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UNITED STATES DEPARTMENT OF COMMERCE
Office of Minority Business Enterprise
Washington, D.C. 20230

EYES ONLY

6 FEB 1975

MEMORANDUM FOR: Samuel Cornelius

FROM : Alex Armendaris (signed) ALEX ARMENDARIS

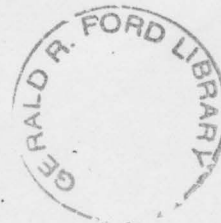
SUBJECT : Doris Chandler

I am familiar with the personnel problems in the Information Center Branch of Field Operations and Administration Division. I am in the process of evaluating the activities of that office with a view to decentralizing most functions to the regions and transferring the remainder to Public Affairs, where they would be more appropriately housed.

Accordingly, I would like you to take the following actions:

1. Effect a lateral transfer of Doris Chandler to the Public Affairs staff, to work with Ed. McDonald on Regional coordination of Public Affairs. Lyman Bryan has been notified of the transfer.
2. Ms. Chandler's slot in FOAD will go with her to Public Affairs and will not be filled, even by a temporary.
3. There is no reason to diminish the on-going activities of the Information Services Center. The functions of this branch can be adequately maintained by a staff of two professionals (GS-14 and GS-11), a full-time Secretary and a laborer.

cc: ✓ Tony Stadeker
Lyman Bryan





UNITED STATES DEPARTMENT OF COMMERCE
Office of Minority Business Enterprise
Washington, D.C. 20230

January 20, 1975

MEMORANDUM TO: Tony Stadeker
Assistant Director for Field Operations
and Administration

FROM: Lewis Giles, Jr. 
Chief, OMBE Information Service

SUBJECT: OIS' Information Dissemination Development

The OMBE Information Service's functional responsibilities, as defined in Executive Orders 11458 and 11625, are development, collection, summarization, and dissemination of "information that will be helpful to persons and organizations throughout the Nation in undertaking or promoting the establishment and successful operation of minority business enterprise." On that mandate OIS responds to requests for information, develops and conducts information-oriented projects, such as publications, exhibits, displays, and presentations on the national minority business enterprise program; and operates an information facility with appropriate reference materials.

To successfully service its mandated mission institutionally, OIS surveyed the general status of national minority business enterprise information programs. An outcome of that investigation quickly revealed that there was an overriding need to execute procedures to re-orient OMBE's information facility, with a more active emphasis focused on information dissemination.

OIS determined, therefore, that its dissemination function could be helpful throughout the Nation to the extent that potential users were aware of OIS' information resources. That required promotion nationally, predicated upon availability of adequate manpower and facilities. Although OIS has been, and continues to be, severely restricted by the limitation of staff of only three professional persons, there have been, through much sacrificial personal efforts, a variety of public information techniques employed for the development of information dissemination. A partial delineation depicts the information campaign techniques developed by OIS.



Public information articles are prepared by OIS and placed in select publications specializing in minority business enterprise development. One publication is OMBE's Access magazine. The May-June 1974 issue features an OIS-prepared news item, "Starting a Bank," publicising a then newly issued publication, "Organizing a Bank," authored by Milton Puryear. That article stimulated numerous requests for the publication. Consequently other topical titles were requested, particularly by the OMBE-funded organizations. A copy of the OIS feature, including the final draft, is attached for reference.

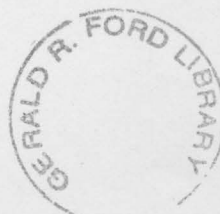
OIS-prepared news features on its publications promoting minority business enterprise are published in external publications: Cablelines, published by Cablecommunications Resource Center, an affiliate of the Booker T. Washington Foundation--an arm of the National Business League, the oldest national minority trade association; IMBE Profits, published by the Institute for Minority Business Education; Minority Business Newsletter, published by the Michigan Office of Minority Business Enterprise.

Besides placing public messages in publications on minority business enterprise, OIS furnished OIS publication Display Racks at each Regional Office. Titles are added to the accessions as they become available, to maintain up-to-date publication inventories at the Regional Offices.

OIS also issues weekly an "Available Information" sheet announcing new titles to its current inventory of public information. That medium includes also items which are available from other public and private sectors.

Among the other information dissemination techniques we employ is derived from the continuing liaison we maintain with other public and private agencies in minority business enterprise. The anchor agencies comprise OIS' counterpart agencies. Included in their assistance is primarily continuing exchanges of information available from the cooperating agencies.

OMBE-funded organizations comprise another medium of dissemination. OIS makes regular distributions to them. To that end, the OIS mailing list is updated monthly; it currently lists 229 organizations receiving OMBE contracts and grants on January 1, 1975.



OMBE publications are distributed to members of Congress and White House staff. Information kits are provided for congressional constituents. And office desk reference copies of select OMBE publications are distributed to congressional and White House staff members.

Annually, OIS distributes OMBE publications and provides information on OMBE programs from the OMBE Booth at national conventions sponsored by minority-oriented organizations evincing institutional interest in the minority enterprise program. Those national meetings provide captive audiences for OIS' dissemination of program information. Additionally, numerous referrals are made to the Regional Offices for follow-up of inquiries within appropriate regional jurisdictions.

OIS also prepares special distributions for dissemination at select public appearances of OMBE executives and program officers managing OMBE programs. OIS receives service commendations for the impact of favorable audience reception the OMBE program information generates at the speechmaking events serviced by OIS.

OIS, on its own initiative, convenes periodic consultative audiences with OMBE program managers for exchange of information on public response and information requests, indicating strengths and weaknesses of the respective programs requiring specific OIS action relative to topical program information--as well as OIS' recommendations for reprinting, updating, and discontinuing select publications on OMBE programs.

The OIS-created displays exhibited in the OMBE Conference Room are designed as a medium of continuing dissemination of OMBE program information during meetings in that room. When the two mounted wall displays are completed and assembled on the panels they will depict photo presentations of successful OMBE programs in action, one panel exhibiting as a highlight one particular program in detail; the other panel exhibiting capsule summaries of all OMBE programs.

Other public information campaigns have been designed by OIS. Beginning next month, they will be commenced in consultation with OMBE staff at Regional Offices and national headquarters, Federal counterpart agencies, and OMBE-funded organizations requiring OIS' technical assistance to enhance their business information dissemination capability.





UNITED STATES DEPARTMENT OF COMMERCE
Office of Minority Business Enterprise
Washington, D.C. 20230

January 20, 1975

MEMORANDUM TO: Tony Stadeker
Assistant Director for Field Operations
and Administration

FROM: Lewis Giles, Jr. *[Signature]*
Chief, OMBE Information Service

SUBJECT: OIS' Public Information Requests

The OMBE Information Service's requests for public information are plethoric, requiring continuing management monitoring and amelioratives. Consequently, processing control systems are variously applied for management efficiency in responding to requests from a diversity of users. So OIS' administrative and operational policies have always been predicated upon the overriding public-service need for expediency from its inception--October 1, 1973, when OMBE was reorganized.

It was determined initially that form responses would be preferred to time-consuming letter writing. Among some 12 administrative forms designed by OIS, the "Service Response" form was the most urgent, because of the rapidly increasing backlog of incoming correspondence and the unavailability to OIS of secretarial and clerical support. The second one of urgency was the "Request Log" form. All of the forms were designed following a very definitive survey of the kinds of information and assistance requested at that time. With the use of forms wherever possible, OIS responses are expeditiously processed.

Another determination was that correspondence file maintenance would be severely restricted: to minimize staff production time and motion, to reduce file management, and to realize budget economy, among other considerations.



You will recall, I am sure, your quick determination that OIS' incoming correspondence was flooding your mail box; that the OMBE Secretariat would have to decontrol much of OIS' correspondence; and that special exceptions would be established in controlling OIS' mail because of its volume and special processing requirements.

Since OIS does not have the resources, personnel nor physical, there has rightfully been no attempt to store or maintain historical files of public information requests for retrieval. Requests are only retained for a 90-day period, as a precautionary measure against user claims of not having received OIS responses. That system has been highly satisfactory, and consideration has been given to elimination of any retention as many agencies previously determined. Elimination is justifiable--in OIS' experience for more than a year. However, if required, OIS is prepared to establish a 12-month retention period, and is effectuating an immediate installation of a filing system to accommodate such a requirement. As a matter of fact such a system will necessarily include records of the OIS mailing lists, including the lists of some 10,000 Access magazine subscriptions which OIS purges annually as congressionally mandated and OMB-enforced precedent to fund disbursements for printing.

OIS practice of reducing as much correspondence writing as possible has accounted for much of the success of its operations in terms of meaningful, expedient processing of its responses; that is fully reflected in the selection of testimonials on OIS' service performance from various users. With that pragmatic consideration, there is no emphasis on needless paper recordkeeping of correspondence or telephone calls--once the response is expediently dispatched. At the outset of OIS, there was a concerted effort at historical filing as a means of assessing efficiency and determining the preferred organizational structure for OIS' adoption. Statistical data and activity highlights were diligently recorded in OIS' Weekly Reports; the exercise was impressive, but the time was too consuming for OIS. So that practice was dropped. The "Request Log" was designed to provide meaningful retrieval through the provision of various entries: user, medium, response, action, information, and assistance.



It is likely that OIS still receives the largest bulk of mail than any other office in OMBE, although no recent check was made with the OMBE Secretariat; nevertheless, it is known that OIS' outgoing mail naturally exceeds all other offices. With your generous approval of much overtime, flexible production schedules, and favorable personnel understanding, OIS has accomplished a good public track record.

Finally, the previous files submitted to you covered the 30-day period November 12 to December 12, 1974--partially representing merely a sampling of OIS' workload, as related in the OIS Memorandum of December 12, 1974. The file accompanying this submission covers the period October 1 to November 11, 1974; it too is a partial workload representation.





UNITED STATES DEPARTMENT OF COMMERCE
Office of Minority Business Enterprise
Washington, D.C. 20230

January 15, 1975

MEMORANDUM FOR: Tony Stadeker
Assistant Director for Field Operations
and Administration

FROM: Lewis Giles, Jr.
Chief, OMBE Information Service

SUBJECT: OIS' Program Information Graphics

The OMBE Information Service recently commenced the first of its seven-fold graphics projects with design and construction of a Conference Room Display--featuring photo presentation on OMBE programs; OMBE Regional Offices map; speaker's lecture aids, comprising slide panels displaying the OMBE logo, and maps of the United States, Puerto Rico, and the world; and a stationary blackboard, plus mounted framed official photographs of the President, the Secretary, and the Director. Remaining six graphics projects were designed to depict OMBE programs: OMBE-Funded Organizations publication; Director's suite hallway wall photo display; Program Presentation display; OMBE Q & A publication featuring questions-and-answers on OMBE--its organization, objectives, programs, etc.; traveling exhibits; lobby exhibits for display at Commerce lobby and other Federal agencies' lobbies in the Washington, D.C., area.

All OIS graphics projects were designed to depict OMBE's seven basic programs: information, capital, marketing, construction, procurement, training, and concessions.

OIS generated the Conference Room Display on its own initiative, upon your request that a selection of pictures be displayed on the walls. That project entailed several



major functions: designing of program concepts, preparation of illustration material roughs, collection of program reference materials; ordering of designing and rendering drawings, layouts, and plans to specifications; ordering competitive construction bids nationwide through advertising in the Commerce Business Daily; ordering a design model; consulting with prospective bidders; monitoring the contractor's construction and installation, as the COTR for the project contract. A special picture file had to be developed, and special picture assignments were ordered, for full program coverage. The photo displays are being processed for mounting now.

Replacing the outdated publication listing the organizations funded by OMBE as of August 1973, the OFO publication designed by OIS is datelined January 1, 1975; features contemporary cover art and layout concept keyed to the Regional Offices and national headquarter offices monitoring the organizations receiving OMBE contracts and grants. The recipient organizations are listed by program category, as a useful user reference tool. Also, the information publication features a contents page and an alphabetical index for ready-reference. Major technical functions for the OFO project: development, design, copy preparation, and production monitoring.

OIS also prepared a series of VuGraphs, titled "Funding Implementation Schedule Plan," for an overhead projection presentation by FOA at a Regional Directors' Meeting held in OMBE's Conference Room.

Year-end inspections were conducted on the various OMBE exhibits. An annual feature, the undertaking is a condition precedent to determine the physical condition of the exhibits relative to wear-and-tear. The workhorse exhibit is the OMBE Booth, the largest of the four exhibits on OMBE. At the end of the past national convention year, an OIS assessment showed that booth needed repairs and refurbishing. New shipping crates required new design techniques to provide greater security to the booth in transit. Accordingly, mechanical repairing and crates construction were ordered.





UNITED STATES DEPARTMENT OF COMMERCE
Office of Minority Business Enterprise
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January 15, 1975

MEMORANDUM FOR: Tony Stadeker
Assistant Director for Field Operations
and Administration

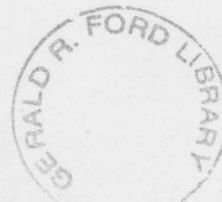
FROM: Lewis Giles, Jr. *[Signature]*
Chief, OMBE Information Service

SUBJECT: OIS' Information Research

The OMBE Information Service received numerous requests for which quick, form-the-hip, off-the-shelf will not suffice for the requesting user. OIS, consequently, has to conduct searches of the appropriate sources whenever demand dictates. Sometimes the information requested require very extensive search procedures requiring much time checking both internal and external sources until the proper information is collected and developed for dissemination to the intended user.

Often the research project is complicated by the sheer nature of the subject matter, inaccuracy of the user's information reference which many times misleads the searcher and consumes fruitless time, and, to note a major complication in the research process, research is hampered by the severely limited size of the OIS professional staff which is restricted to only three persons, supported by a temporary secretary/clerk and a temporary laborer. So a great deal of production time is devoted to research.

The requests require OIS' direct contact with the numerous sources available through its liaison with OMBE headquarters and regional staff, OMBE-funded organizations, public and private sector agencies, and social and educational institutions.



Information requests cover many subjects in the broad area of minority business enterprise--from population data to program funds. The topics are wide-ranging and the requesting users are as varying--from OMBE staffers at headquarters and in the regions to White House staffers.

Recent requests requiring substantial information research time included:

- o Identification of selected minorities owning specific businesses in designated geographical areas.
- o Statistics on the number of native American, Black, Spanish-surnamed, and other ethnic individuals and organizations owning selected types of businesses.
- o Opportunities available to honorably discharged military service veterans interested in ownership of selected minority businesses.
- o Selected minority vendors available to majority purchasers of selected products and services.
- o Selected data on minority women in business ownership.
- o Annual updates on minority-sponsored national conventions scheduling topical subjects on program agenda for upcoming selected national conventions.
- o Speech file reference information on topical subjects, delivered by various personalities or for which editorial copy is to be prepared, on selected minority business enterprise issues.



