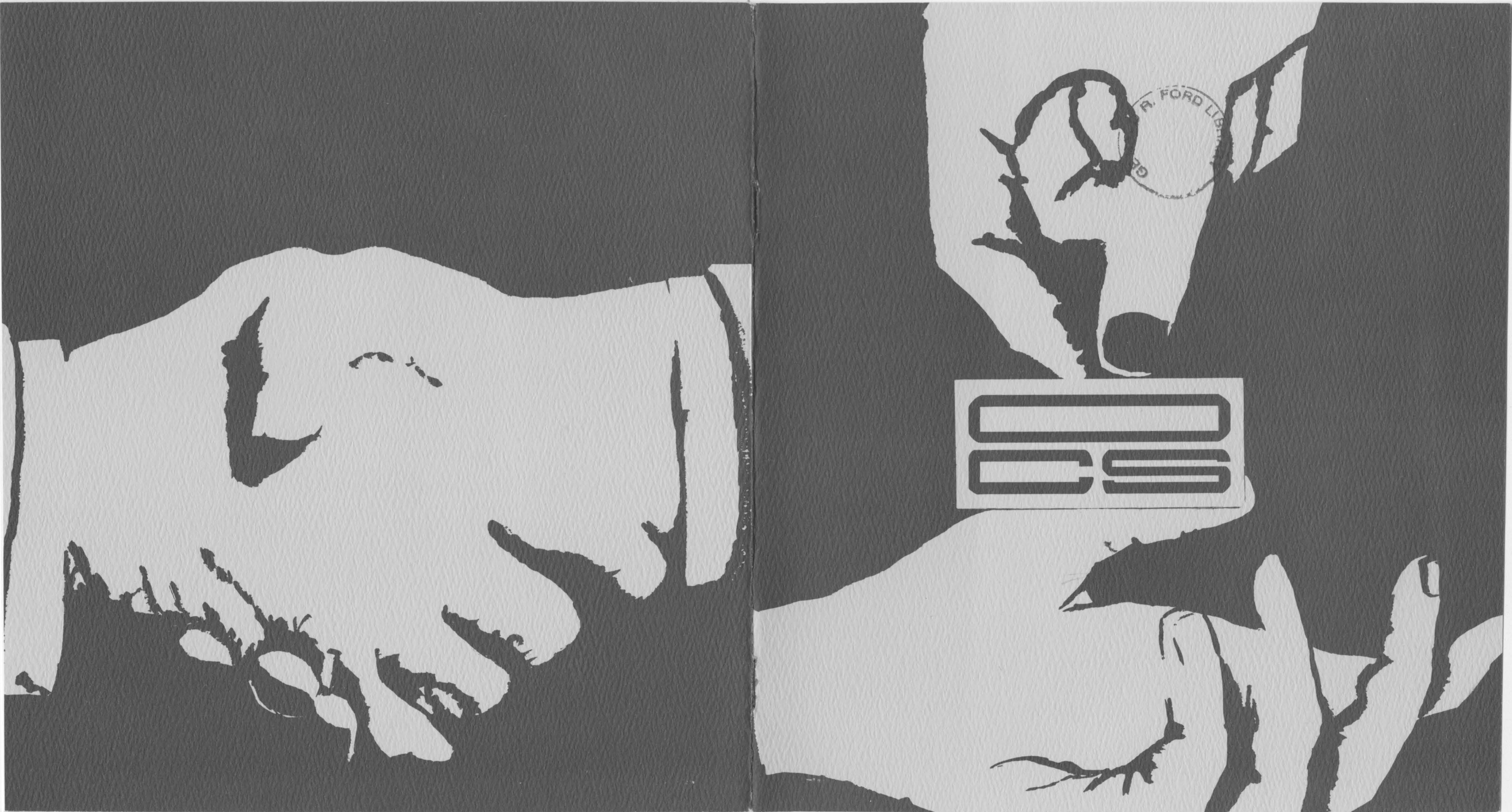
Eases Work

"The problem we've been having is getting the information

Agency (MCDA). The city, Tyson said, can now offer better training, as well as to employers and faster service to low-income persons looking for jobs or in search of employees.

Hits ILGWU As Lax On Vote Drive

The International Ladies Garment Workers Union was singled out by a city



Optimum Computer Systems . . . The company of tomorrow's technology

Optimum Computer Systems Inc.

Optimum Computer Systems Inc.

Optimum Computer Systems Inc. is a leading provider of computer systems and services. The company has a long history of providing high-quality products and services to its customers. Optimum Computer Systems Inc. is a leader in the industry and is committed to providing the best possible service to its customers.

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Optimum Computer Systems Inc.

Training Division

OCS is deeply committed to the struggle to give all Americans, black and white, the means to realize the promise of American life. Education is our weapon—technical education for the electronic data processing field, where the need for trained personnel is sky-rocketing.

There is no easy victory. OCS has to bring its students way beyond inadequate basic schooling, disrupted childhoods, social disadvantages, and personal failure. The old educational methods are not good enough for this battle: we have developed our own. But when you give a man a skill you give him pride. And with pride comes ambition—the foundation of self-help.

Optimum Computer Systems Inc.

Training Division Courses and Services:

Electronic Data Processing Courses

Student Services

Remedial Education

OCS currently offers the following Electronic Data Processing courses:

Tape Librarian

Input-Output Data Control Clerk

Keypunch Machine Operations

Computer Console Operations

Basic Computer Programming



Tape Librarian

This course does not call for strong computational skills and can be classified as the most straightforward course presently offered. The trainee learns the care and maintenance of tape libraries as well as the rationale and operation of standard filing and indexing systems. The major aim of the course is to teach the student accuracy, competence, and speed in computer tape retrieval.



