

Minority Opportunity News

"Our Ninth Year"
Established 1991

"The Paper of Choice"

September 15-30, 2000
Volume 9, Number 18

Today, Vicky Arnold is a walking testimony
of breast cancer victim turned

Breast Cancer Survivor

Cover Story
Page 6



Normal
Duct



Intraductal
Hyperplasia



Intraductal
Hyperplasia
with Atypia



Intraductal
Carcinoma
in Situ



Invasive
Ductal
Cancer



Strategy:

YWCA's Welfare-to-Work
Program

Features:

Plano Community
Forum



MON
Minority Opportunity News

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American Airlines manager inducted into corporate hall of fame

During the 65th Annual Convention of the National Association of Negro Business and Professional Women's Clubs, Inc., seven African-American women were inducted into the Twelfth Annual Corporate Hall of Fame. Amongst those was American Airlines' community relations manager extraordinaire, Barbara Hawkins.



Barbara Hawkins

Barbara joined American Airlines nearly 14 years ago and has, for the past 10 years, been American's link for the African-American community. This link has

created a chain of partnerships, support and sponsorships for hundreds of African-American organizations and associations with American Airlines in the DFW Metroplex and nationally. She spends her each day ensuring that American embraces the community and that the community returns that embrace back to American. She currently oversees the administration of the American Airlines Center Foundation and builds and maintains corporate relationships with communities throughout the country.

Health educator leads prostate screening initiative

Methodist Hospitals of Dallas (MHD) is launching a three-year early detection initiative that will help minority men, primarily African-American and Hispanic, to learn whether they have prostate cancer while the disease is in an early and therefore more contained and treatable state.



Jamal Rasheed

Directing MHD's PSAP (Prostate Screening Awareness Program) effort is Jamal Rasheed, 46, a health educator and community activist who is also a prostate cancer survivor. According to Mr. Rasheed, prostate cancer is the most commonly diag-

nosed non-skin cancer among men in America, especially African-American men. Nationally, more than 180,000 men will learn they have the disease in the year 2000, and over 31,000 men will lose their lives to it. In Texas, it is estimated that 11,300 men will be diagnosed this year, and 2,000 will die from prostate cancer. "The long-term objective for MHD's PSAP is to decrease the mortality rates in minority men, with emphasis on African-American men, through early identification and earlier inter-

...continued on page 19

Multiple Bills.

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Next Edition Features

Correction:

Due to a printing problem, the "5 Golden Rules of Genealogy" chart contained several errors. In an effort to rectify the problem, the chart has been reprinted this edition on page 4 for your convenience.

**Thank You,
MON Staff**

September Milestone Moments

- | | | |
|----|------|--|
| 15 | 1963 | Four girls are killed in the bombing of the 16th Street Baptist Church in Birmingham, Ala. |
| 17 | 1983 | Vanessa Williams, Miss New York, became the first black Miss America in the Atlantic City pageant. |
| 18 | 1980 | Cosmonaut Arnold Tamayo, a Cuban, became the first black sent on a mission to space. |
| 18 | 1851 | The first issue of the New York Daily, currently The New York Times, was published by Henry J. Raymond. |
| 19 | 1881 | Booker T. Washington opened Tuskegee Institute in Alabama. 21 1989 Hurricane Hugo, the worst storm of the decade hit the eastern seaboard, devastating Georgia and South Carolina. |
| 23 | 1806 | Lewis and Clark reached St. Louis, ending their expedition. |
| 24 | 1957 | Nine students integrated Central High School in Little Rock, Ark. |
| 25 | 1974 | Barbara W. Hancock became the first black woman to be named White House Fellow. |
| 27 | 1912 | W.C. Handy's "Memphis Blues" was published. |
| 27 | 1979 | Congress approved the creation of the Department of Education as the 13th cabinet-level agency. |
| 29 | 1942 | The Booker T. Washington, first U.S. merchant ship with a black captain (Hugh Mulzac), was launched. |
| 29 | 1926 | The eight-hour day and five-day week were introduced by Henry Ford to cope with declining sales. |

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Minority Opportunity News



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Early breast cancer detection key for minorities

October is National Breast Cancer Awareness Month. A major emphasis for Minority Opportunity News (MON) will be to insure that women, their families and loved ones are aware of the prevalence of breast cancer and the options for prevention and treatment that are available. This information is critical because of the disproportionate impact of this disease on our community. Consider these breast cancer facts for African-American women:

- Although the incidence of breast cancer is lower among African-American women, we have a higher rate of breast cancer deaths.