DEC 6 1974

MEMORANDUM FOR: Alex Armendaris
Director

FROM: Tony Stadeker Signed/Tony Stadeker
Assistant Director for
Field Operations and Administration

SUBJECT: Decentralization of OMBE Information
Service Center

I would like to reiterate some of the highlights of some of the points emphasized in my meeting with you on November 29, relating to your plans to decentralize the OMBE Information Service. In restating my position, it is my desire that you be made fully aware of the inherent unfavorable consequences that are bound to occur if decentralization is established.

My view is that decentralization will be an unnecessary duplication, exorbitant in costs, ineffective, and inefficient in performing an essential function which has been most capably done as a centralized operation from national headquarters for more than a year. With a very limited staff of three professionals and rather spasmodic clerical support restricted to a temporary laborer and a temporary secretary-typist, the branch has been very effective. Yet, such staff limitations have diminished neither the tone nor quality of the excellent performance with which the branch has been so widely identified in its services to the broad constituency for which it was established: Members of Congress, The White House, Office of the Secretary, Office of the Under Secretary, OMBE's staff at headquarters and regional offices, OMBE-funded organizations, colleges and universities, and national organizations such as the NAACP, National Urban League, etc.

Most importantly, it is imperative that you seriously consider the inherent dangers in decentralizing our public information function at this time. My principal concern is the unfavorable reactions we will provoke by circumventing the Executive Orders mandating our establishing and maintaining a center for information. Further, to that point, our Fiscal Year 1975 appropriations were not approved by the Congress with its knowledge that we would decentralize our public information functions.

7

The OMBE Information Service, since October 1973, has been implementing a well-conceived, well-developed public information campaign. The campaign has been embraced not only by OMBE staffers, but also by OMBE's constituency -- those persons and organizations throughout the Nation which are undertaking and promoting the establishment and successful operation of minority-owned businesses. Before the 1973 establishment of the OMBE Information Service, these persons, including OMBE staffers, were not fully provided the substantive responses to their queries and easy access to so many different sources of business information as they are presently being afforded through the OMBE Information Service. Even opponents of the 1973 reorganization fully supported the establishment of the OMBE Information Service as a positive step toward making available useful and substantive information to the OMBE staff and to the public in general.

Although the OMBE Information Service is severely understaffed with only three professionals and two clericals, through sound management practices, it performs the following very important functions necessary and vital to promoting a public comprehension of and support for the national minority business enterprise program:

- It expedites servicing of requests for information from the White House, the Congress, Federal, state, and municipal agencies, and the private sector. It is most important that such requests be honored most expeditiously for it is their support for the national minority business enterprise program that is essential.
- It develops audio and visual program materials, including publications, presentations, displays, and exhibits for use by staff and funded organizations in graphically demonstrating our program.
- It searches for and collects information from a reservoir of sources, both Federal and private, to review, summarize and make available to the OMBE staff and to the OMBE constituency. In this regard, the OMBE Information Service is a central reference point from which designated information can be quickly obtained, or researched.
- It establishes, coordinates and maintains an information interchange with a multitude of agencies which contribute to the implementation of the national minority business enterprise program.

If ever one wanted to reduce support for a Federal program, a very effective means to this end would be to decentralize the program's public information function, which would, in essence, limit substantive responses to specific requests for immediate information, and thereby fuel the fire of public opposition to the program--particularly from the White House, Congress, Washington-based agencies and minority-oriented organizations.



The regional offices do not have public information specialists who are sensitized by training and experience to deal effectively with the general and specific publics with which the OMBE Information Service deals daily. Even if the regions did have the appropriate personnel, the Regional Directors would be burdened with an even heavier workload requiring special and immediate attention. Also, the Regional Directors are concerned primarily with the development of minority-owned businesses in their own regions. A region with a heavy constituency of Native Americans, another with a heavy constituency of Mexican-Americans, and still another with a heavy constituency of Blacks, are not likely to have a sensitivity to disseminating useful and responsive information about the national minority business enterprise program in general. As has been proven through experience, program managers tend to be somewhat biased and narrow in their view, and promote their own program. This is why it has been recommended that the OMBE Information Service personnel attend, participate, and represent the Office of Minority Business Enterprise in national conventions, because of their unbiased approach to promoting all program segments of the agency.

A move to decentralize the OMBE Information Service at this time would be premature in that we have no supportive documentation that the national minority business enterprise program would be enhanced or made more effective through such a move, or that the program is presently hampered through the public information function as it now stands centralized.

During the last three months the OMBE Information Service responded to more than 1,800 local and long distance telephone calls for information on the national minority business enterprise program. The type of information requested in those calls was not available in the regions because there is neither experienced staff to collect, review, summarize, develop, and disseminate it, nor space in which to store it. The OMBE Information Service in that same three months period disseminated more than 5,000 publications and substantive responses to requests for information from office visitors and correspondents. This output, however, does not include the 7,500 publications disseminated to national organizations for their annual conventions, or publications sent to cities in which the Director or the Deputy Director spoke in the last three months.

In conclusion, I recommend that the OMBE public information program remain centralized as it is in the OMBE Information Service. And further, I recommend that you favorably consider increasing its staff so that it can become even more effective in promoting the national minority business enterprise program. This can be accomplished by reassigning to it appropriate regional personnel who wish to relocate to Washington, and who are trainable as public information specialists. I make this recommendation because of the indispensable and invaluable utility a centralized public information function is to the survival of our program.



To assure support for any change to our present system of a centralized public information function, as an alternative should you desire to decentralize, I recommend a user-representative panel be established, comprised of a representative from the White House, the Congress, the Secretary's Office, and the primary users of the OMBE Information Service -- the OMBE-funded organizations -- to study the feasibility, advantages, and disadvantages of decentralizing the function, and make appropriate recommendations to you for your disposition. In this way, you would have the benefit of the necessary support and back-up for any such decentralization if it were recommended. And even if it were not recommended, but you were convinced that it would better serve our program mission, the panel's recommendations would afford you an indication of from where and for what reason opposition might erupt.

FOA/TStadeker:bl 12/6/74
cc: Cornelius, Subject, Chron





UNITED STATES DEPARTMENT OF COMMERCE
Office of Minority Business Enterprise
Washington, D.C. 20230

DEC 12 1974

MEMORANDUM FOR Tony Stadeker
Assistant Director for Field Operations
and Administration

FROM Lewis Giles, Jr.
Chief, OMBE Information Service

SUBJECT: Director's Request for 30-Days Workload Sample
Representation of the OMBE Information Service

This morning the Director visited the OMBE Information Service, and, in an effort to learn more about our operation as it relates to the overall agency mission, he asked me to pull together for him substantial representation of our workload for the past month.

The attached documents, to some degree, partially represent the types of activities in which the OMBE Information Service has been engaged during the past 30 calendar days. However, there are several considerations that should be borne in mind when reviewing these documents before concluding that they constitute a substantial representation of the amount and diversity of the workload in the OMBE Information Service.

The sample is not representative of a typical month's workload in the OMBE Information Service because:

- In the last 30 days there were nine non-workdays -- four weekends, and one holiday. In addition, there was a loss of more than one staffday because of staff use of leave.
- The requests for information material from staff for speaking engagements, from national, regional, and local organizations for conventions and conferences, from the White House, the Congress, the Office of Management and Budget, the General Accounting Office, and the other OMBE constituency, as well as from the general public, are not as numerous during this time of year--the holiday season--as they are throughout



the year in general.

- The partial sample represents neither the type nor amount of staff work involved to respond substantively to these requests for information. For example, some requests for information are very simple to fill, while others require a more personal staff review and research. Some requests can be responded to by simply sending the requested publication or information, while others require a specific detailed response. Some involve several telephone calls and followups to track down requested information.
- The partial sample does not represent the many reference materials under review by the OIS staff outside of the office, and outside of regular working hours -- none of which is recorded as either paid overtime or as compensatory staff work.
- The partial sample does not represent the many information requests filled from walk-ins, and call-ins, which, for the sake of expediency in filling them, are not formally recorded.
- The partial sample represents neither the multitude of information requests made of the OMBE Information Service by the OMBE staff -- both national and regional -- nor requests made of it by other Commerce agencies. For the sake of expediency in filling these requests, they too are not frequently formally recorded.

It is hoped then that the documents submitted herewith are understood to be not fully representative of the average workload of the OMBE Information Service.

Further, I suggest that we undertake a critical study of the workload of the OMBE Information Service during the period January through March. Such a study would be truly representative of the amount and diversity of the workload of the OMBE Information Service, and would afford the Director a much more substantial review than does this one with its many limitations.

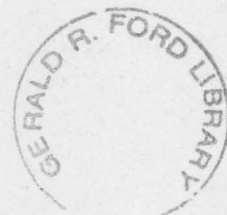
The period January through March is an excellent time to undertake the study because:

- The holiday season will have ended, and therefore, the workload sample would be more representative of the

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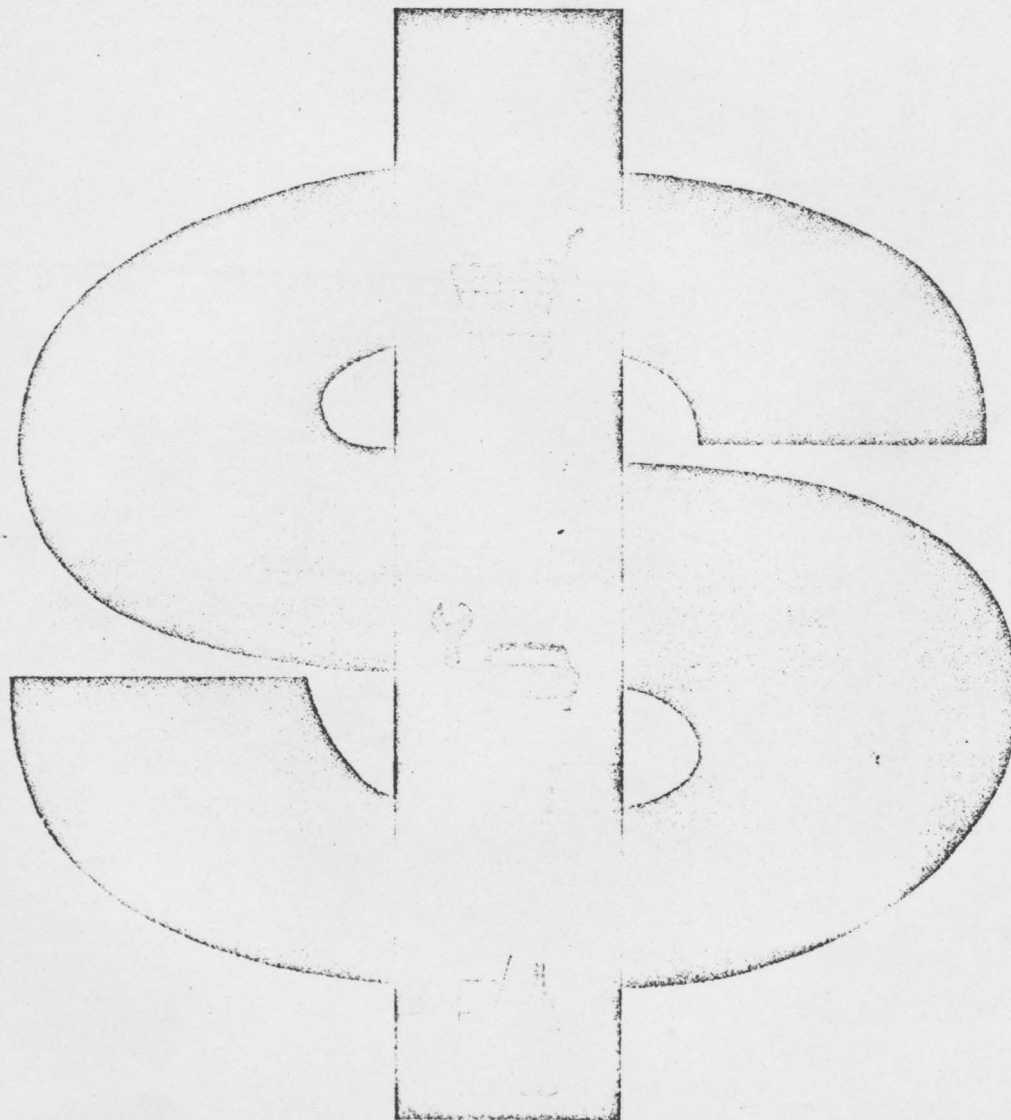
average amount and diversity of requests for information from the OMBE Information Service; and,

- The study can be coordinated with OIS' April file purge, which will discard all documents of requests for information prior to January. The OMBE Information Service, because of the lack of adequate working space, the lack of adequate file space, and the lack of adequate staff, purges its communications files monthly to discard requests for information more than three months old. It is assumed that if a requestor has not inquired of an initial request in three months, then the requestor must have received the information requested of the OMBE Information Service.



Department of Commerce
Publication
from the
Office of Minority
Business Enterprise,
Incorporating
OUTLOOK

May/June 1974



FRANCHISING:
SALES HIT NEW HIGHS
MINORITIES GAIN

publications

Starting a Bank

Of the 14,000 commercial banks in the United States, approximately 55, or less than one-half of one percent, are owned by minorities.

There are several reasons for the relatively small role minorities play in the banking industry. Perhaps the most obvious reason is the inaccessibility to minorities of adequate capital to develop and support a flexible bank structure for growth. Another reason is the lack of trained and talented banking managers in the minority community and, a third, is the lack of a centralized source of information to plan and organize a bank.

To help minorities in this area, 25-year-old Yale graduate Milton Puryear has published a how-to manual, "Organizing a Bank." According to the author, the manual is designed as a handbook and guide for lay people who want to start a bank. It was developed, he said, in response to many inquiries received from the minority business community on how to organize a bank.

In detailing steps necessary to start a bank, the handbook documents the need for the newly organized bank's correspondent bank; the stringent Federal requirements a newly organized bank must meet, and the Federal regulatory agencies' control over banks; the feasibility studies and economic surveys necessary to substantiate the need for a bank; and, samples of typical agreements and forms common to establishing a bank. This publication is also an educational tool for bank investors.

Representatives of the American Bankers Association and the National Bankers Association recently acknowledged the need for such a guide. However, they emphasize that a manual

alone is not enough to organize a bank. Welcoming the publication, they viewed it as a needed information source for the minority business community. The handbook, they stated, will assist minority entrepreneurs to assess more realistically their potential for success in banking.

The manual contains a bibliography identifying American Bankers Association, American Institute of Banking, and Comptroller General publications on banking.

Puryear, a native of Washington, D.C., and formerly with the U.S. Department of Commerce, is a consultant with the Institute of Financial Planning and Research in New York.

The book is available from the OMBE Information Service, U.S. Department of Commerce, Room 5712, Washington, D.C. 20230, telephone 202/967-5122.