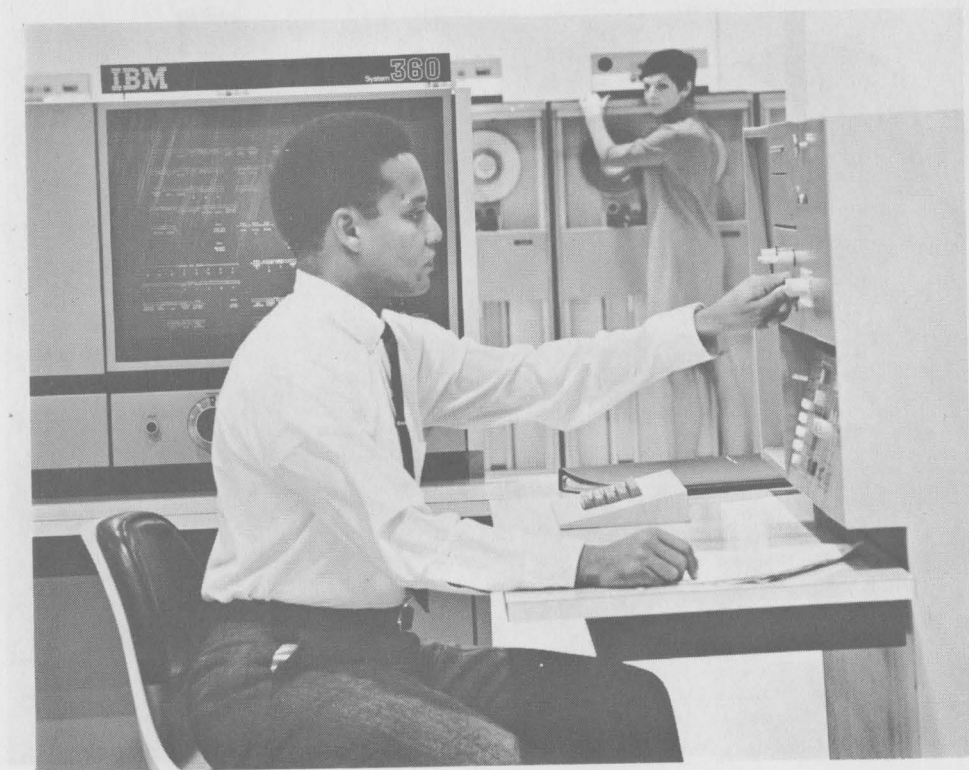
Input-Output Data Control Clerk

In this course OCS teaches the support and auxiliary functions essential to the smooth and efficient running of a data processing center. Trainees are exposed to a wide range of aspects of electronic data processing and thus can realistically consider future specialization. Instruction is given in computer time-allocation and scheduling; data co-ordination; and validation and checking procedures. Emergency procedures in a computer center is the final topic treated.



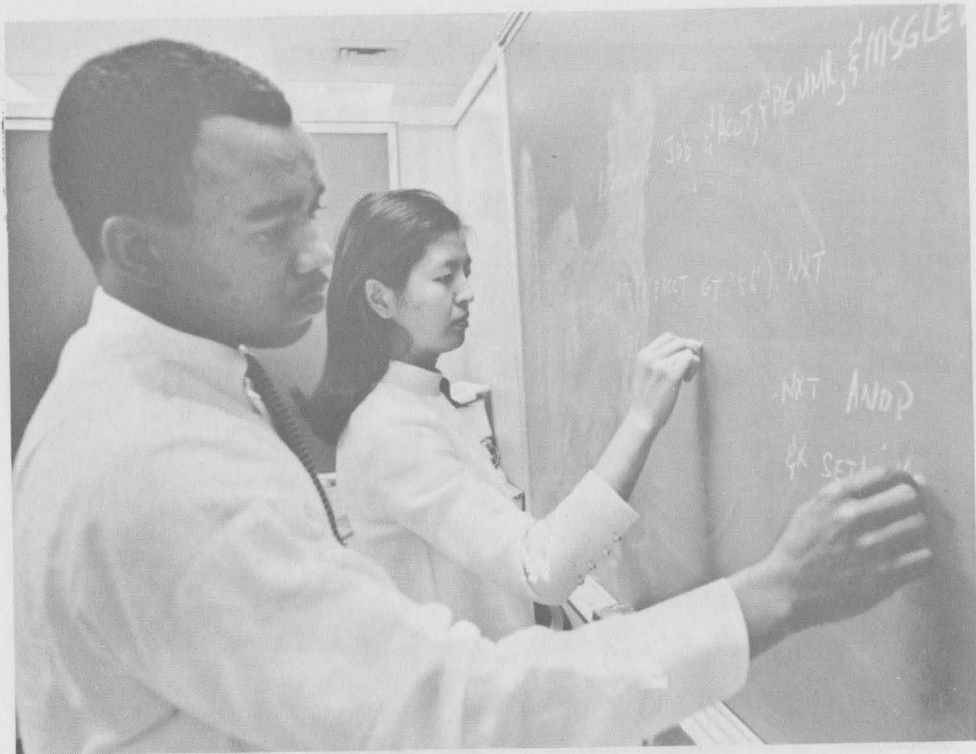
Keypunch Machine Operations

An intensive practice, learn-by-doing course with a strong emphasis on practical results. Students learn to transfer written or recorded information onto punch-cards. The course is built around normal business situations and all materials used in the course are drawn from the current range of forms and documents used in such situations. The mechanical equipment involved (024/026/029 card-punch machines; 056/059 verifiers; sorters; and interpreters) is all taken from the standard IBM range.