- For African-American women with breast cancer, the overall five-year survival rate is 71 percent. For white women the survival rate is 87 percent.

- For African-American women whose breast cancers are diagnosed early, five-year survival reaches 89 percent.

- At time of diagnosis, 44 percent of breast cancers found in African-American women have spread to areas beyond the breast versus 35 percent for white women.

In light of these facts, one conclusion should be shared with everyone: Early diagnosis in African-American women can reduce breast cancer deaths. All women are at risk for developing breast cancer. Yet, evidence suggests that African-American women develop breast cancer at an earlier age. While breast cancer risk factors have been identified, it is important to know that 70 percent of women with breast

cancer have none of the risk factors. This is why it is especially important for all African-American women to do the following:

- Practice monthly breast self-exam.
- Have a health care provider perform a yearly breast examination.
- Have a regularly scheduled mammogram.
- Have a breast cancer risk assessment performed and explore options for reducing the risk of breast cancer.

In addition, general breast cancer screening guidelines, developed by the University of Pittsburgh Cancer Institute, suggest the following:

Beginning at age 18
Perform monthly breast self-exam (BSE).

Age 20-35
Monthly BSE. Have a health care professional check your breast every year.

Age 35-40
Monthly BSE. Breast exam by your health care provider yearly.

Have your first mammogram.

Age 40-50 Monthly BSE. Breast exam by your health care provider yearly + Have a mammogram every year

Age 50+ Monthly BSE. Breast exam by your health care provider. Have a yearly mammogram.

The earlier breast cancer is detected, the easier it is to treat. The size of the cancer cells often can give an indication of cure rate. The benefits of breast cancer screening and early detection practices are clear - they save lives.



5 Golden Rules of Genealogy

Take Notes

- Write everything down.
- Do not use home-spun abbreviations
- Record your sources
- Record each person's full name (and the woman's maiden name)
- Be careful with dates. Set a specific way to write it, and stay with it throughout your research
- Copy information exactly how you find it
- Take notes in a way you will be able to understand them in the future.
- Write clearly

Stay Organized

- Use binders or filing folders (they are transportable)
- Decide on a filing system (alphabetical, etc.)
- Include documents such as wills, photos, or certificates

Prepare for Outside Research

- Call before you go to the library to make sure they are open to the general public and information on any fees necessary
- Pack a briefcase complete with pens/pencils' paper, and file folders
- Bring a roll of quarters for any copies you may need to make
- Set aside a day to do your research. It will take a lot of time to research

Determine the Accuracy of Your Information

- When you receive new information, check for inconsistencies with the information you have already received
- When you suspect problems, try to verify with other documents available to you
- Think about when the record was created. Records that were created at the time of the event are more likely to be correct

Track Your Correspondences

- Set up a correspondence table by using a spreadsheet or software
- Keep a copy of all letters you send and receive and to whom you send them to
- Make sure to include dates you send and receive information

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Local company helps couples plan the wedding of their dreams

By Lakeesha Joe

The average wedding costs \$17,000. This amount includes a diamond engagement ring and wedding band at \$3,000, the bride's dress, which costs anywhere from \$300 to \$1,000, and then there is the reception hall rental, catering, photographer and videographer.

Valder Beebe, owner and CEO of PIP Productions (Partners in Productivity), the parent company of Photography by James, has created, along with her husband James Beebe, The African-American Wedding & Lifestyle Directory to help couples spend that \$17,000 on the wedding of their dreams and provide wedding. The directory is semi-annual, published in January and July of each year.

PIP Productions creates photographic imagery, utilizing digital and traditional photographic technologies to create products for corporations, companies, and consumers. In 1999, Mrs. Beebe wanted to advertise the photography focus of her company "Photography by James" in local Dallas magazines. After extensive research, she found that publications of interest for her company were charging as much as \$6,000 or more for advertisements. Because the cost of advertising her company's photography in other publication was expensive, Mrs. Beebe decided to create a cheaper avenue in

which to advertise her company's photography.

The directory is designed with traditional and digital photographs that showcase the photographic focus of her company. The directory also lists

other businesses that provide to wedding & lifestyle services in Dallas. All companies are African-American owned, operated and/or diverse in their business focus. "As our African-American Wedding & Lifestyle Directory grows, we will expand in listings, yet we will remain committed to bringing stellar photo graphics and diverse companies and services into the view of the consumers," says Mrs.