Directory A Texas First

Some 1,200 firms located in nearly 60 Texas cities and towns from Amarillo to Corpus Christi appear in the first statewide survey of minority-owned businesses ever published.

Firms listed in the "Directory of Minority-Owned Businesses in Texas" represent over 190 Standard Industrial Classifications (SIC) in manufacturing, wholesaling, construction, transportation, communications, service industries and professional services.

Not surprisingly El Paso, with a Spanish-speaking population of more than 50 percent, leads the State with the most minority business firms showing upwards of 250 in the directory.

According to its publishers, the Texas Industrial Commission Office of Minority Business Enterprise, the Directory

coming events

September

- 4 Minority Business Exposition, Kansas City, sponsored by Black Economic Union
- 5-7 Black Economic Union Annual Marketing Seminar, Kansas City
- 25-29 Expo '74, sponsored by Operation PUSH (People United to Save Humanity), Chicago
- 26-28 United Mortgage Bankers of America Annual Convention, Washington, D.C.
- 26-29 Annual Meeting of the American Association of Volunteer Services Coordinators, Denver

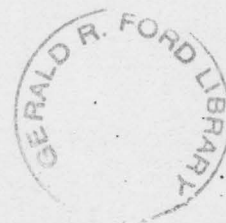
October

- 9-12 National Bankers Association Annual Convention, Atlanta
- 23-26 National Business League 74th Annual Convention, Atlanta

is designed to introduce minority vendors and contractors to major firms and governmental purchasing agencies. Minority companies listed are those which the publishers believe are capable of taking on public and private contracts.

The directory is divided into four sections. A geographical section lists firms by city. In the product section company names and locations are referenced under SIC codes. Two sections show applicable SIC codes, one alphabetically by short title, and a second by industry group.

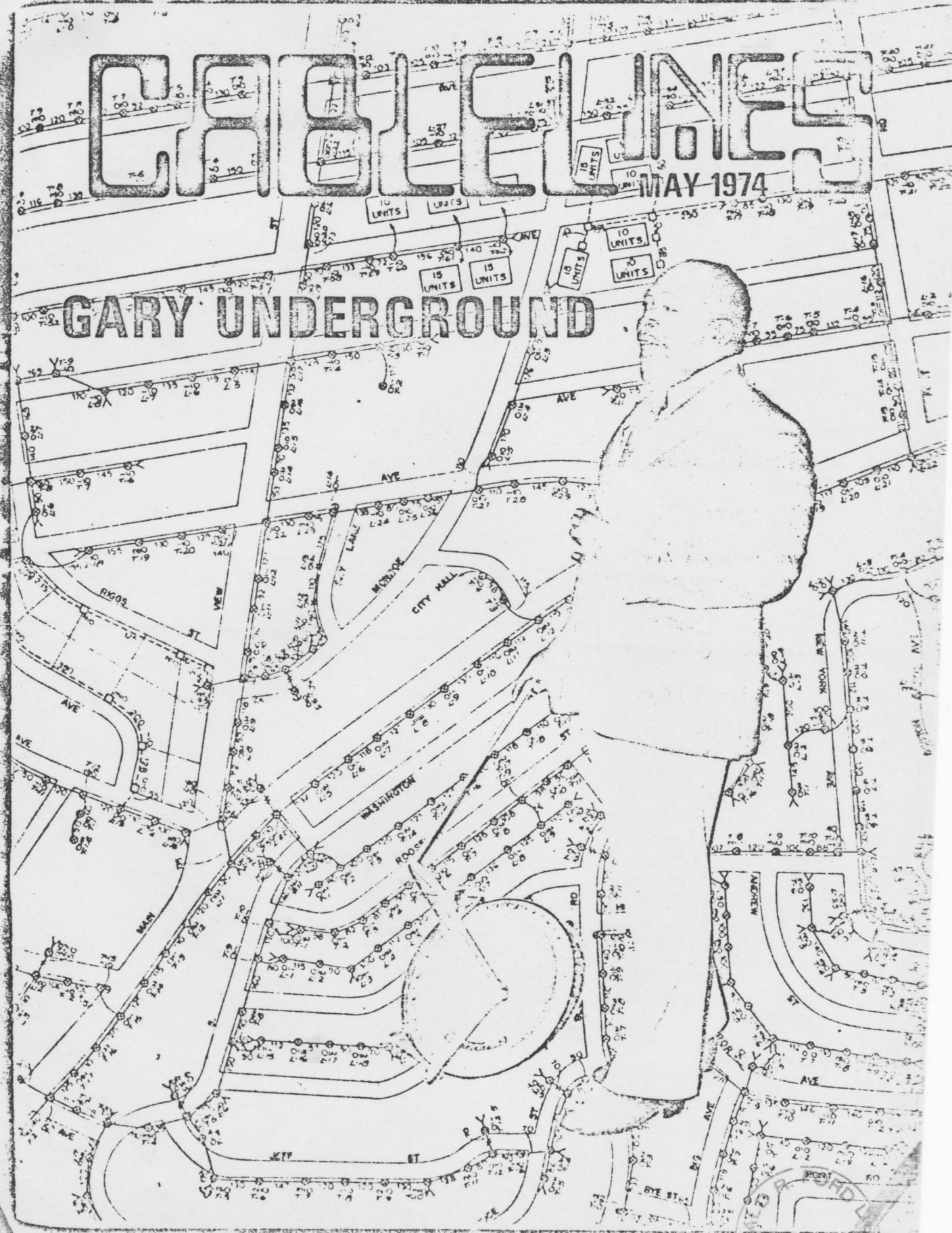
Single copies of the "Directory of Minority-Owned Businesses in Texas" may be obtained from the Information Office, Texas Office of Minority Business Enterprise, 1711 San Antonio St., Austin, Tex. 78701.



CABLE LINES

MAY 1974

GARY UNDERGROUND



RECEIVED
MAY 1974
FBI

Investor's Guide

by Talmadge Roberts
(The First in a Series of Columns)

WHY INVEST?

Today our country, the United States of America, has made considerable advancement from the conditions where the average man hardly earned enough to feed, clothe and shelter his family to a position whereby many are able to save and invest a part of what they earn.

My parents and many of the parents of the people whom I represent generally did not "save to invest." If there was anything left, they merely "saved." Knowing little about inflation and caring less, the average black man hoarded dollars in some rather odd and bizarre places. Some of the most common places were under the mattress, in the cookie jar and beneath the front steps. The more advanced and far sighted individuals hoarded dollars in savings accounts or in the cash value of a life insurance policy. My parents were content to turn over their money to others who in turn invested the money. The stipulation was that the "borrower" guaranteed the "lender" a fixed return on his money. If any profits were made over and above the indicated rate of interest on the "lender's money," the loanee did not participate in the profits. The profits went to the "borrowers." In other words, many families turned over their money to others who

paid the rent in the form of interest, while they put it to work and built fortunes in which they did not share.

For the most part, my parents did not ask to be "owners." They were satisfied to be "lenders." Possessed by a blind faith in the value of the dollar they were saving, they asked only for assurance that the borrower would return the exact number of dollars, plus the agreed interest that had been lent. In other words, they "invested" in the dollar.

The second reason a person should invest is because of inflation. Many of the leading economists today are saying that the rate of inflation is currently in excess of 10 percent. I believe that the rate of inflation or the cost of living is increasing in the area of 40 to 50 percent, because prices are now increasing almost on a week-to-week basis. If you don't believe it, just buy five gallons of gas from the same gas station on two successive Saturdays and see how much you will pay.

Now if the cost of living is increasing in excess of 10 percent per year, and a person's excess funds are drawing no interest or interest at a rate of 5 to 6 percent, then a negative rate of return is being established.

Now we are all aware of the fact that occasionally we may spend more than our monthly pay, but we can deal with that. But consider the long term consequences of your spending more than you make year after year. Thus, the long term effect of the rate of inflation being in excess of



Roberts

interest rates is similar to that of spending more than he earns all year long.

In summary, there are many reasons why a person should invest. Two of the more fundamental reasons are: first, because not only the great fortunes in America but even healthy bank accounts were not built by accumulating money in savings accounts and life insurance policies; they were built by people who invested their money. Secondly, inflation is a disease of which we are all victims. We must try to protect ourselves by investing our funds in a medium that will grow and multiply. Thus, we owe it to ourselves to invest. The problem next becomes how to invest.

Talmadge Roberts is an account executive with the investment firm of Blyth Eastman Dillon & Co., Inc. in Washington, D. C.

Available from OMBE:



Directory of Minority Business Resources—A list of 182 American Marketing Association members who have volunteered free consultation and guidance in a wide range of marketing services, including sales analysis, new product development, pricing, advertising, merchandising, and teaching. [List includes names and addresses of the volunteers, as well as their particular areas of interest. Prepared by members of the Minority Enterprise Committee, American Marketing Association.] 56 pp.

OMBE Funded Organizations—A guide to minority entrepreneurs in locating business assistance in their own communities, listing 311 organizations funded by

OMBE. Included are 149 business development organizations which provide such management and technical assistance to minorities as business plan review, feasibility studies, and financial package assistance. [Twenty business resource centers sponsored by private industry to mobilize and direct the resources of business for minority enterprise are also listed, as are groups active in the development of minority construction contracting, minority business and trade associations, and business opportunities in retailing.] 53 pp.

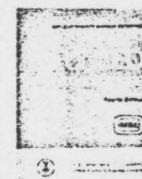
Report of the Task Force on Education and Training for Minority Business Enterprise—Developed for the Departments of Health, Education and Welfare, Labor,

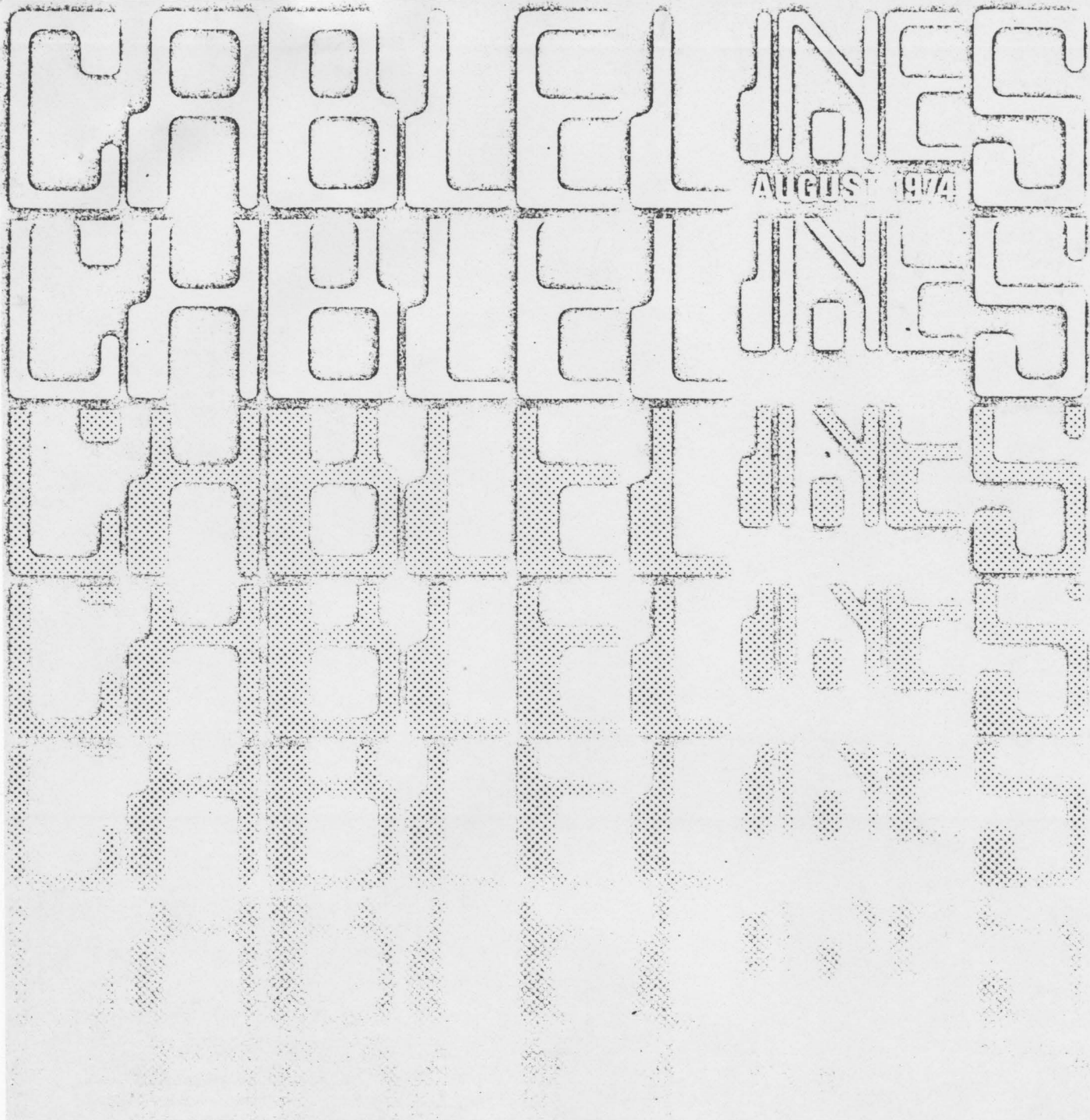


and Commerce, this report recommends some key actions that can be taken to close the gap between majority and minority business ownership, [including: state and local task forces to educate, train, and support current and future minority owners; local delivery systems to provide basic management training; improved curricula and teaching resources; increased federal support to predominantly minority institutions, and work experience for potential minority entrepreneurs.] 179 pp.

For copies, write:

Information Center
Office of Minority Business Enterprise
U.S. Department of Commerce
Washington, D. C. 20230





NEWS

AUGUST 1974

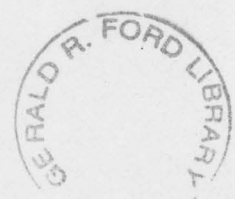
NEWS

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MISSION CABLE: LOCAL PROGRAMMING

by Pamela Spotts

Mission Cable TV of San Diego, California has one of the most extensive schedules for community programming in the country, ranging from conservative talk shows to the highlights of local rock group performances. The nation's largest cable system spends more than 1,000 hours of air time yearly on local origination programming designed to serve the interests of local communities, as well as to appeal to the many subgroups within the communities.

At a time when many cable systems are dropping local origination due to its high cost, its continuance, even for systems as large as Mission, is quite a feat.

In a recent interview, John Long, director of Program Services at Mission, admitted that there had been obstacles, including financial ones, that had to be overcome.

"Our decision is that if we're going to produce community oriented programming, we've got to realize an income to offset our expenses. Other systems have forsaken community programming because they lost money on that kind of programming," Long stated.

"It has taken four years for us to become accepted by the advertising community. We are now regarded as a legitimate advertising medium, and our revenues are beginning to reflect that.