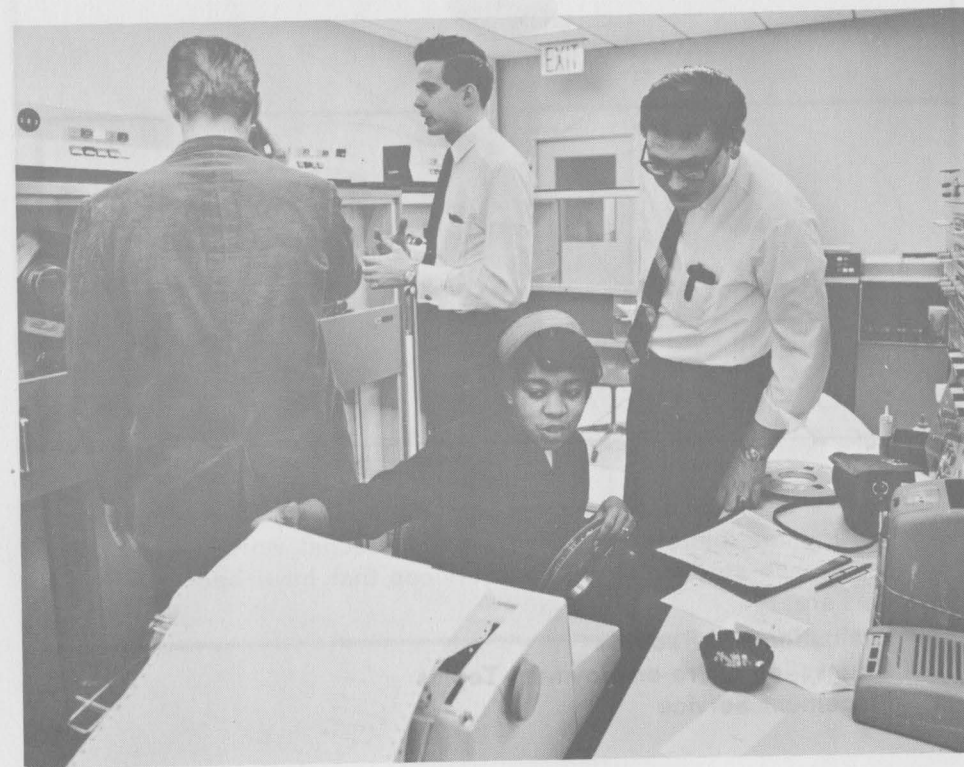
Computer Console Operations/Operating Systems

OCS teaches the basic elements of console operations in this 180 hour course. Two-thirds of the time is spent in practical work with IBM 360 Computers, the most widely used range of computers in electronic data processing today. In addition to teaching basic console routines OCS gives trainees instruction in the use of computer support equipment: card readers; printers; tape drives; disk drives and related units. All problems worked and all information used is taken from current business situations to strengthen the practical value of the course.



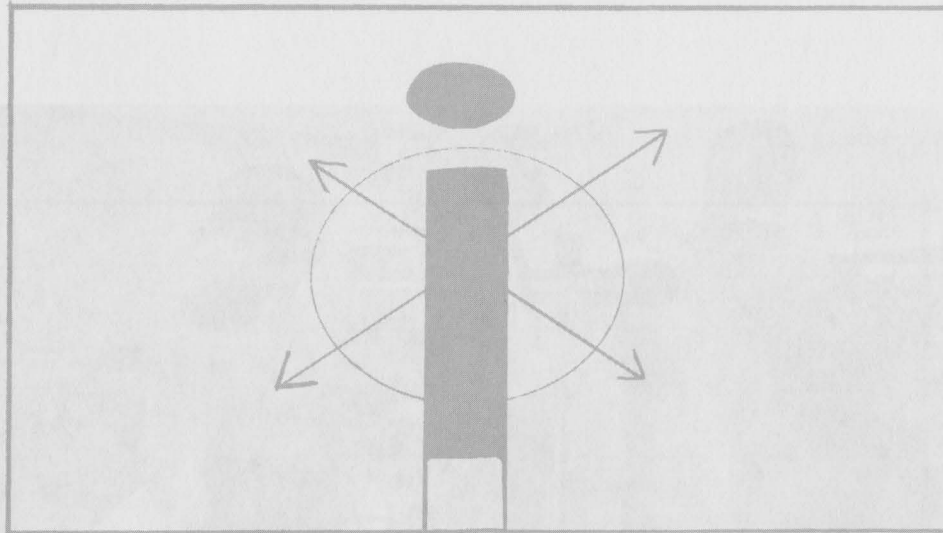
Basic Computer Programming

This is the most advanced of the range of technical courses described here and entry to it is based upon OCS' assessment of the student's capacity to meet successfully both course demands and employer requirements. Basic programs for systems or sub-systems in accounting, billing, inventory control, payroll etc. are taught. Students are involved in practical exercises in program writing. IBM 360 COBOL language is used and all programs are designed for IBM 360 Computers.



Student Services

OCS is fully aware that in training people drawn from the hardcore unemployed ('the disadvantaged') a greater than usual range of problems will arise. These may be a reflection of inadequate early education, of sub-standard living conditions, or of personal failure for prolonged periods. Many students will initially find it difficult to meet the demands and discipline of the classroom while others may lack confidence in their ability to progress.