Beebe.

Mrs. Beebe has plans to expand the directory to other major Texas cities such as Houston, Austin and San Antonio.

The Directory is free to consumers and at a nominal fee to the companies listed. The only requirement for companies to be listed in the directory according to Beebe is "to know that you are the best of the best."

The African-American Wedding & Lifestyle Directory is available at Stephanie's Collection, The Art of Dentistry, Fan TC Limousine and other Metroplex locations, or visit <http://sites.netscape.net/gallery-beebe>.



Plano Community Forum gears up for 18th awards banquet

The Plano Community Forum will celebrate its 18th annual awards banquet September 16, at the Plano Centre. Established in December 1981, the Forum provides scholarship opportunities for graduating African-American students in Plano and promotes cultural enrichment within the community. For 18 years the organization has awarded scholarships at an annual reception in May. During its tenure, the Forum has awarded 96 scholarships, named for civil rights leader Martin Luther King, Jr., totaling over \$80,000.

The upcoming event, the awards banquet, is the major fundraiser for the Forum. Awards are presented for community service, business, youth and civic achievements.

In addition to the awards banquet, the Forum is very active in community affairs. The organization was instru-

mental in creating an affirmative action plan, were instrumental in electing Plano's first black member of the Plano City Council (David Perry in 1990) and have co-sponsored the Martin Luther King, Jr. parade for over 10 years. The Forum also partners with the Plano ISD and helped form the school district's multi-ethnic committee. They have also sponsored youth events to the Universal Circus and the Dallas Black Dance Theatre, as well as two one-act plays.

Led by organization President Earl M. Simpkins, Chairman Emeritus Fred Moses and Treasurer Arthur Young, the Forum itself consists of residents committed to African-American students. The Forum's next goals are to increase membership and community involvement and obtain more corporate sponsors.



Local artist driven by grade school challenge

By Jamila Thomas

Artists use various mediums to create beauty through writing, singing, drawing and painting. Dallas artist Arthello Beck creates a tranquil form beauty with oil, pencil, watercolor and



Dallas artist Arthello Beck began his "art career" in 5th grade.

charcoal.

Beck's interest in art began in the 5th grade. "I would draw stick people and I thought I was tough. This kid that was drawing next to me drew a horse, and I thought that was magnificent," says Beck. He attempted to draw the horse but unfortunately it need some practice.

He got that practice at Lincoln High School in an art class. One assignment consisted of Beck having to make something out of clay. He made an ashtray and another student did much better. "He made a humming bird and that messed with my mind. Not only did that irritate me, but I was still trying to draw that horse," says Beck.

Unlike many artists, Beck did not have a certain artist that influenced him. "I always wanted to draw and paint. I could not dance, play football or sing so this was my way to express my true feelings," says Beck. No particular artist motivated him at the time because he knew none. "My teachers took interest in what I was doing," said Beck. Everyone did not agree with the work Beck classified as work. "My father, who worked in a hospital asked me what I wanted to be. I told him an artist, and his reply was 'an artist, not in this house.' His father would bring home anatomy books, in hopes of persuading him to be a doctor. However, his interest in the books were for the structure and design of the bodies to better represent them on canvas.

When Beck was 21 he began painting in order to put his drawings on

something permanent and to make a strong medium for his images, which included images of the volatile 1960s and the civil rights movement.

As Beck's talent increased, so did his reputation. In 1969, Beck and fellow artist Nathan Jones shared a house to display their paintings. Later he moved to Oak Cliff and converted the top level of his home into a gallery. He eventually moved to his current location in southern Dallas has been there for more than 25 years.

An artist, in Beck's opinion must be able to move around, to see and go to other parts of the world to paint those



Beck's "We Too Proudly Played" depicts Negro League baseball and its players.

places. Beck believes that art is a shared process and stimulated by life experiences. "Art goes through you and into the next person," says Beck. "I'm still trying to draw that horse."



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Today, Vicky Arnold is a walking testimony
of breast cancer victim turned

Breast Cancer Survivor



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Intraductal
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Invasive
Ductal
Cancer

Breast Cancer:

The Disease, its Victims and its Survivors

By Angela D. Jones

June 7, 1996

Ate about 2 pieces of plain toast for breakfast. Debbie (nurse) called and said to take only liquids until the diarrhea was over. Had red Jell-O and grape juice and went to chemo center for fluids to be put into IV. Threw up Jell-O and juice. Nurse put HAB into IV. At about 4:30 p.m. ate four plain crackers and didn't eat for rest of day. Didn't feel very well all day, but around 8 p.m. started feeling almost normal...