"Now that we're accepted by advertisers, we can begin to go off in our own direction."

In the recent past, that direction has allowed San Diego students to produce

programs within their classrooms, in order to illustrate to parents what their children are learning. Long says there is no better way to create a focal point for local school bond issues.

Most recently, Mission's camera crews uncovered a black blues singer in East San Diego who had never before appeared on television.

In the future, Long expects to offer half-inch black and white equipment for San Diego residents seeking public access.

Mission Cable Channel 2 also programs some syndicated software. Long says the various local advertisers have already expressed confidence in the financial returns from such network closet stuffers as ENSIGN O'TOOLE, and the SMOTHERS BROTHERS COMEDY HOUR, and others. To avoid competition with the major networks, most of Mission's commercials are broadcast between 5 and 7:30 p.m.

"We use network fringe time and our schedule is developed along the principle of counter programming. Right now, there is too much competition in prime time. If you don't counter program, you're killing yourself."

Long and his staff look at his target audience and the network competition before developing a counter programming schedule. Target audiences are determined partially through surveys and partially through trial and error.

Technically, Long says that Mission Cable is equipped with cable facilities that permit studio production on a par with most broadcast stations.

Two Shibaden color cameras; five one-inch IVC recorders; three video cassette recorders; full color special effects;

and color film chain provide the production base at Mission Cable Channel 2.

However, Long attributes the programming success of the Cox Broadcasting affiliate to its size, and the management's realization that local origination is, above all, a business.

"Cable systems which have failed in their programming efforts, have failed because the persons in charge were not businessmen. In order for a system to be successful, managers have to serve four functions.

Long lists the first as a manager type who can oversee the station as a whole. Secondly, he lists the production/operations manager, whose main function it is to determine how the money is to be spent. Third, he cites the need for an advertising/sales manager, who would be responsible for bringing in money. Fourth is the station engineer, whose responsibility is to ensure quality production and client satisfaction.

"Ideally, a cable system needs persons serving all these functions. They must exist or the system is not a business."

Finally, says Long, the key ingredient to a successful programming venture, is the professional cablecasting staff.

It has taken us over four years to arrive at the point where we have an adequate well balanced staff capable of producing and airing good programming, without burning ourselves out in the process.

"Our ratings are beginning to reflect this fact, our revenue curve has been satisfactory, and we're over the 'hump', so to speak, in making a business out of program origination."

Ms. Spotts is a freelance writer based in Michigan.

working capital? interest rates?
elements of financial statements?
lines of credit? loan packaging?
secured loans? unsecured loans?
bank loan evaluations?

long term bank loans?
loan package preparation?
term loan agreements?
SBA guaranteed loans?
working capital loans?

letters of credit?
sales projections?
business cycle loans?
pro forma statement?
net worth or equity?
cash flow projection?

banking
for the
non-banker

BANKING FOR THE NON-BANKER, by Don H. Alexander, is a book about the small businessman and his relationship to banks. It is concerned with advising the small businessman who is seeking bank financing for his business operation.

Part I covers "Terminology, Definitions and Banking Language", and is aimed at making the prospective borrower conversant with the language which will be used so that he is at ease in his discussions with the banker, and is able to negotiate effectively.

Part II is entitled "Questions a Banker Asks Regarding a Business Loan." In this section, the discussion is primarily concerned with the information a businessman must have when he approaches a banker with a loan request, and with how a typical loan officer may examine and analyze the request.

Part III, "How to Prepare a Loan Proposal," is concerned with showing a businessman how to prepare a loan proposal for a new business venture and present it to his banker. This is accomplished by giving an example of a complete loan proposal. Each section of his proposal is analyzed and discussed; and a counter proposal is made by the banker to the businessman.

A limited number of copies of **BANKING FOR THE NON-BANKER** are now available, at no charge, from the Information Service, Office of Minority Business Enterprise, U.S. Department of Commerce, Washington, D.C. 20230.

The author, Don H. Alexander, is an assistant vice president and Loan Officer with Seattle-First National Bank. He is a graduate of the University of Washington, the American Institute of Banking, and the Pacific Coast Banking School.

CAROLANES

SEPTEMBER 1972



RE CABLE DECISIONS CABLE DECISIONS CABLE DECISIONS CABLE DECISIONS



What Is A Business Resource Center?

A Business Resource Center is an organization sponsored by prominent business leaders to mobilize, coordinate and deploy the resources of business in support of local minority enterprise business development. Its role is to:

- Assure that equity capital is available by supporting the creation of Minority Enterprise Small Business Investment Companies (MESBICs) and by otherwise stimulating venture capitalists.
- Maintain continuing contact with commercial banks and encourage formal minority lending programs.
- Establish contact with industrial finance companies, insurance companies, mortgage brokers, investment bankers, bonding companies and other sources of capital or credit.
- Establish and sponsor a Regional Purchasing Council in cooperation with the National Minority Purchasing Council.
- Support minority suppliers fairs and exhibitions.
- Aids in the development of viable commercial centers and industrial sites.
- Provides information on such business opportunities as
 - dealerships and franchises
 - new business situations and transfers
 - spinoffs and joint ventures
- Maintains a staff of full-time professional management consultants to serve the minority clients of business development organizations, MESBICs and commercial banks.
- Initiates and participates in seminars and workshops designed to transfer business know-how.
- Permits a "more extensive and effective utilization of business and other vocational and professional abilities" by organizing a skills bank of experienced business and professional people.

The role of the Business Resource Center is distinctly separate from that of the Business Development Organization (BDO). The BRCs will not package loan applications for submission to banks, MESBICs, SBA, or other capital sources.

The BRCs role will be fulfilled when the BDOs' clients have access to capital, markets and management know-how.

For further information write: OMBE Information Service, Office of Minority Business Enterprise, U.S. Department of Commerce, Washington, D.C. 20230.

MINORITY BUSINESS OPPORTUNITY COMMITTEE HANDBOOK

Throughout the Federal Government there are currently more than 85 programs oriented to promoting the development of minority business enterprise. The problem of coordinating them is a large one, and one which requires participation at all Federal levels both in Washington and in the field. A special mechanism for accomplishing this task at the local level is the Minority Business Opportunity Committee (MBOC).

The MINORITY BUSINESS OPPORTUNITY HANDBOOK has been prepared to furnish information on the operation of minority business opportunity committees. It is to serve as a reference document for the orientation of MBOC members, and to provide guidance to new and established MBOCs. The list of activities and organizational structure only suggests what may be done. It in no way places limits on activity or enumerates required activities or organization. Each MBOC should decide for itself what activities are needed in its area and then mobilize the federal resources to carry them out.

Executive Order 11625, issued October 13, 1971, prescribes additional arrangements for developing and coordinating a government-wide program for minority enterprise. These arrangements expand the role of the Secretary of Commerce, and particularly the Office of Minority Business Enterprise (OMBE), in coordinating minority business development activities.

For the Handbook, or further information or guidance, contact the Deputy Director for Interagency Affairs, National Programs Division, Office of Minority Business Enterprise, Department of Commerce, Washington, D.C. 20230. Telephone (202) 967-2865.

BUILDING MINORITY BUSINESS ENTERPRISES

Minority Enterprise
Small Business
Investment
Companies
(MESBICs)

Guarantee Pools

Direct Investments

Bank Deposits

Bank Leverage

Purchasing from
Minority-owned
Businesses

Joint Ventures

Turnkey Spinoffs

Franchises and
Dealerships

Volunteer
Counseling

Management
Training

Minority Trade
Association

Local Development
Companies (LDCs)

Corporate and Industrial participation in the development of minority business enterprise makes good business sense. Through the application of appropriate management, technical and financial support and assistance, minority-owned businesses can become self-sustaining and profitable; they can help build the nation's economy and contribute to the national, state, and local tax bases; they can provide new sources of employment, and reduce poverty rolls; they can provide new sources of supply; and they can provide access to the multi-billion dollar minority markets.

Entirely aside from the question of corporate "social responsibility", it is in the best business self-interest of majority corporations to join hands with government in minority business development. Listed here are ways in which each major corporation, acting either individually or through business organizations and associations, can help. Each is tested and proven, and more specific details on each is available to you, the necessary catalyst in our nationwide effort for mutual economic expansion and development.

For additional information and assistance, contact Office of Minority Business Enterprise, U.S. Department of Commerce, Washington, D.C. 20230.

GERALD R. FORD



INSTITUTE FOR MINORITY BUSINESS EDUCATION

profits

"Dedicated to Minority Business Development"

amc

June, 1974

OMBE INFORMATION SERVICE

Vol. 5, No. 6

REFERENCE ROOM COPY

IMBE Schedules First Assessor Training Class

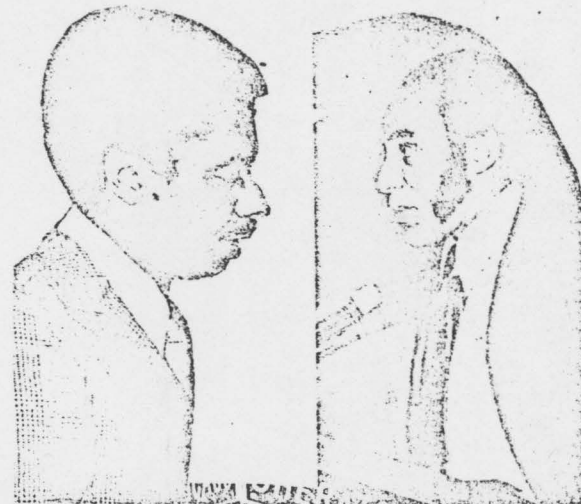
The Institute for Minority Business Education (IMBE) will hold its initial Assessor Training program in the Washington, D.C. area Sept. 8-11 for executives of Business Development Organizations (BDOs), trade associations, Construction Contractors Assistance Centers (CCACs), and other selected individuals active in minority business and economic development.

In letters to program executives nationwide, Warren K. Van Hook, executive director of IMBE stated that the training is expected to "equip participants with an additional effective technique for evaluating and pre-screening business clients and for predicting their potential for business growth and success." He stressed that the training does not serve as a replacement for other processes already being utilized by business development groups.

The assessment center concept has been tested and successfully used by major industrial corporations and more recently by some governmental agencies for determining the promotion potential of managers and to develop training emphasis to strengthen

the management capabilities of their executives. The IMBE effort will be the first time where broad application of this concept will be used in minority business development.

Only a limited number of participants can be accommodated in the first session. Mr. Van Hook is urging early responses from individuals working in minority business development who are interested in attending the IMBE Assessor Training classes. Inquiries should be sent to the IMBE address at 1420 N St., NW, Washington, D.C. 20005.



Garland Guice, (left), executive director of the Chicago Economic Development Corp. (CEDCO), and Earl Graves, guest speaker at the recent CEDCO symposium. Both CEDCO and the National Association of Marketing Developers held national conferences in Chicago. (Story, page 2)

OMBE Information Service Publications Free for the Asking

When a national program for minority business enterprise was established by Executive Order 11453 in March, 1969, part of the Presidential edict directed that a center be set up for the purpose of:

..."development, collection, summarization and dissemination of information that will be helpful to persons and organizations throughout the nation in undertaking or promoting the establishment and successful operation of minority business enterprise.

In compliance with this mandate, the U.S.

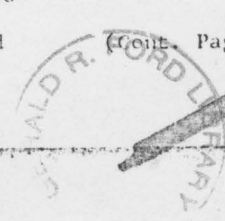
Dept. of Commerce's Office of Minority Business Enterprise (OMBE), through its Information Service, makes available to the public a selection of directories, handbooks, research and analytical reports, how-to business profiles, and other data useful to potential or actual businessmen, and to minority business economic developers.

It also prepares exhibits for promoting minority business enterprise programs. While its staff develops and

contributes much of the research for publications, OMBE often issues relevant documents from other U.S. Commerce Dept. offices, as well as pertinent studies provided through outside Federal agencies. OMBE also augments its resources by contracts in the private sector for publication of independent studies.

Nearly 50 pieces of literature are available to the public on different topics, which is a figure

(cont. Page 2)



CEDCO, NAMD Hold Conferences in Chicago, Black 'Financial Center'

Chicago, site of two national meetings of minority economic development groups in recent weeks, has moved into first place as the financial center of Black America, according to the keynote speaker at one of the conferences.

Earl Graves, publisher of Black Enterprise Magazine, speaking to the fourth annual symposium of the Chicago Economic Development Corp. (CEDCO), cited the achievements of minority owned businesses in the midwestern city.

The CEDCO symposium on the "State of the Black Economy", was held May 23-24. Chicago was also the locale for the 21st annual convention of the National Association of Marketing Developers (NAMD) which met June 4-8.

Mr. Graves told the CEDCO delegates that Chicago has the country's largest Black-owned manufacturing company (Johnson Products), which is one of the two Black publicly held companies in America; the largest Black-owned auto dealer, Johnson Cadillac; the oldest Black manufacturing company, the only Black mortgage bank; two of the largest Black-owned banks in the U.S., plus three others, with total assets of \$130 million, and the city is the home of the fourth and fifth largest Black-owned insurance companies in the country with total assets of \$72.4 million.

The speaker praised CEDCO as having been in the forefront of promoting Black economic development in a manner which many similar organizations would do well to emulate.

CEDCO Executive Director Garland C. Guice, citing trends noted in business and industrial projections, concluded that the general outlook for minority businesses is unpredictable at this time.

At the NAMD meeting, the kick-off speaker, Samuel J. Cornelius, deputy director of OMBE, cited effective marketing as the key to profit for minority businesses.

"Marketing skills are of particular importance to the minority entrepreneur," Mr. Cornelius said. "He simply cannot bear the costs of trial and error. Marketing know-how means the difference between economic disaster and business success."

CEDCO symposium speakers, in addition to Mr. Graves and Mr. Guice, included: Dr. Robert Vowels, dean, School of Business Administration, Atlanta University; John L. Smith, Region V director, OMBE; Anderson M. Schwich, president, Chicago Metropolitan Mutual Assurance Company, Chicago, Ill.; Dr. Gerald Gray, research officer, Bank of

INFORMATION SERVICE (From Page 1)

that includes a bi-monthly periodical, Access, and an assortment of brochures on various OMBE projects along with programs of other Federal agencies, and the private sector.

Since the reorganization of OMBE last fall, Lewis Giles, Jr., has been chief of Information Service. He and Assistant Chief Betty L. Briscoe hope the section will eventually be a comprehensive clearing house for minority economic development-related data, including public access to tapes and other communications aids. Anyone interested in obtaining free publications may write or visit Information Service, Room 5712, OMBE, Dept. of Commerce, 14th and Pennsylvania Ave., NW, D.C. 20230. Or, telephone (202) 967-5122. For a listing of publications available to the public, see pages 6 and 7.