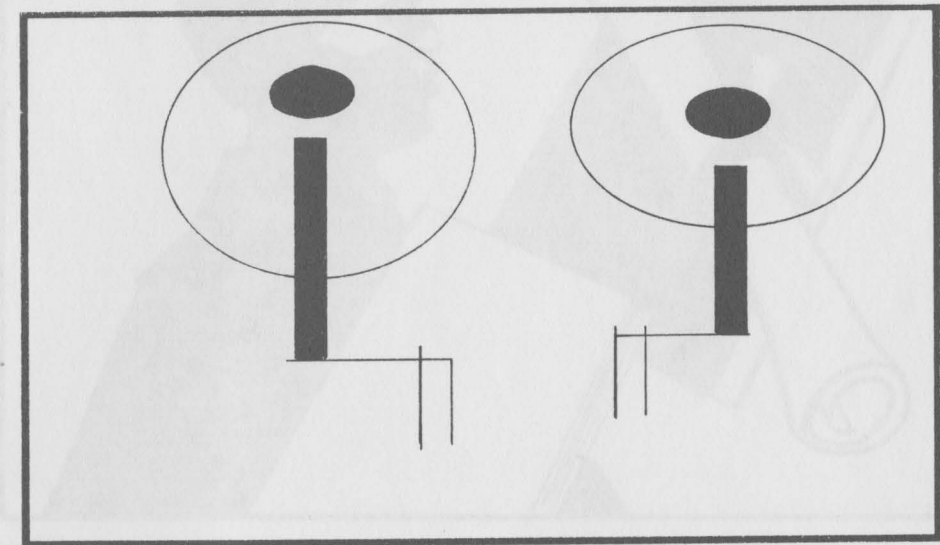
OCS has developed techniques and methods for overcoming these problems and for reinforcing the sense of personal worth and academic progress in each student. The three services that have been evolved for these aims are:

Evaluation and Records
Counseling & Pre-employment Topics
Placement Service

Evaluation and Records

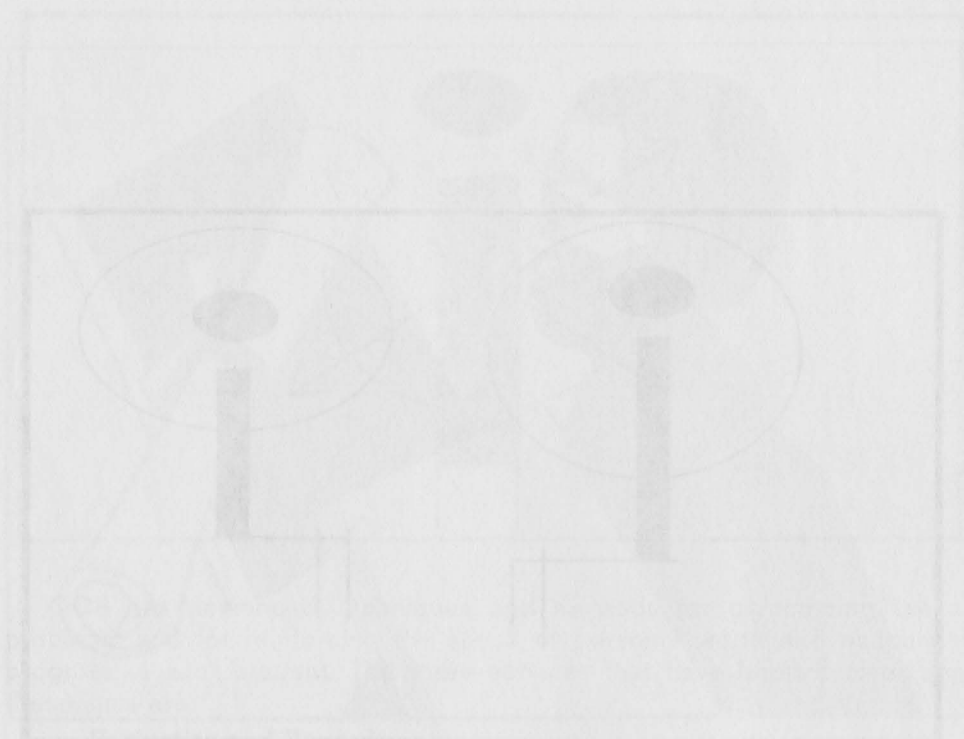
Evaluation and Records covers all aspects of a student's progress in class. It enables OCS to pinpoint any weakness, whether in class or in independent work as early as possible and before the fall-off in performance becomes big enough to disrupt the student's work seriously. Immediate steps can thus be taken to analyze and act upon weaknesses and strengthen student and motivation.

Class performance, in terms of course aims and expectations, can be assessed only if adequate records are kept. Proper use of such records can lead to a continual refining of course content and instructional methods.



Counseling

OCS stresses an extensive counseling service backed by experienced counselors as an integral part of its Training Division. It has become clear that in the case of disadvantaged persons most professional or job problems have roots in personal difficulties. The former can seldom be solved without reference to the root problem of home or personal stress. Among hard-core there is a reluctance to discuss personal topics and thus the need for skilled and sympathetic counselors is even greater. All OCS students have private access to counselors throughout their time with the Company. Group counseling is provided on such topics as employer-employee relations; business ethics; money management; basic tax matters; and current employment and anti-discrimination laws.



Placement Service

OCS believes that confidence in getting a job is a vital factor in encouraging students to do their best during training. It is not easy to instill this confidence in people who have spent most of their adult lives unemployed. The Company has decided that the 'employability' of the trained student should be stressed throughout the training period.

This can be accomplished in part by displaying blow-ups of articles dealing with personnel shortage and salary factors in the EDP field as well as by classroom references to the development and expansion of the field. In addition, OCS will arrange for lectures about the future in EDP by speakers prominent in the industry.

A full-time advisor on employment and placement will be retained by the Company. His responsibility will be to maintain contact with potential employers and to arrange interviews for graduating students. In view of the overall demand for trained personnel and the quality of Company courses, OCS has every confidence that its graduates can be speedily placed.