Know the IMBE Staff

Energetic Philomena T. Queen, secretary to the Executive Director, is not one to while away off-duty hours. A part-time insurance agent, she also pursues esoteric studies not easily understood by

the uninitiated but perfectly comprehensible to fellow members of BOTA, an acronym for Builders of the Adytum, and AUM (not an acronym). More familiar are the NAACP and the YWCA, other organizations to which Miss Queen (nickname, "Philo") belongs. Philo attended the Howard School of Business and Public Administration (marketing), and was formerly a marketing research assistant and secretary for Pinkett, Brown and Black Associates Inc. (PBB). With a total of nearly four years service at Howard, Miss Queen was a secretary for the Placement Office before joining the IMBE staff over 20 months ago. She has also worked as a secretary for the NAACP in Baltimore and the District. One of a family of eight children, she enjoys youngsters and animals, has an Abyssinian cat, and...would you believe, a boa constrictor? Philo's hobbies include cooking, bicycling, swimming, astrology, knitting, and sewing. She hails from La Plata, Md.

(Continued, Page 8)



PUBLICATIONS

(From Page 6)

STUDIES, 1972. 87 p. Companion to instructional handbook, MINORITY OWNERSHIP OF SMALL BUSINESSES. These case studies present the minority business student an account of the recent experiences of 30 minority individuals who started their own business ventures.

Task Force on Education and Training for Minority Business Enterprise. REPORT OF THE TASK FORCE ON EDUCATION AND TRAINING FOR MINORITY BUSINESS ENTERPRISE, January/1974. U.S. Dept. of Commerce, Office of Minority Business Enterprise. 179 p. This report is intended to shape a national policy and program for providing needed business management skills to existing and potential entrepreneurs. It is also intended to mold a system for introducing minority youth to the potentialities of business ownership as a career.

U.S. Dept. of Commerce/ Domestic and International Business Administration/ Bureau of Domestic Commerce. FRANCHISING IN THE ECONOMY, 1972-74. 81 p. This publication summarizes the results of the special survey of franchisors and includes summary data on franchising growth between 1972 and 1974; data on sales distribution by franchising, rank of major industry sectors by number of outlets and sales size, percentage of sales in establishments accounted for by franchisors and franchisees; and, data on establishments, sales, and distribution by number of outlets and major industry sectors.

U.S. Dept. of Commerce, Bureau of the Census. MINORITY OWNED BUSINESSES: 1969. Issued August, 1971. This study presents the first comprehensive statistical data compiled in this area. It focuses on the economic characteristics of the principal minority groups.

ANALYSIS

White House Conference on the Industrial World Ahead. A LOOK AT BUSINESS IN 1990. U.S. Government Printing Office, Washington, D.C., November, 1972. 369 p. The book is a summary of addresses during the three-day White House Conference in early February, 1972 in Washington, D.C., and interviews of the authors and theme speakers.

U.S. Dept. of Commerce, Domestic and International Business Administration. U.S. INDUSTRIAL OUTLOOK, 1974 WITH PROJECTIONS TO 1980. Issued October 1973. 385 p. This report is oriented toward the future and required the collaboration of many industry and commodity specialists. Therefore, a consistent set of broad assumptions about the economic outlook had to be devised and adopted for uniform guidance.

PROGRESS REPORT

U.S. Dept. of Commerce, Office of Minority Business Enterprise. PROGRESS REPORT: THE MINORITY BUSINESS ENTERPRISE PROGRAM, 1972. October/1972. 31 p. A look at the progress of the OMBE program.

URBAN BUSINESS PROFILES

U.S. Dept. of Commerce, Economic Development Administration, and Office of Minority Business Enterprise. URBAN BUSINESS PROFILES, 1972. This is a series of reports designed to introduce the prospective small businessman to selected urban-oriented businesses. The group consists of:

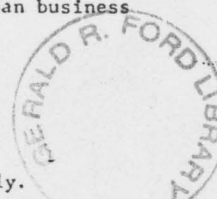
Beauty shops
Bowling alleys
Building service contracting
Children's and infants' wear
Contract construction
Contract dress manufacturing
Convenience stores
Custom plastics industries
Dry cleaning
Furniture stores
Industrial launderers & linen supply

Machine shop job work
Mobile catering
Pet shops
Photographic studies
Real estate brokerage
Savings and loan associations
Supermarkets
Supplement to the urban business profile series

PERIODICALS

U.S. Dept. of Commerce, Office of Minority Business Enterprise. ACCESS. Bi-monthly.

In addition to the other materials listed, the OMBE Information Service has available the March 5, 1969 Executive Order 11458 prescribing arrangements for developing and coordinating a national program for minority business enterprise, and the Oct. 13, 1971 Executive Order 11625 supplementing the program, and a variety of brochures.



PUBLICATIONS
(From Page 2)

DIRECTORIES

✓ U.S. Dept. of Commerce, Office of Minority Business Enterprise. FUNDED ORGANIZATIONS. Fourth Edition, Aug. 31, 1973. 53 p. A listing of the organizations funded by OMBE to render management and technical assistance to minority business enterprise.

U.S. Dept. of Commerce, Office of Minority Business Enterprise. SPECIAL CATALOG OF FEDERAL PROGRAMS ASSISTING MINORITY ENTERPRISE. Summer/1971. 89 p. Includes descriptions of Federal programs providing to minority business enterprise, financial assistance, business opportunities, management and technical assistance, sources of trained minority group employees, and insurance.

U.S. Dept. of Commerce, Office of Minority Business Enterprise. MINORITY BUSINESS ENTERPRISE - A BIBLIOGRAPHY, July/1973. 231 p. In compiling this bibliography, the agency included all materials that were encountered which touched in some way on minorities and minority business enterprise.

U.S. Dept. of Commerce, Domestic and International Business Administration, Office of Minority Business Enterprise. FRANCHISE OPPORTUNITIES HANDBOOK, September/1973. 188 p. This publication identifies franchisors who do not discriminate on the basis of race, color, or national origin in the availability of their franchises. ✓

U.S. Dept. of Commerce, Office of Minority Business Enterprise. DIRECTORY OF MINORITY MEDIA, June/1973. 89 p. This directory was prepared to provide established and potential advertisers with an additional tool for advertising campaigns. ✓

✓ U.S. Dept. of Commerce, Office of Minority Business Enterprise. NATIONAL ROSTER OF MINORITY CONSULTING PROFESSIONAL FIRMS, February/1973. 121 p. A list of 310 professional consulting firms. believed to be owned by members of minority groups, which responded to a solicitation by OMBE. ✓

U.S. Dept. of Commerce, Office of Minority Business Enterprise, and the American Marketing Association. DIRECTORY OF MINORITY BUSINESS RESOURCES OF THE AMERICAN MARKETING ASSOCIATION, December/1973. 56 p. There are over 175 people listed who have volunteered their services and who have provided detailed information on their interests and background.

National Minority Business Campaign. TRY US' 74. NATIONAL MINORITY BUSINESS DIRECTORY, Minneapolis, Minn. 1974. Research covers 50 states including Alaska and Hawaii. This edition contains 2,602 completely up-to-date listings of which 600 are new. ✓

Impact Consortium, Inc. IMPACT DIRECTORY-AFRICAN - AMERICAN BUSINESSES IN THE WASHINGTON, D.C. METROPOLITAN AREA. Washington, D.C. 1974. 92 p. An advertising medium for Black businesses in the area.

HANDBOOKS

U.S. Dept. of Health, Education, and Welfare, Office of Education, and U.S. Dept. of Commerce, Office of Minority Business Enterprise. MINORITY OWNERSHIP OF SMALL BUSINESSES. 1972. 38 p. Companion to MINORITY OWNERSHIP OF SMALL BUSINESSES. This instructional handbook provides information to adult minority students on how to go about starting a business.

U.S. Dept. of Commerce, Office of Minority Business Enterprise. BUSINESS DEVELOPMENT ORGANIZATIONS HANDBOOK, December/1972. This manual provides guidelines for the operation of a Business Development Organization (BDO). ✓

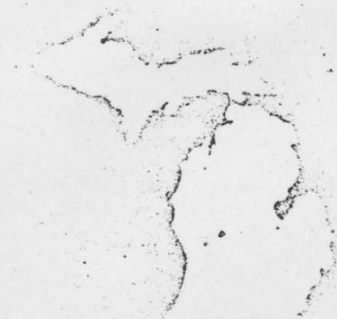
U.S. Dept. of Commerce, Office of Minority Business Enterprise. BUSINESS RESOURCE CENTER HANDBOOK, March/1973. This manual provides guidelines for the operation of a Business Resource Center (BRC).

U.S. Dept. of Commerce, Office of Minority Business Enterprise. MINORITY BUSINESS OPPORTUNITY COMMITTEE HANDBOOK, June/1973. This handbook furnishes information on the operation of Minority Business Opportunity Committees (MBOCs) and is a reference document for the orientation of MBOC members and for guidance to new and established MBOCs.

RESEARCH REPORTS

U.S. Dept. of Health, Education, and Welfare, Office of Education, and U.S. Dept. of Commerce, Office of Minority Business Enterprise. MINORITY OWNERSHIP OF SMALL BUSINESSES: THIRTY CASE (Cont. Page 7)





minority business newsletter

Published Monthly By
MICHIGAN DEPARTMENT OF COMMERCE, OFFICE OF MINORITY BUSINESS ENTERPRISES
IN CONJUNCTION WITH MINORITY BUSINESS OPPORTUNITY COMMITTEE OF THE FEB

Michigan



OMBE &
MBOC

Vol. 4, No. 10

Detroit, Michigan

October, 1974

DO YOU KNOW . . .

That . . . Minority Banks owned by minorities have more than doubled since 1970, according to a Commerce Department survey . . . ?

That . . . Darwin Davis of Detroit who joined Equitable Life Insurance in 1966, is now Vice President of that Company . . . ?

That . . . State Commerce Director, Richard K. Helmbrecht, announced grants totaling \$250,000.00 for programs to encourage development of convention business in Detroit, Flint, Grand Rapids, Kalamazoo, Lansing and Saginaw . . . ?

That . . . Franchising opportunities for minorities continue to broaden according to a recent survey, "Franchising in the Economy 1972-1974" . . . ?

That . . . The 1st Independent National Bank — Michigan's only minority-owned bank — opened a branch office on Livernois Avenue in Detroit . . . ?

That . . . Three Minority entrepreneurs were awarded 7 concessions at Metropolitan Airport . . . ?

Minority Business Week 1974



Earl Graves, publisher and editor Black Enterprise Magazine, is the Friday Awards Banquet speaker.

The plans for MBW-1974 have been made with YOU in mind. The full week of activities have been planned, and the committee is anxiously waiting to implement same.

Here is the calendar of events for that week.

Sunday — October 6
Kick-off 3:00 p.m.
Stage 1 — 8229 Linwood
Proclamation from: Governor, Mayor,

County, Special Awards, Music by Dr. Beans Bowles
Guest Speaker — C. Mack Higgins, S.B.A. Washington, D.C.

Monday — October 7
Hi-Way American bus tours of Minority Businesses, college and high school students participating.

Tuesday — October 8
7:30 a.m. — Minority Business Breakfast at Retail Clerk Local 876, 2550 W. Grand Blvd.
Economic Development Corporation of Detroit is sponsor.
Guest Speaker — Robert Stuart, Chairman, National Minority Purchasing Council.

6:00 p.m.-9:30 p.m. Procurement seminar — Howard Johnson Motor Lodge, Third and W. Grand Blvd.

Wednesday — October 9
12:00 Noon — (BTWBA) Booker T. Washington Business Association Noonday Luncheon.
6:00 p.m.-9:30 p.m. — Financial Seminar Howard Johnson Motor Lodge, Third and W. Grand Blvd.

Friday — October 11
Mini-Convention, Business Opportunities for Women, Sheraton Cadillac Downtown.

(Continued on page 2)



NBL Holds 74th Annual Convention

The 74th Annual Convention of the National Business League will be held in Atlanta, Georgia on October 23-26. The site will be the nationally acclaimed "Atlanta Marriott" Hotel. The Honorable Maynard Jackson, Mayor, City of Atlanta will be the Keynote speaker at the Welcome Luncheon.

This year's theme will be "The Power of Unity."

For additional information, call or write the Booker T. Washington Business Association, 736 Pallister, Detroit, Michigan 48202, Phone (313) 875-4250.

CONTRACTORS CORNER

The following is a list of Minority Contractors who are desirous of contract opportunities. For more information contact the Metropolitan Contractors Association, 4450 Oakman Blvd., Detroit, Michigan 48204. Phone number: 933-7500, or call the contractor directly.

Mr. Lonnie Brown
City Wide Construction Company
3356 W. Warren
Detroit, Michigan 48208
Phone Number: 825-0001
Modernization, porches aluminum siding, roofing, etc.

Mr. Jim Gardner
G & G Cement Company
20025 Carol
Detroit, Michigan 48235
Phone Number: 864-5557
Flat cement work — City sidewalks (bonded), driveways commercial industrial

Mr. Calvin Miller
C. Miller Cement Floor, Inc.
15030 Wyoming
Detroit, Michigan 48238
Phone Number: 491-1090
Flat cement work commercial and industrial

Mr. James George
Jimmy Ceramic Tile Company
13674 Thornton
Detroit, Michigan 48227
Phone Number: 491-4671
Ceramic Tile, walls and floors, residential, commercial and industrial

Mr. John Glenn
20th Century Painting
8526 Harper
Detroit, Michigan 48213
Phone Number: 874-1590
Complete painting residential

OMBE Information Service Publications Free for the Asking

When a national program for minority business enterprise was established by Executive Order 11458 in March, 1969, part of the presidential edict directed that a center be set up for the purpose of:

... "development, collection, summarization and dissemination of information that will be helpful to persons and organizations throughout the nation in undertaking or promoting the establishment and successful operation of minority business enterprise.

In compliance with this mandate, the U.S. Dept. of Commerce's Office of Minority Business, Enterprise (OMBE), through its Information Service, makes available to the public a selection of directories, handbooks, research and analytical reports, how-to-business profiles, and other data useful to potential or actual businessmen, and to minority business economic developers.

It also prepares exhibits for promoting minority business enterprise programs. While its staff develops and contributes much of the research for publications, OMBE often issues relevant documents from other U.S. Commerce Dept. offices, as well as pertinent studies provided through outside Federal agencies. OMBE also augments its resources by contracts in the private sector for publication of independent studies.

Nearly 50 pieces of literature are available to the public on different topics, which is a figure that includes a bi-monthly periodical, *Access*, and an assortment of brochures on various OMBE projects along with programs of other Federal agencies, and the private sector.

Since the reorganization of OMBE last fall, Lewis Giles, Jr., has been chief of Information Service. He and Assistant Chief Betty L. Briscoe hope the section will eventually be a comprehensive clearing house for minority economic development-related data, including public access to tapes and other communications aids. Anyone interested in obtaining free publications may write or visit Information Service, Room 5712, OMBE, Dept. of Commerce, 14th and Pennsylvania Ave., NW, D.C. 20230. Or, telephone (202) 967-5122. For Michigan OMBE, 1200 Sixth St., Suite 588, Detroit 48226. (313) 256-3720.