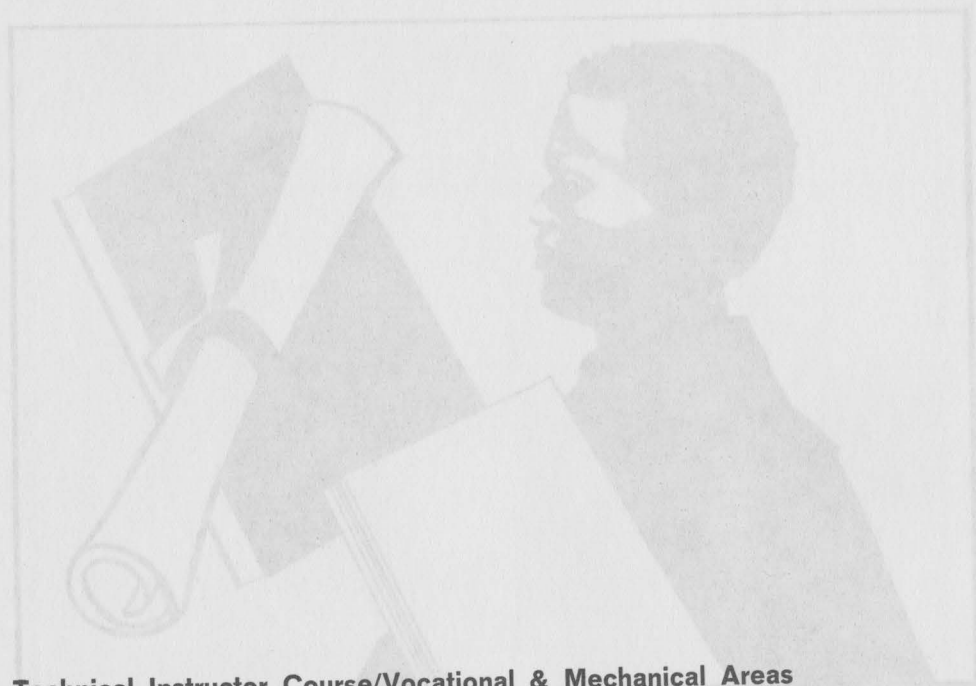


Remedial Education

Lack of a high school diploma, deficiencies in reading, writing, and arithmetic skills, plus poor verbal abilities are normal for most of the hard-core unemployed. These factors have disqualified them from the majority of semi-skilled jobs they have applied for. Yet it is common knowledge that these failings reflect lack of quality education and support in childhood far more than lack of ability.

OCS has developed a range of remedial programs in the areas mentioned above. They can be given to those requiring them before or concurrently with EDP courses. The remedial work is designed to do far more than simply bridge gaps in early education or take it forward to the required level. Confidence-building and the creation of a positive self-image in the student are equally important.

To further this vital skill-building all EDP courses are designed to broaden and re-inforce basic reading, writing, and arithmetic aptitudes. Verbal skills are not neglected and the instructional staff stress correct speech patterns and encourage the spoken expression of complex ideas.



Technical Instructor Course/Vocational & Mechanical Areas

This additional course is open to former students, experienced EDP personnel, and professional people showing aptitude for and interest in becoming technical instructors. The only course pre-requisite is demonstrated ability in a professional or vocational field.

OCS has divided the course into two major sections:

Instructional and Learning Theory

Instructional and Learning Methodology and Techniques

The first section of the course concentrates upon the classic theories and concepts of teaching. Projects in researching materials and arranging course content are undertaken at this stage. The second section is devoted to practical aspects of instruction and current classroom methods are studied. The role and value of visual and mechanical aids is analysed and a means of obtaining an optimum balance between class and independent work is studied.

Throughout the course emphasis is placed upon the psychological factors involved in learning and the personality role of the instructor. Students enrolled in this class will work alongside experienced instructors and conduct supervised classes.



Systems Evaluation Techniques, Inc.

Ray E. Bryant
President

2500 Lemoine Avenue Ft. Lee, N.J. 07024 201/461-7064

RESOURCES AND CAPABILITIES



Systems Evaluation Techniques, Inc.

2500 LEMOINE Avenue, Ft. Lee, N. J. 07024

Systems Evaluation Techniques, Inc.

Scope and Functions

Systems Evaluation Techniques, Inc. was founded in April, 1969. Its function is to furnish a broad spectrum of technical and professional services urgently needed by users of sophisticated data processing.

In business, industry, education, institutions, and government, the special value of the Company's services grows out of the deep fund of knowledge and experience which its professional staff brings to bear on data processing applications of all kinds. The Company functions in three main areas:

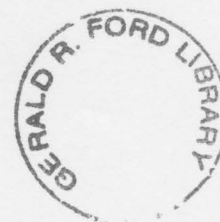
Education services -- coordinated operations to train young people aged 16-25 in a variety of computer skills, embracing recruiting, testing, and educational upgrading, and continuing through job placement and on-the-job training . . . applying as appropriate especially designed educational communications systems for remotely based instruction.

Proprietary programming packages -- conversion and other types of specialized programs tailored to specific program objectives, applied and adapted to individual customer requirements.

Systems upgrading -- a complete service, beginning with systems evaluation and embracing systems redesign, restructuring, and re-implementation for increased efficiency and/or enlarged scope.



Systems Evaluation Techniques, Inc., is incorporated in the State of Delaware, with offices in Ft. Lee, New Jersey. The company is functionally associated with Pryor Computer Industries, Inc., of Evanston, Illinois, where extensive facilities are available for tasks defined by the professional staff of Systems Evaluation Techniques, Inc.



Systems Evaluation Techniques, Inc.

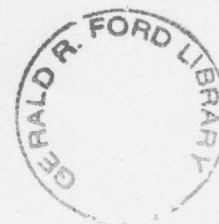
Philosophy

Today's computer is something far more than a superhuman, electronic bookkeeper. It is the pacemaker in a man-machine complex capable of analytical decision making on a plane never attained before.

A new generation of computers has come on the scene in a revolutionary world. Population curves are shooting upward. Technology and its consequences are ramifying. Problems in every realm are demanding deeper insight, surer foresight. Decision makers must respond more precisely, more swiftly.