DCASR Announces Awarded Contracts

The following is a list of selected contracts received for administration, by Defense Contract Administration Services Region-Detroit (DCASR-Detroit) during August, 1974. They may provide some contracting leads for Minority Businesses located in Michigan. If further information is needed, contact:

John S. McCallum, Chief
Small Business and Economic Utilization Office
DCASR-Detroit
1580 E. Grand Blvd.
Detroit, Michigan 48211
(313) 923-0100 (ext. 265)

Uniroyal Tire Company
Div. of Uniroyal, Inc.
Allen Park, Michigan 48101
F42600-74-C-3070
\$1,025,370.00
Tire

Sperry Vickers AOM Division
Troy, Michigan
DSA700-74-C-9084
\$196,792.00
Transmission, Winch

Minowitz Manufacturing Company
Roseville, Michigan 48066
DAAE07-74-D-0633
\$100,099.25
Fan Tube Atrial

Brooks & Perkins, Inc.
Livonia, Michigan 48150
F09603-74-C-1215
\$2,154,780.00
Pallet, Balsa Wood Core

Chrysler Corporation
Defense Division
Defense Engineering
Detroit, Michigan 48231
DAAE07-74-C-0241
\$9,982,000.00

SEMS for M48/M60 Series Tanks

Send Inquiries and Articles to:
Wallace C. Williams, Editor
1200 Sixth Street
Executive Plaza, Suite 588
Detroit, Michigan 48226
(313) 256-3720

A United States
Department of Commerce
Publication
from the
Office of Minority
Business Enterprise,
Incorporating
OUTLOOK

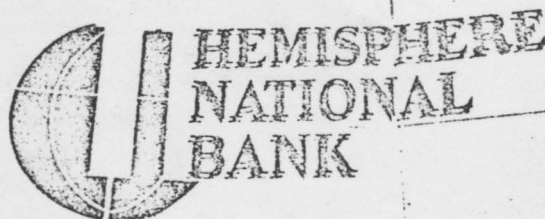
November/December 1974



Access

Minority Banking Grows in Washington

See page 3





U.S. DEPARTMENT OF COMMERCE
Office of Minority Business Enterprise
Washington, D.C. 20230

JUL 19 1974

MEMORANDUM FOR Tony Stadeker
Assistant Director
Field Operations and Administration

Subject: Commendation for OMBE Information Service

Too often OMBE recipients of superior service from other OMBE personnel do not take time to thank the performers in writing.

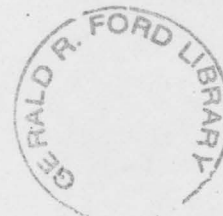
In this case, the service has been superior, and consistently so. When construction contractors dropped into OMBE without notice, Betty Briscoe acquainted them with the information at OMBE. The contractor expressed delight to all of us regarding the value of this briefing.

Whenever NPD requests specific documents from the Information Service, the service is always expeditious, courteous and professional.

Although these and similar demands interrupt the normal activities of that office, I wish you to know how much I appreciate the sensitivity and responsiveness of Betty, Doris and Lew.

Jim Sexton
Deputy Assistant Director
National Programs Division

cc: Alex Armendaris
Samuel J. Cornelius





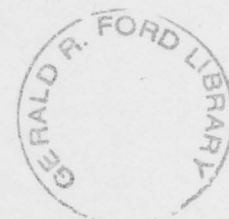
U.S. DEPARTMENT OF COMMERCE

November 9, 1973

To : Betty Briscoe
Public Affairs
Office of Minority Business Enterprise

From: Milton White
OMBE
Memphis, Tenn.

Betty, thank you very much for the very timely manner in which you answered our requests for additional copies of the national minority business directory "Try Us. 1973". We are making these available to the members of the Memphis and Nashville MBOC.





U.S. DEPARTMENT OF COMMERCE
Office of Minority Business Enterprise
Washington, D.C. 20230

March 29, 1974

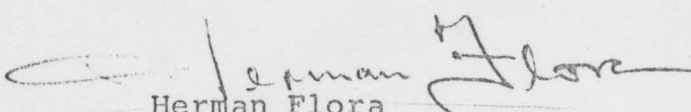
MEMORANDUM FOR Lewis Giles

Subject: Efficient Service of OMBE Information Service

I would like to take this opportunity to thank you for the invaluable assistance and service rendered to me by you and your very fine staff.

As your staff knows, I am always seeking information of some type. They have always served me in an expeditious and courteous manner. Mrs. Briscoe is always so resourceful, kind and patient. She usually furnishes the information that I am seeking; often she is able to furnish additional information and reference. It is this kind of service that you and your staff should be proud.

I make particular note of this because "good service is like water in the desert, very refreshing and so difficult to find". Such service should be commended.


Herman Flora
Business Development
Specialist
National Programs Division



The
Esquire Security Agency

April 29, 1974

Business License # 13280

Phone# 382-8200 Or 382-8210

Ms. Betty Brisco
Department Of Commerce/ Office Of OMBE
Room # 5712
Washington, D.C. 20230

Dear Ms. Brisco,

Thank you for the literature that I requested you send me. I received it today, April 29, 1974. I am quite pleased with the information contained in the booklets, pamphlets and brochures. I am sure that I will find all of this reading matter helpful to me personally and very beneficial to my company, and eventually aid in making this business run smoother.

Should you have any other type of new literature, up-date material concerning amendments, etc., please forward this to me. This gesture would be greatly appreciated. Again, I am pleased that you sent this material to me and I Thank You so very much.

Respectfully,

Emeric A. Martin

Emeric A. Martin
President

EM/rla





SCORE ACE MANAGEMENT CONSULTANTS



AN ACTION PROGRAM IN COOPERATION WITH S.B.A.

FAIRBANKS AREA SCORE/ACE CHAPTER 292

504 THIRD AVENUE

FAIRBANKS, ALASKA 99701

(907) 452-1951

EXTENSION 142

RECEIVED
4-8-74
JST

5 April 1974

Mr. Lewis Giles, Jr.,
Chief, OMBE Information Service
Field Operations & Administration Division
Office of Minority Business Enterprise
U.S. Department of Commerce
Washington, D. C. 20230

Dear Mr. Giles:

Thank you very much for your assistance in Airmailed provision of five copies, at no cost, of your publication, Preparing a Business Profile. The prompt response of your office in providing positive assistance is most encouraging and I think all of us here received a 'little lift' in reading your letter of 19 March 1974. Thank you very much.

We've put four of the five copies to good use as can be evidenced by the copies of the enclosed letters which were sent to our 'clients'. Now, we will get down to the 'nitty-gritty' of working out the business profiles with the owners of the four different businesses.

Incidentally, the order for five copies from The Government Printing Office arrived yesterday and we have placed them in stock for use in assistance to new businesses.

Thank you again for your help.

Yours very truly,

William R. Towsley
William R. Towsley
Chairman



cc. Senator Ted Stevens,
Alaska

Encl.

UNITED STATES OF AMERICA
GENERAL SERVICES ADMINISTRATION

Automated Data and Telecommunications Service
Washington, DC 20405



June 18, 1974

Mrs. Betty Briscoe
Assistant Chief, Information Center
Office of Minority Business Enterprise
Department of Commerce
Washington, D.C. 20230

Dear Mrs. Briscoe:

I cannot thank you enough for your great effort and assistance in my receiving the publications on National Roster of Minority Consulting Professional Firms and Try Us. '74 National Minority Business Directory.

Sincerely,
L. Wolff
L. WOLFF

Executive Assistant to the
Assistant Commissioner for ADMS



UNITED STATES OF AMERICA

JUN 17 1974 GENERAL SERVICES ADMINISTRATION

CD

Automated Data and Telecommunications Service

Washington, DC 20407

June 15, 1974

Minority Business Enterprise

All Regional Commissioners, ADTS - 2C, 3C, 4C, 5C, 6C, 7C, 8C, 9C

Area Managers, ADTS - 1CC and 10CC

Attached for your information are the following publications we have recently received from the Information Center, Office of Minority Business Enterprise (OMBE) U.S. Department of Commerce:

Department of Commerce

Washington, D.C. a. National Roster of Minority Consulting Professional Firms dated February 1973, published by OMBE

Dear Mrs. Briscoe:

I cannot thank you enough for the information you provided. b. Try Us. '74 National Minority Business Directory

Both publications are well indexed and we hope they will be helpful to you.

Please let us know if you would like to be put on the distribution list for updated versions of their publications.

(Signed) George W. Dodson, Jr.
GEORGE W. DODSON, JR.
Assistant Commissioner for
Automated Data Management Services

Enclosure

cc: Official file - CD
C, CD, CD-1, Mrs. Briscoe, Information Center, OMBE

CD-1:LWOLFF:ea:6/17/74:x46338



Daniels & Bell, Inc.

Member New York Stock Exchange, Inc.

64 Wall Street
New York, N. Y. 10005

Telephone (212) 248-2255

Travers J. Bell, Jr.
Chairman of the Board

April 8, 1975

Stan:

This is a follow-up to previous
correspondence.





UNITED STATES DEPARTMENT OF COMMERCE
Office of Minority Business Enterprise
Washington, D.C. 20230

APR 4 1975

Mr. Travers J. Bell, Jr.
Chairman
Daniels & Bell, Inc.
20 Exchange Place
New York, New York 10005

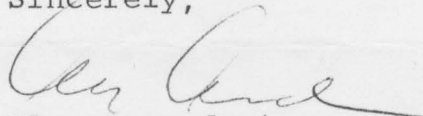
Dear Mr. Bell:

Thank you for the resubmission of your unsolicited proposal regarding the "public markets for minority banks".

The Office of Minority Business Enterprise (OMBE) has completed its funding commitments for this fiscal year. In view of this, no additional proposals are being considered for financial assistance. We will retain your proposal in the event that additional program requirements develop in the future. If such an occasion should arise, your proposal will be evaluated as to the significant impact it will make upon the objectives of our mandate.

Again, thank you for your interest in the OMBE program.

Sincerely,


Alex Armendaris
Director



Daniels & Bell, Inc.

Member New York Stock Exchange, Inc.

20 Exchange Place
New York, N. Y. 10005

Telephone (212) 422-1700
Cable: Danbell

April 8, 1975

Mr. Kenith Zwiener, Chairman
MINBANC Capital Corp.
1120 Connecticut Avenue, NW
Washington, D.C. 20036

Dear Mr. Zwiener:

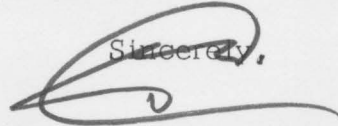
I am enclosing an outline of a research project and correspondence which we have submitted to the Department of Commerce for funding.

As you can see by the reply from Mr. Armendaris, the proposal will not be considered by the OMBE agency. I am sure that the membership of the ABA would be frustrated and fragmented as the members of the NBA, if it were not for the "public market." While new underwritings have been few in the last year, the many fine brokerage firms that provide a market for the ABA membership bank stocks create the liquidity necessary to attract public investors. Without it, banking would indeed be a sad industry.

The research required before proceeding with the establishment of an arm for "minority bank stock trading" is essential, necessary and urgent.

It would seem to us that this type of project would encourage your funding or financial participation. We respectfully request your consideration.

Sincerely,



Travers J. Bell, Jr.
Chairman

cc: Mr. Capozzoli, Treasurer

bcc: Mr. Stanley S. Scott: P.S. Can you suggest any alternatives?



A. "JAY" COOPER, JR.
MAYOR



COUNCILMEN:
EDWARD "JOE" GRAHAM
JOHN LANGHAM
LARRY SULLIVAN
SHAFTER W. SUMMERS
ALFORD W. TURNER

bc: FOR YOUR INFORMATION

OFFICE OF THE MAYOR
TELEPHONE 457-3381
PRICHARD, ALABAMA 36610

May 1, 1975

Mr. Alex Armendaris, Director
Office of Minority Business Enterprise
U. S. Department of Commerce
Washington, D. C. 20230

Dear Mr. Armendaris:

Thank you for your recent letter. It was a pleasure to be able to attend the meeting on 'Minority Entrepreneurship' which the U. S. Conference of Mayors and OMBE sponsored in Miami.

As I related to you then I am very concerned with regard to the contract which has been initially approved by the Department of Commerce--Office of Minority Business Enterprise to Operation New Prichard to operate a Business Development Office for the period June 1, 1975 to June 1, 1976. The reason for my concern is that the contract which preceded the one in question ended on March 31, 1975 resulting in the unemployment of approximately nine staff persons and impaired the effectiveness of the business development thrust developed over the past year severely. I am particularly concerned because all materials related to the grant were submitted to OMBE many many weeks prior to March 31.

It strikes me as particularly debilitating to our respective governmental missions to have nine people unemployed, the minority business community denied the services of the business development office and also the stature of the office compromised due to the inability of the Department of Commerce's personnel to put through the appropriate documentation for the funding of this project. At a time when unemployment is high and full employment is the national policy it would seem to me that the contract could be expedited. We are informed that the contract will not be ready until June 1. I respectfully submit that this is an intolerable situation. You and I both know the Empire State Building could be bought and sold a half dozen times in sixty days, but yet we in government do not seem to be able to prepare in more than four months time a contract for \$100,000 worth of services.



Mr. Alex Armendaris
May 1, 1975
Page two

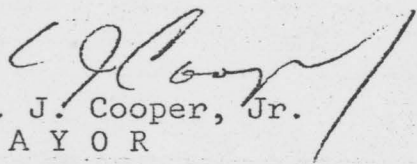
A. J. COOPER,

I am also extremely concerned that the amount of the contract was reduced from over \$200,000 to \$100,000 without prior consultation. It is also of concern to us that the scope of work was not reduced commensurately with the funding level. We were not informed by anyone connected with OMBE that there would be a reduction in the grant amount until we received the RFP letter. I am sure you can understand that after submitting an application for over \$200,000 and being assured that we would be funded, it places us in a difficult position to inform some staff members that they will no longer have jobs and to explain to them why we did not notify them at an earlier date. I would appreciate your personal attention to this most serious matter and ask you to use your good offices to expedite action on this contract and to reduce the scope of work of the contract commensurate with the more than 50% reduction in funding.

With best regards to you and your staff, I am

Sincerely,

CITY OF PRICHARD


A. J. Cooper, Jr.
MAYOR

AJC:ec

cc: Charlotte Adams
Charles McMillan
Sam Cornelius

Dictated: April 15, 1975



9 May 1975

Mr. Alex Armendaris, Director
Office of Minority Business Enterprise
U. S. DEPARTMENT OF COMMERCE
Washington, D. C. 20230

Dear Mr. Armendaris:

The enclosed travel voucher is for expenses incurred in conjunction with my travel to Washington, D. C., on May 4-5 to attend a meeting of the Minority Business Study Working Group. The travel was authorized in your letter of 30 April 1975.

I believe that our meeting with representatives from your office, SBA, OMB, and later with Mr. Seidman was very productive; and could eventually lead to a stronger Minority Business Enterprise program with more resources. I was particularly pleased that Mr. Seidman was able to meet with us, since the total minority effort would be enhanced by a direct tie-in with domestic council plans.

We appreciate your support and hope that things are going well.

Sincerely,

Garland C. Guice
Executive Director



cc: Stan Scott
Floyd B. McKissick
bcc: Jack Smith



Chicago
Economic
Development
Corporation

"Our Business is Your Business"

162 North State Street • Suite 600
Chicago, Illinois 60601

Stanley Scott
Special Asst. to the President
The White House
Washington, D.C. 202



BB
43

RECEIVED





NATIONAL MEMO

OFFICIAL PUBLICATION OF THE NATIONAL BUSINESS LEAGUE
OMBE Project - U.S. Department of Commerce



— 75th Annual Convention • Boston, Mass. • Oct. 8-11, 1975 —



74th Convention Demonstrates "Power of Unity"

Representatives of the nation's major communications media have hailed the 74th Annual NBL Convention as one of the most significant gatherings of members and representatives of Black minority business and economic interests in the history of this country.

What NBL demonstrated in Atlanta is that Black America is no longer divided by artificial partitions of age, ideologies, religions, class or caste.

Convening by the hundreds . . . from Black capitalists to Black Muslims . . . from 18 to 88 . . . from the New York Times to the Columbus, Georgia Times, Atlanta heard from NBL and America heard news being made in the heartland of the South!

The Convention delegates converged in unprecedented numbers on the primary convention site, spilling over and filling near-by hotels and packing the Paschal Hotel student convention head-quarters.

Workshops and plenary sessions held standing room only crowds. Convention participants heard stellar performances from nationally renowned speakers at the Minority Enterprise and Welcome Luncheons as well as at the Annual Awards Banquet.

Black politicians, Brown Americans, Red Americans, Black scholars, college administrators and students, clergy and members of all faiths, businesses of every description, people from every walk of life came home to NBL to prove once again that our action is where the rubber hits the road.

The Black Economy U.S.A. said in its November issue that "... the theme, The Power of Unity, served not just as a slogan, but as a characterization of the League's objective. The tone and scope of the 74th Convention proceeded to mold a conceptual framework for future development built on unity . . . The fact that the oldest Black trade association exhibited the courage to bring all major elements of the Black business community together is itself commendable."

These remarks were echoed as JET magazine reported, "The auditoriums and meeting rooms of the Marriott Motor Hotel in Atlanta became the gathering places for the who's who among Blacks in business, education, public office and communications, as well as experts in other fields, all eager to offer or receive expertise in helping NBL and its constituency toward further expansion within the mainstream . . .". JET's business section further homed in on one of the major objectives in observing "One of the major thrusts of the conference was to stress the importance of Black businessmen making a personal commitment in helping build NBL into a more powerful, independent structure with financing muscle."

The press reserves the spoken word for posterity and like never before, the public, through this medium of communication, heard and saw the message and mission of NBL at work.

The Atlanta Daily World, Muhammad Speaks, the New York Times, the Atlanta Constitution and many other publications followed the daily activities of the more than 1,000 participants and the issues that were raised and the resolutions as they developed.

These resolutions will come to the desks of every major decision-maker, legislator, and administrator in this country.

NBL and its 74th Annual Convention breathed new life that the "Power of Unity" is achievable.



NBL CREATES NATIONAL STUDENT BUSINESS LEAGUE

The National Business League Board of Directors unanimously approved the formal creation of the National Student Business League as an affiliate of the oldest trade and professional association in the country.

The National Student Business League, NSBL, was presented as a resolution which grew out of an unprecedented preliminary conference of more than 200 student delegates from across the country who gathered for the two-day session on the eve of the 74th NBL Convention.

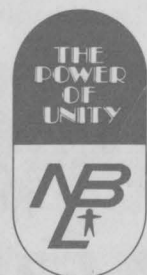
It was the first such gathering of Black students in the fields of Business, Public Administration and Communications—a group which represented 48 colleges and universities, public and private, Black and White.

The student conference drew comments and acclaim from many of the nation's leading economists and business people. NBL President, Dr. Berkeley G. Burrell, described the two day session as a unique opportunity for students entering the business field to engage in face-to-face discussion with top federal officials and business leaders from the Black community. Workshop topics ranged from the impact of inflation on the Black community to ways of moving minorities to the top of the corporate structure.

In the keynote address, students were encouraged by Attorney Jerome Gresham, vice president and general counsel of H. J. Russell Company (listed in the top 20 of *Black Enterprise's* Top 100 Black Businesses), to build the Black community by "Learning to recycle their money and talents into Black businesses". While he noted that many will find lucrative positions in the white corporate structure, he turned to the NBL theme, "The Power of Unity", saying: "It is equally as important that you go back into the Black communities and help build economic power through developing and supporting your own businesses."

The National Student Business League will conduct a general nation-wide membership campaign. This campaign will also include efforts to involve students in mass communications programs as members of the newly created National Association of Black Student Communicators, an NSBL affiliate.

NATIONAL BUSINESS LEAGUE ANNUAL CONVENTION



A formal published report of the 74th Annual National Business League Convention, October 23-26, 1974, Marriott Motor Hotel, Atlanta, Georgia will be available to convention attendees and the general public January 5, 1975.

STUDENT COMMUNICATIONS ASSOCIATION TO AFFILIATE WITH NSBL

In an attempt to establish as wide a scope of interests within its new framework, the National Student Business League has formed an association for students in mass communications.

The National Association of Black Student Communicators (NABSC) was the name adopted by a communication steering committee, whose chief task was the organization of this association. Each of the schools present at the NBL convention chose representatives to serve on this steering committee.

According to Issac King, one of the representatives from Howard to the steering committee, the purpose of the NABSC organization is designed to promote availability to job openings, scholarships, training programs, financial assistance and to set up a network for the exchange of print, film, and recorded broadcasts between black student communicators. A tentative constitution was drawn up by the committee to be presented for ratification by the various schools at Howard's annual Communication Conference in March, King said.

The objectives of the NABSC are:

1. Formation of a student news service which would disseminate information of importance to black communicators.
2. To keep an up-to-date filing system which would inform those students about job opportunities.
3. A communications library of film and recorded broadcasts which would be exchanged between black colleges.
4. To work in conjunction with black professionals in the communications industry so to offer exposure and expertise from black professionals to students in com-
5. To redefine black images to students as well as the black community.

According to Alfred Mathewson, a representative from Howard to the National Student Business League steering committee, the formation of the organization was a manifestation of recognizable needs for communication between black business students and their coordinated efforts to improve the economic environment for black business.

Mathewson stated that a temporary Board of Directors was appointed at the committee meeting. They were divided up into eight geographic regions, presently there are only seven regional directors. The California region was the only unrepresented region. They were appointed by their representatives to act as regional directors of their region.

The objectives of the NSBL are:

1. Fostering professionalism among black business students.
2. Developing a communications network and information systems.
3. Placing of a student on the NBL Board of Directors.
4. Exposing students to the black business world.
5. Expanding the awareness of the black community on the business world.
6. Obtaining finances for the organization.

BE IN BOSTON
OCTOBER 8-11, 1975

JACKSON KEYNOTES CONVENTION URGES NATIONAL FULL EMPLOYMENT POLICY



Mayor Maynard Jackson, strikes imposing figure as he addresses NBL Atlanta Welcome Luncheon.

Atlanta Mayor Maynard Jackson delivered the opening address of the 74th Convention where he issued an urgent call for the Administration to appoint a national council and to establish a national policy on full employment.

He offered that solution to the fact that "As Black people we are, as always, hardest hit by our nation's economic woes. We are still the last hired and the first fired. Our unemployment rate in some age groups has reached 45 percent in some urban communities and there is no answer in view."

Mayor Jackson identified some of the haunting problems which plague Black businesses and noted with particular concern the lack of initial capital and the lack of management expertise. Those factors combined with a history of "exclusion from inner circles of business and industry where policies are set and deals are made" Jackson said, "set against entrenched racism which makes Blacks unable to bid on an equal basis with other businesses for government contracts."

The young politician was also sensitive to the fact that Black businessmen and women must face the mistrust of their own people "who have adopted the negative attitudes of some segments of the larger society and do not trust us to give them the best goods and services for their money."

Highlighting the devastating impact that the current economic status has brought Black people and its further attack on the Black consumer he repeated a comment by Congressman Ronald Dellums who said "Black people do not want always to be called as groups of Blacks. We want to be included among the groups of consumers, among the groups of health professionals, among the groups of business people, among the groups of educators, and in this instance, among the groups of economists who are helping to determine the economic future of our nation. That along with several animated remarks were

directed at limited Black involvement in the series of economic summit meeting convened by the current Administration.

Closing on the convention theme and the question of survival, the Mayor felt that the final option left to Black people is to "act in a unified way".



Congressman Andrew Young (D. Ga.) joins Dr. Burrell in congratulating Atlanta's Mayor Maynard Jackson.

HUD's Asst. Secretary for Housing Management, Hon. H. R. Crawford presents plaque to Dr. Burrell for outstanding leadership and contribution in promoting minority participation in programs of housing management.



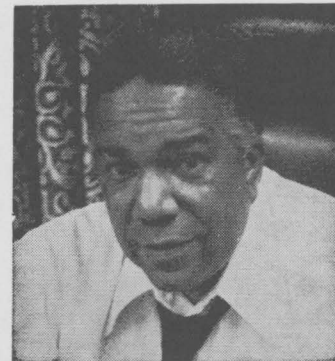
OCTOBER 8-11, 1975



DIAMOND ANNIVERSARY CONVENTION

FARRAKHAN JOINS CRY FOR POWER OF UNITY

Editor's Note: The following is a guest editorial which appeared in Dr. Burrell's nationally syndicated column written by Howard University's News Editor for the Hilltop Newspaper, Hodari Ali.



...DOWN TO BUSINESS

DR. BERKELEY G. BURRELL
President, National Business League

"Pardon my frankness," he chuckled, "but you should never have invited a Muslim, if you didn't want to hear the truth."

Graciously commending NBL President Dr. Berkeley G. Burrell for selecting such a powerful theme as "The Power of Unity," Minister Farrakhan constantly sought to emphasize its meaning.

"Unless we give up the pettiness of the white American decadent philosophy of 'rugged individualism' that has brought America now to the brink of ruin, unless we can see the value of our cooperative working together for a common end, then we might as well say this is nothing more than another party on the social calendar of Who's Who in Black business in America," he declared.

Frequently reminding the audience that he was speaking on behalf of the Honorable Elijah Muhammad, Minister Farrakhan admonished them to think about the future survival of the Black masses.

"White America is in trouble herself," he explained. "She cannot employ her own unemployed, how is she going to look after 30 million Black people? She is finding it increasingly difficult to feed her own, how can she continue to give handouts to 30 million? If she has always looked out for herself first, which is not wrong, then we in the economic sector of Black America, have got to consider how are we going to survive if their economy falls apart."

Minister Farrakhan captivated the audience with his masterful oratorical style, using his hands, changing his voice, and telling stories to convey a message of the need for Black unity. He was interrupted several times by applause and joyful shouts from what appeared to have been a relatively conservative group.

In keeping with the theme of the convention, Minister Farrakhan crystalized the essence of its meaning when he said, "Unity is not a word, but a principle of action. You can't have unity unless you give up something, and you got to give up those things that offend the very principle of unity."

This effort, perhaps more than any other proved that we as a people are ready to get **down to business.**



Minister Louis Farrakhan, National Representative of the Honorable Elijah Muhammad, eloquently captivated his audience at the convention's Minority Enterprise Luncheon. Drawing in even passers-by, with the sound of his voice, to join the crowd which lined the walls of the mammoth dining area, the gifted Muslim Minister enthralled both black and white, young and old.

74th Convention Elects Board Members and Officers To New Terms

NBL Board of Directors:

Charles T. Williams (re-elected)
Chairman
New York
Abraham Venable (re-elected)
Vice Chairman
Michigan
John L. Jenkins
California
Maceo O. Sloan
North Carolina
Leonard Small
Tennessee

NBL Officers:

Everee J. Clarke,
Secretary
Florida
W. Ronald Evans,
Assistant Secretary
Washington, D.C.
Massie S. Fleming,
Washington, D.C.
Assistant Treasurer
James F. Gay, Esq.
General Counsel
Virginia

OVERFLOW BANQUET AUDIENCE HEARS ROOSEVELT

—Calls for Non-Regulated Lender Program



Repeating history, James Roosevelt assists in presenting the Booker T. Washington Symbol of Service Award to Emmer Lancaster whom his father, Franklin Delano Roosevelt, hired as a young man at the U. S. Department of Commerce.

The eldest son of the late former President Franklin Delano Roosevelt called small business "the cornerstone of free enterprise in this country" in remarks before a warm and receptive overflow audience at the Annual Awards Banquet.

James Roosevelt, president of his California based business and financial consulting firm, brought facts and figures on the needs of small businesses in this country and offered several innovative proposals for responsiveness to this sector for the present Administration.

He began those remarks by admonishing President Ford for his failure to make a personal appearance before the body of acclaimed economists and business people gathered for the NBL Convention. Noting the message that was brought by Presidential Assistant Stanley Scott that monies allocated for minority business programs would not be cut-back for the current fiscal year, the former Congressman quickly attacked the implications. Posing that statement against the current economic picture he said, "any failure to increase allocations in these inflationary times amounts, in fact, to a cut-back."

A dynamically imposing figure, Mr. Roosevelt had things to say that the people wanted to hear. His call for the President to appoint a council with subpoena power to investigate the existing small and minority business program drew a rousing response from the attendees. Smiling, he compared the current internal review process to "letting the devil oversee his own handiwork."

Highlighting statistics on small business which he numbered at approximately 5.5 million for the United States, Roosevelt said, "In numbers, small businesses account for 95% of all business operating in the United States. They provide jobs for 35 million Americans, produce 37% of the gross national product and 43% of the gross business product equalling approximately \$385 billion worth of goods and services."

1974 ANNUAL AWARDS

THE BOOKER T. WASHINGTON SYMBOL OF SERVICE AWARD

Emmer Martin Lancaster, retired
Department of Commerce

THE EARTHA M. W. WHITE WOMEN'S ACHIEVEMENT AWARD

Ophelia Devore Mitchell, Publisher
Columbus (Ga.) Times

THE J. C. NAPIER GOVERNMENT MAN OF THE YEAR AWARD:

Samuel J. Cornelius, Deputy Director
Office of Minority Business Enterprise
U. S. Department of Commerce

THE C. C. SPAULDING INSURANCE AWARD:

Ivan Houston, President
Golden State Mutual Life Insurance Company

THE J. E. WALKER HUMANITARIAN AWARD:

Jesse Hill, President
Atlanta Life Insurance Company

THE ROSCOE DUNGEE CIVIL RIGHTS IN BUSINESS AWARD:

Dr. Carlton Goodlett, President
National Newspaper Publishers Association

THE A. G. GASTON BUSINESSMAN OF THE YEAR AWARD:

Brady Keys, President
All Pro-Chicken, Inc.