For more effective decision making, advanced software concepts are essential. But it takes professionals with special capabilities to develop and apply sophisticated software systems. The need for software is growing faster than the ability of many organizations to mobilize them.

The function of Systems Evaluation Techniques, Inc., is to fill the skill and knowledge gap for its clients -- and to enable clients to raise their command of the necessary techniques to any predetermined level.



Systems Evaluation Techniques, Inc.

Facilities

Hardware

- . Includes an IBM 2741 terminal unit at Ft. Lee offices linked to a G.E. 425 computer at facilities of Pryor Computer Time-Sharing Corporation, Northbrook, Illinois . . . providing the full capabilities of this very large facility for utilization by the SET professional staff.
- . Working with the basic computer, a panoply of peripheral machines . . . creating an augmented system equivalent to an IBM System/360-50.
- . Selected proprietary programs including the SET Management Information System Program . . . read into the core of the computer to provide direct inquiry capability at Ft. Lee, with minimum response time.
- . Flexible additional capabilities for information retrieval and debugging of routines and subroutines.

Additional Offices

In addition to offices in Ft. Lee and facilities of Pryor Computer Time-Sharing Corporation, offices of Systems Evaluation Techniques, Inc. will open in San Francisco and Chicago before July 1, 1969.

Systems Evaluation Techniques, Inc. also maintains offices at 34 rue de l'Athenee, Geneva, Switzerland, for customers with service requirements in Europe.



Systems Evaluation Techniques, Inc.

Programming Services and Products

- . General Consultant Services
- . Operating Systems & Control Programs
- . System Design and Evaluation
- . System Changeovers
- . Feasibility Studies
- . Specialized Programs
- . Programming Language Conversions
- . Communication-linked Educational Training Systems
- . Educational Information Systems
- . Medical Information Systems
- . Financial Management Systems
- . Management Information Systems
- . Programming Language and Compiler Design and Development
- . Applications Related to Real-time, Time-sharing, and multi-programmed Operating Environments
- . Educational Communications Systems
 - Audio-Visual Systems
 - Computer-Assisted Instruction Systems
 - Closed-Circuit TV
 - Random-Access Slide Projections



Systems Evaluation Techniques, Inc.

Educational Services Division

Education is a critical arena in national efforts toward a better life for all citizens. It is urgently necessary that private enterprise now, alongside government, shoulder the task of bringing disadvantaged youth into the mainstream of American life.

Across the nation more than 100,000 jobs now go begging in all aspects of data processing . . . while disadvantaged young people in our cities restlessly seek direction and employment. The Educational Services Division proposes to fill the personnel gap in data processing from this untapped pool of talent. The Division is organized, staffed, and equipped to recruit, counsel, and train young people aged 16 to 25 in computer skills and sciences. The Division has developed complete plans and materials for training centers in Boston, New York, Chicago, and other urban areas, coordinated by means of especially developed educational communications systems.

The Division's sphere of operations covers every aspect of training and career guidance--beginning with testing and general educational upgrading, continuing with instruction in key punch, tab operations, computer operations, and programming . . . and eventuating in job placement with further on-the-job training options. The Division's trainees retain meaningful contact with their accustomed environments while looking ahead to pre-established employment opportunities verified by Systems Evaluation Techniques, Inc. in association with Pryor Computer Industries.



Systems Evaluation Techniques, Inc.

Proprietary Packages -- Timely Answers to Specialized Programming Needs

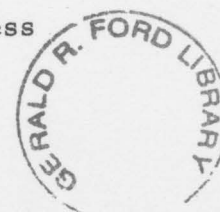
Many users of sophisticated data processing equipment find themselves in a paradoxical situation. With the delivery of their advanced, third generation computers, they are equipped for tasks they could never accomplish before, or never so well. Yet they are compelled to use their new computing devices at performance levels far below their true capabilities. The hardware has outdistanced the software.

Until companies convert their outdated, second generation programs to modern third generation programs, their advanced computers must function at only a fraction of their real efficiency. True, it is possible to simulate a second generation program for a third generation machine, but such an approach is slow and costly. The urgent need is for techniques and personnel to convert the old second generation programs.

To assist in this task, several organizations offer conversion programs: for example, Computer Sciences Corporation's EXODUS, which converts Autocoder to Assembler Language. But a preferable conversion would be to COBOL, which is more widely used.

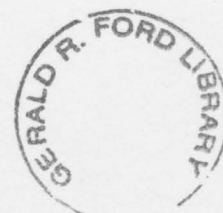
Fortunately, there is such a program. And Systems Evaluation Techniques, Inc. is one of a small number of companies in the United States licensed to apply it.

Another critical area of software need is for programming languages combining adaptability to both scientific and business



applications. The cost and feasibility of applying such languages are significantly affected by the time required to train programmers in their use. Systems Evaluation Techniques, Inc. offers a new dual scientific/commercial programming language which can be taught to programmers in approximately one-fourth the time required for other dual languages.

The foregoing are just two of a number of critical needs for which Systems Evaluation Techniques, Inc. can furnish proprietary packages which are thoroughly tested in practice and available for SET customer applications with minimum requirements for adaptation.



Systems Evaluation Techniques, Inc.

Systems Upgrading and Restructuring

Virtually every data processing system needs updating from time to time. Too much is happening--in technology, in the sciences of business administration, in the marketplace--for any data processing system to remain static. Systems Evaluation Techniques, Inc. assists users of data processing in diverse fields to bring their approaches up to date with current needs, while maintaining full operational use of their existing facilities.

SET professionals combine broad scientific and business expertise to solve such problems as these:

- a corporation has expanded its operations through diversification, sales growth, merger, or penetration of new markets . . . and now finds that its data processing for financial reporting and accounting must be redesigned to keep pace.
- an educational administration must meet greatly increased demands for services, yet must hold down costs through better utilization of data processing.
- a chain of retail stores needs to revamp its data processing to upgrade its sales forecasting, improve turnover, and purchase more strategically.
- a manufacturer must speed up production while achieving closer coordination of market forecasts, inventories, purchasing, and machine scheduling through improved data processing.



- a growing R&D organization faces mushrooming requirements in scientific and commercial applications for its new medium-sized computer, and must now redesign its software, making use of appropriate peripheral machines for maximum cost-effectiveness.

To solve such problems and others of comparable complexity SET professionals analyze an existing system, reprogram new approaches, and completely implement the new design at every level . . . including the specification of input documents, the restructuring of files, the selection of peripheral equipment, and the training or re-training of personnel. In accomplishing these tasks, SET applies techniques which permit existing facilities to accomplish their functions as usual while the new system is generated, implemented, and debugged.



Systems Evaluation Techniques, Inc.

Officers of the Company

Board of Directors

Ray E. Bryant, President and Chairman of the Board

W. Lee Pryor, Secretary-Treasurer

President, Pryor Computer Industries, Inc.

Robert L. Fraser, Director

Vice President of International Operations,

Audio Devices, Inc., affiliate of

Capitol Industries, Inc.

Dr. George A. Moore, Director

President, Worcester Corporation

Director of Technical Operations

Laurence N. Reed, Vice President



RAY E. BRYANT - President and Chairman of the Board

Mr. Bryant brings to the Company a wealth of experience and a history of accomplishment in many phases of computer design and utilization. He has worked on advanced projects for Capitol Industries, Inc., Electrical and Musical Industries, Ltd. (England), and IBM. He has carried management and design responsibilities in the financial, marketing, and technical aspects of developing new hardware products as well as new software. As Manager of the Computer Products Division, Audio Devices, Inc., an affiliate of Capitol Industries, Mr. Bryant directed or furnished senior consultation on such projects as:

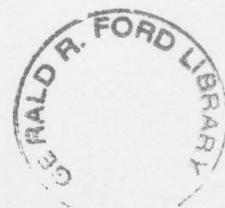
Establishing design and production criteria for disk packs and computer peripheral hardware and software.

Performing feasibility studies for development of new computer products and development of marketing strategy and overall cost objectives for software requirements.

Feasibility studies for establishing a Computer Products Division at Capitol Industries' English affiliate, EMI, Ltd.

Establishing marketing requirements and financial administrative operations related to marketing and production of computer products at Audio Devices, Inc.

At IBM, Mr. Bryant designed 360/30 computer programs to perform evaluation of direct access storage devices manufactured by IBM. He also conducted a feasibility study to establish a total IBM corporate integrated cost engineering computer program. Additional tasks included designing computer programming systems for cost and marketing analyses compatible with IBM 360 series computers; programming systems to project and analyze cost requirements for IBM storage devices;



and establishing input criteria for marketing and cost engineering phases of management information systems at the IBM Computer Center.

Mr. Bryant studied at Lincoln University and the University of Pennsylvania, earning a degree in physics in 1951. He was a graduate fellow in nuclear physics at M.I.T. in 1953 and held an AEC fellowship in 1959. Subsequently (1962) he took further work in electrical engineering at the University of California.

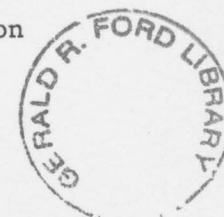


LAURENCE N. REED - Vice President, Technical Operations

Mr. Reed brings to the Company a notable depth of experience in programming and systems design for scientific, financial and managerial problem solving and data processing. As Project Director and Senior Systems Analyst with E. F. Shelley & Company, New York, he was responsible for the design of an advanced management information system funded by the U.S. Office of Education for the solution of complex educational administrative problems anticipated in the 1970's.

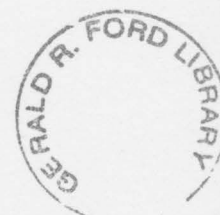
Mr. Reed also conducted a number of other educationally oriented projects, including a feasibility study for a specialized data processing school, the design of an educational communications system for the upgrading of laboratory technicians through demonstrations via remote audio-visual installations, and the specification and design of educational information system software.

Previously, while senior systems analyst at TAW Development Corporation, New York, Mr. Reed designed a financial management system for Howard University. This system involves the automating of all financial offices of the institution and includes complete specification of all documents, departmental procedures for document handling, and file descriptions. At TAW Development he also conducted a feasibility study for a community participation industry to capture shared hospital accounting business. In another project, Mr. Reed solved difficult real-time problems in specifying the feasibility and techniques for automating election results for a major television network.



At RCA, Mr. Reed assisted in the specification of the Tape Operating System Fortran-language for the Spectra 70/35-45-55, performing the syntax analysis, symbol table manipulation, and entry code generation for the compiler and writing many routines utilizing the IBM 360 assembly language. Additional projects at IBM and AVCO Corporation entailed a variety of advanced design and programming problems, ranging from development of programming language for the IBM 1620 and 1130 computer systems to solution of various mathematical problems involving differential equations, stress analysis, and heat transfer using Fortran II as the programming tool.

Mr. Reed earned a degree in Mathematics at Morgan State College in 1962 and did graduate work in 1963 at San Jose State College and the University of Santa Clara.

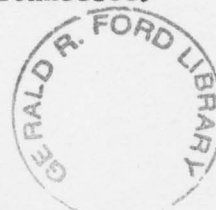


DR. CHARLES R. MOFFET - Acting Director, Educational Services Division

Dr. Moffet brings to the Educational Services Division more than twenty years of experience as an educator--in the classroom, at top administrative levels, and in research. An expert in reading and adult education, he also is a veteran teacher and administrator who has worked successfully with secondary-school students and young adults in creating vocational as well as general educational systems of instruction.