THE HORACE SUDDUTH AWARD:

C. J. Patterson, President
C. J. Patterson Real Estate Company

THE F. D. PATTERSON AWARD:

Henry T. Wilfong, Past President
National Association Minority CPA Firms

SPECIAL CITATIONS:

Ms. Ruth Bates Harris, Deputy Assistant Administrator
for Community and Human Relations

National Aeronautics & Space Administration
Geneva Haugabrooks

Haugabrooks Funeral Home, Atlanta Georgia

PRESIDENTIAL CITATION:

Stanley Scott
Special Assistant to the President of the United States

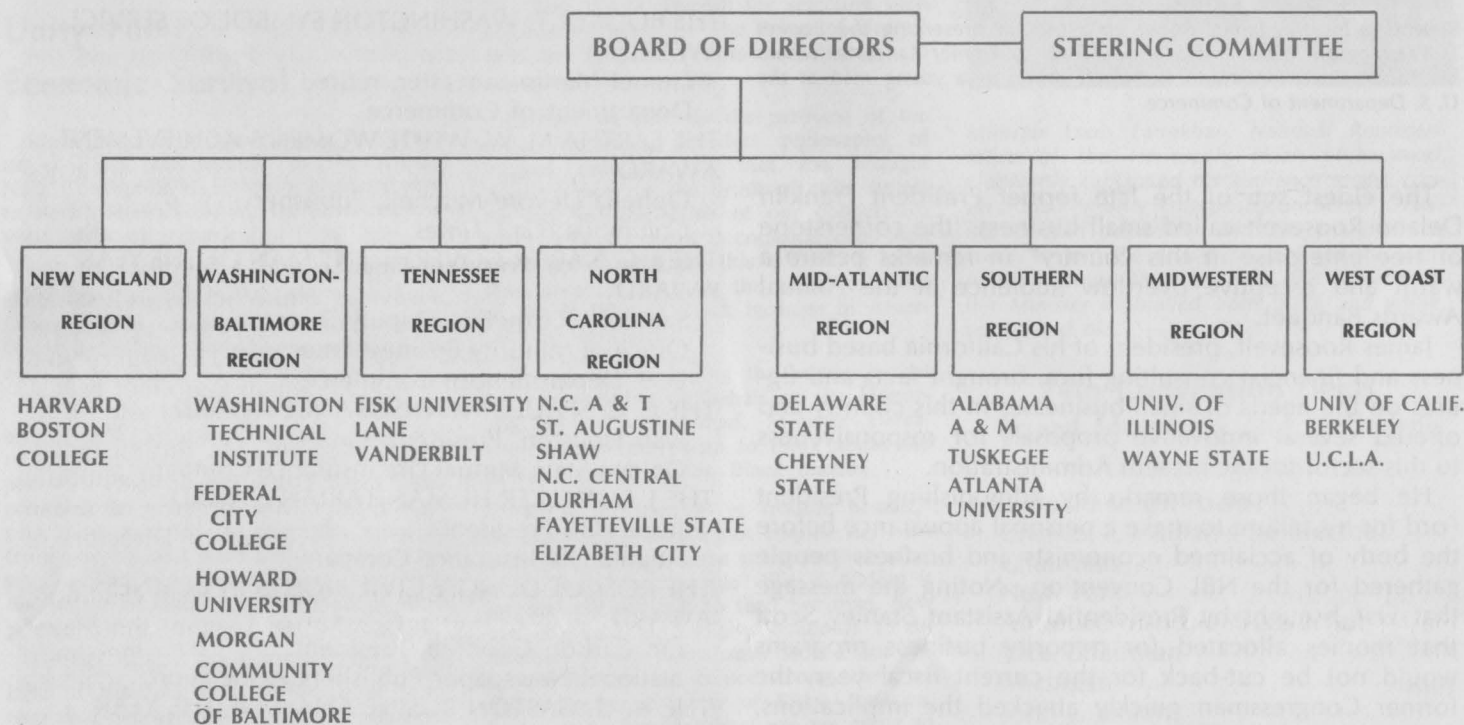
NSBL ORGANIZATIONAL STRUCTURE

The National Student Business League's original Conference Planning Committee has been charged with the responsibility to formulate a constitution and by-laws. Out of this will come the formal structure for the new organization and its membership categories. Members of this group are: Vanessa D. King, Federal City College; William Council, Washington Technical Institute; John Sheppard and Pamela Fredericks, Morgan State College; and Sheila Jones and Dianne Mallory of the Urban Business Education Association.

A temporary governing body was elected at the Atlanta Convention which will assist in carrying out NSBL resolutions and communications with the parent body. The regional directors are: Charles Byrd, Durham College; Jonetha Lynard, Fisk University; Dennis Pinder, Wayne State University; Alfred D. Mathewson, Howard University; Jonathan Weaver, Harvard University; Theodore A. Weaver, Delaware State College; Jimmy L. Jackson, Tuskegee Institute; and Yvonne Thompson, University of California at Berkeley.

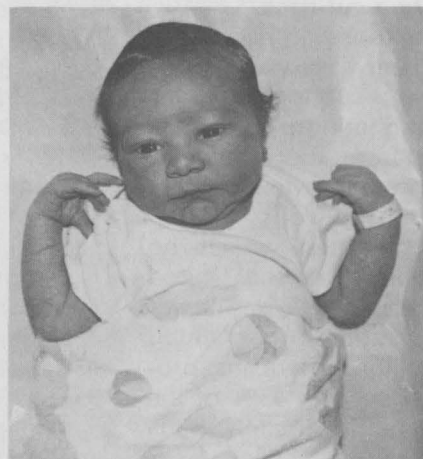
The following diagram outlines geographic regional divisions and indicates those schools who are charter members of the National Student Business League.

ORGANIZATIONAL CHART OF N.S.B.L.



NBL'S NEWEST MEMBER

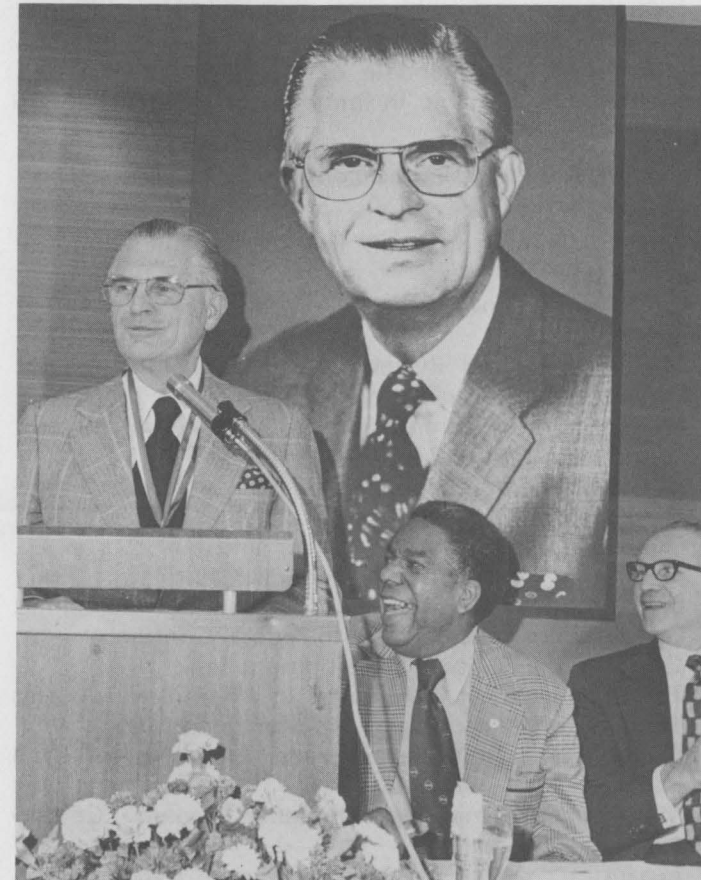
The membership campaign director???
(Son of Mr. and Mrs. Waymon Scott Wright, Waymon Jr. arrived Friday, November 29th)



Join



BGB TOASTMASTER FOR MINORITY SALUTE TO GERSTENBERG



The minority community paid special tribute to Richard C. Gerstenberg, the retiring chairman of the Board of Directors of General Motors Corporation, at a Washington, D. C. dinner in his honor. The National Business League was among ten minority organizations, who sponsored the affair along with the University of Detroit Dealer Development Academy, the Office of Minority Business Enterprise of the U.S. Department of Commerce, the Small Business Administration, and the White House.

NBL President Berkeley G. Burrell served as toastmaster for the testimonial tribute to Mr. Gerstenberg for his leadership and individual commitment in GM's strong support for minority opportunities.

Vernon E. Jordan, Jr., Executive Director of the National Urban League, made the official tribute on behalf of the organizations represented. This was followed by 17 presentations honoring the GM Chairman who was responsible for establishing corporate policy "from the top" that provided full opportunities because "It is right," as Gerstenberg was quoted.

Approximately 150 leaders and representatives of minority organizations joined in the special tribute. White House Assistant Stanley Scott represented President Gerald Ford with Mr. Alex Armendaris, OMB Director, representing the Commerce Department and Administrator Thomas Kleppe for SBA.

One of the first acts as chairman, Mr. Gerstenberg declared full and complete opportunities for all minorities and women in employment, purchasing and business throughout General Motors and on every level of operations. He was quoted during the tribute as saying to a

group of managers and all personnel directors, "As you are aware, the policy of General Motors Corporation is that everyone will be given an equal opportunity in employment without regard to his or her race, religion or national origin. This is the policy of General Motors, and every member of management must implement this policy."

The then-new chairman continued, "Now, there may be many personal prejudices in connection with this problem. These are being expressed in different ways throughout the country and each person is entitled to his own opinion. However, the position of GM in these matters is unmistakably clear: there is no room for prejudice in General Motors—and we mean just that. If we have any person at the management level in any GM facility who cannot function within this policy, or is not giving it full attention, then he will simply no longer be able to work for General Motors."

Mr. Gerstenberg acknowledged that his words were strong. Adding, "I assure you it is no stronger than our conviction. We are determined that equal employment be not only a policy but a fact in every plant and every office of General Motors."

This policy of equal opportunity was also emphasized very strongly in the areas of minority dealerships and the purchasing of goods and services from minority owned business firms and companies.

In working his way up through GM, he was named assistant comptroller of GM in 1949 and in April, 1956, he became treasurer. He was elected Vice President in charge of the Financial staff in 1960 and was elected Executive Vice President-Finance and a member of the Board on November 1, 1967. He officially retired as chairman on November 30, 1974. Gerstenberg will remain active as a Board member with GM. He is succeeded by Mr. Thomas A. Murphy as chairman and chief executive officer.

Before closing the dinner program, Mr. Burrell recognized the individual who coordinated the minority tribute, Mr. Abraham Venable, GM's director of urban affairs, and vice chairman of the Board of Directors of the National Business League.

Other sponsors included the National Urban Coalition; New Detroit, Inc; the Detroit Urban League; the Mayor and City of Detroit; National Alliance of Businessmen; National Bankers Associations; Interracial Council for Business Opportunity; NAACP Legal Defense and Educational Fund; National Urban League; United Negro College Fund; and Opportunities Industrialization Centers.



WHITE HOUSE AND CONGRESS TO HEAR PEOPLE'S MANDATE NBLS RESOLUTIONS HIT HOME

At the 74th Annual Convention of the National Business League, conference participants conducted a thorough examination of the economic prospects for Blacks in the United States over the years ahead. This examination was cast against the backdrop of prospective developments in the economy as a whole as the participants focused on such inflation wrecked areas as oil, construction, medical care, and food.

They sought answers to the economic prospects for Blacks in light of material shortages and of poorly functioning capital markets.

Participants reacted strongly to current double digit inflation figures which represent one of the worst periods the nation has experienced, having leveled at 12.1% above a year ago.

They asked questions: Can Black businesses achieve sustained growth when the stock market has suffered a \$500 billion lost in value? What insight for Black businesses is provided by the current figures on overall corporate debt?

While the answers brought out foreboding implications and solemn statistics, the participants at the NBL Convention remained optimistic about the prognosis for both the national economy and Blacks, buttressed by the apparent concern which brought national and international economic leaders in unprecedented numbers to the annual convention.

At the recent Summit Conference on Inflation convened by President Gerald Ford, in which the National Business League participated through its president, Berkeley G. Burrell, government, the private sector and community interest groups demonstrated their will to solve economic problems on a national basis. This year's NBL Convention these, "The Power of Unity," represents another effort at bringing all elements from every segment of the populus together to draw the blueprint for the economic survival of this country.

From government/business seminars—from agency/association workshops—from the inaugural convening of the National Student Business Conference—from professionals, laymen, educators, innovators—the resolutions of the 74th Annual Convention of the National Business League come as a mandate of the people. Published resolutions are available in limited numbers to chapters and members-at-large.

The resolutions from the convention call for the following actions:

- Presidential Authorization for Total Grant Authority for OMBE
- Extension of Time Renewals for OMBE Funded Agreements
- Establishment and Review of Uniform Standards for OMBE Programs Evaluation
- President Ford's Commission of CNPR to Evaluate and Report on Minority Business Programs
- Reduced Unemployment with Expansion of Black Employer Firms
- Full Utilization of NBL Member and Association Expertise and Consultation by Federal Agencies
- Evaluation and Alteration of Current 8(a) Guidelines
- Legislation of Parity Clauses in Federal Contracts
- Creation of a National Development Bank
- Tax Incentives for Investment in Minority Businesses
- Training Programs in Sales and Merchandising
- Ending Farm Land Subsidy and Establishment of a Purchase/Resale Plan
- Minority Economic Development "Summit" Conference
- Expansion of SBA Guarantee Program
- SBA-NBL Sponsorship of Regional Conferences
- Establishment of NBL African and Caribbean Business Program
- Increase Productivity by Strengthening Marketable Skills Training Program Through Federal Government
- Establishment of the National Student Business League
- Increase Representation of Minorities in Energy Councils

*The Warmest of Seasons Greetings to
Our NBL Members and Friends.*

**National Business League
NATIONAL MEMO**

Founded In 1900 By Booker T. Washington

4324 Georgia Avenue, N.W.
Washington, D.C. 20011

Berkeley G. Burrell, President

MR. STAN SCOTT
WHITE HOUSE
WASHINGTON, D.C. 20500
BL-6