Dr. Moffet was Director of the University of Tennessee Evening School and Division of University Extensions between 1954 and 1960. Since 1958 he has been active as an educational consultant in addition to carrying a variety of other responsibilities. Serving for more than eleven years as consultant to Perceptual Development Laboratories in twelve southeastern states, he has designed a number of innovative vocational and general educational approaches for public schools and for industry. He also has served (1965-1969) as advisor to Link Enterprises, Inc. on manpower development training programs, creating a number of reading, writing, computational, and professional courses. Dr. Moffet's background further includes sales experience with the College Life Insurance Co., Knoxville, Tennessee (1960-1962), and management responsibilities as Vice-President of Equiprol, Inc., an air-conditioning and refrigeration contracting firm in Knoxville (1962-1965).

Dr. Moffett earned his B.S. degree in 1948 at Carson-Newman College, and his M.S. and Ed. D. degrees at the University of Tennessee.



He has long been active in professional associations, having served as Vice President of the Southeastern Adult Education Association and Chairman of the Research Committee of the New Jersey Association of Adult Education in addition to holding memberships in such groups as the American Association of School Administrators, the Association of School Business Officials, the Adult Education Association of the United States, the National Aviation Education Council, and the National Association of Public School Adult Educators.



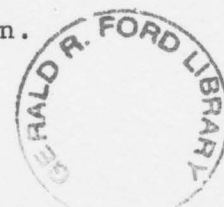
RESUME
OF
ASSISTANT DIRECTOR OF THE EDUCATIONAL DIVISION

Educational Background:

- 1953 - Certificate in Career and Occupational Guidance -
University of Denver
- 1962 - B.S. Degree in Business Administration -
Howard University and University of Maryland
- 1969 - Graduate Study for MBA Degree - Columbia University

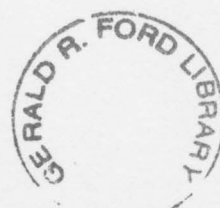
Educational and Career Guidance Experience:

1. Deputy Executive Director and Manpower Administrator of county Community Action Program in complex urban-suburban area adjacent to New York City, managing all budgetary and other administrative activities, in addition to designing and implementing extensive action programs, including:
 - a. Neighborhood Youth Corps
 - b. Job and Training Placement Activities
 - c. Accelerated G.E.D. High School Equivalency Education Program
 - d. Disadvantaged Youth College Scholarship Program
2. Occupational Analysis, applying knowledge of organizational structures, market information, labor law, and wage and salary administration.



3. Research in employment and training problems, including work concerned with prevocational training and educational upgrading of high school drop-outs.
4. Public relations to support community action projects enlisting cooperation of community members, professional colleagues, and associated organizations, institutions, and government agencies.
5. Administration of varied projects as Manpower & Personnel Officer, U.S. Air Force.

TOTAL EXPERIENCE: 15 years.



RESUME
OF
PROFESSIONAL STAFF EXPERIENCE

Equalling in man-years the entire span of electronic data processing since 1944, the combined experience of the SET professional staff covers an extremely broad range of applications, machine systems, and programming languages.

Applications

Accounts Payable

Accounts Receivable

Billing

Commissions

Cost Study (Labor)

Cost Study (Statistical)

General Ledger Trial Balance

Inventory

Invoicing

Management Information Systems

Payroll

- a. Data Verification
- b. Expense Account
- c. Insurance/Medicare
- d. Paycheck Reconciliation
- e. Payroll Taxes
- f. Savings Bonds
- g. Time and Expense

Purchasing

Profit and Loss

Rate Structure

Teleprocessing Reporting

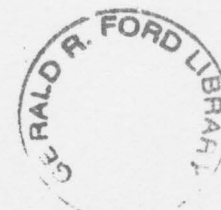
Time Study

Machine Systems and Programming Languages

360 Series
400 Series (G.E.)
1400 Series

RPG, BAL, Cobol
RPC, MAP, MSP, Cobol
SPS, Autocoder, Cobol

Two of the senior staff programmers jointly have compiled a record of more than 370 programs designed and implemented for more than 60 different systems.

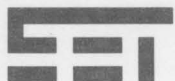


The Professional Staff is thoroughly experienced in evaluating and implementing alternative machine approaches, including direct access and randomizing techniques, real-time methods, disk operating systems, and related access methods such as tape, index sequential, and sequential disk, in addition to direct access.

Teaching and Training Backgrounds

1400 Series	SPS, Autocoder, Cobol
360 Series	BAL, RPG, Cobol
400 Series (G.E.)	Cobol





atoc

Autocoder to Cobol



There are several ways to convert an installation from second generation software to third generation software.

SET, Inc. has a conversion package which enhances its position in the program conversion field. ATOC is a package of programs designed to assist in the conversion of IBM 1401, 1410, 1440, 1460, 7010, and Autocoder programs to IBM 360 COBOL language programs.

Upon receipt of a source program, we translate it to IBM 360 COBOL and return to you a completely converted, operational and debugged program. If the program fails to operate within its production environment, SET will modify the program until operational. This will be done at no additional cost.

The price for this service is \$1.00 per source card (comment cards excluded).

SET, Inc. reserves the right to return a program untranslated in the event that preliminary analysis shows that it is economically unfeasible to translate.

Sincerely,

Laurence N. Reed
Vice President

ATOC will ...

Convert 85% or better of the input source statements into COBOL. SET staff will then perform the supplemental manual conversion.

Reduce keypunch requirements and clerical errors associated with new program development.

Eliminate the need for training of personnel in the use of COBOL.

Retain the logic of the original program as well as built in documentation such as comment cards, etc.

Generate COBOL statements using the same symbolic labels of the source program.

Create diagnostics on the source listing, referencing the statement which either was not converted or converted incorrectly.

Create diagnostics on the COBOL output listing which cross-reference the original source input put statement.