August 15, 1996

Took pills and temperature. Washed out mouth with lidocaine and will try to eat something for breakfast. Will try to drink some Boost. Still feeling very, very tired and drained. Sure don't like feeling this way.

September 4, 1996

Took pills and got a shot. Had headache all day. Went to see the doctor. Will pick out frames on Friday. Was at doctor's for two hours. Wasn't feeling too well.

In April 1996, Vicki Arnold was diagnosed with breast cancer in 1996 and has been in remission for almost four years.



breast cancer. While paralyzing fear and disbelief was her first reaction, her second reaction was prayer. Arnold, who was 39 at the time, underwent a lumpectomy to remove the malignant lump from her breast. For the next five months, she endured aggressive chemotherapy in an effort to increase her chances of survival. The excerpts above were taken from her journal, where she documented her daily experiences and emotions. Today, Arnold is a walking testimony of a breast cancer victim turned survivor, as she has been in remission for nearly four years.

Next month marks the start of Breast Cancer Awareness Month. Breast cancer is the leading cause of cancer deaths among women ages 40-59. National statistics estimate that more than 180,000 women will be diagnosed with the deadly disease this year alone, which equates to one woman every three minutes. Sadly, estimates

show that more than 40,000 of these women will die, meaning that one woman dies of the disease every 13 minutes. Ironically, this year's estimates show that about 1,400 men will develop breast cancer and approximately 400 will die from it.

As one of the nation's leading contenders in the fight against breast cancer, the Dallas-based Susan G. Komen Breast Cancer Foundation will host its 18th annual "Race for the Cure" on Saturday, October 21 at NorthPark Center. The event, which will be broadcast live on Channel 11, is expected to draw a record crowd of more than 30,000 women and men of all ages and athletic abilities. Since the first Komen

JCPenney and local sponsors include Subway, Texas Ford dealers, Foley's, Pepsi, Frito-Lay, and the Dallas Morning News.

Of the race proceeds being generated from the Dallas Komen Race for the Cure 2000, 75 percent will fund local Dallas area education, screening and treatment projects for medically underserved women in Dallas County. The rest will support the foundation's international grant program.

Studies show that early detection is key to increasing survival and experts stress the need for monthly breast self-examinations starting at age 20 and examinations every three years starting at age 20 and annually after 40. Annual mammographies should be done beginning at age 40.



Vicki Arnold was diagnosed with breast cancer in 1996 and has been in remission for almost four years.

"Although there is nothing to prevent women from getting breast cancer, I truly believe that early detection is most important," says Arnold. "You should definitely check yourself monthly and get regular checkups from your doctor. At first, the examination is difficult, but it will make you notice when something doesn't feel right."

"Don't leave everything to your doctor. Take charge of your own health by exploring your options and read as much information as possible; the Internet is an excellent place."

attracts recreational runners, fitness walkers, breast cancer survivors and individuals whose loved ones were affected by the disease. Established

For Arnold, although the pain and trauma are long gone, the memories of the disease and chemotherapy are not forgotten. She sees Breast Cancer Awareness Month as a special time for all women to share the fear of the disease.

"Cancer survivors can see this as a month of honor for what they have gone through," says Arnold, "and they can also share their stories with other women and provide information that will help them through their ordeals."

After all, survivors are a great example that there is life after breast cancer."

Among the breast cancer survivors slated to speak at the race are national honorary chair Francie Larriau Smith, a five-time Olympian and Dallas native; chairperson Ann McCurdy, Imelda Laurel, mother of Channel 11 anchor Karen Borta. In representation of the minority population, Anne Syler, mother Channel 11 anchor René Syler, is slated to speak.

While all women are at risk for developing breast cancer, evidence suggests that African-American women develop breast cancer at an earlier age. Although the incidence of breast cancer is lower among African-American women, they have a higher rate of breast cancer deaths. In fact, breast cancer continues to be the leading cause of cancer deaths among African-American women. Since 1987, the third week in April has been set aside as National Minority Cancer Awareness Week, when researchers and health care professionals focus on educating minority populations about cancer and learning why some minorities are more likely to develop and die from certain types of cancers. Statistics show that for African-American women with breast cancer, the overall five-year survival rate is 71 percent. For white women, the survival rate is 87 percent. For African-American women whose breast cancers are diagnosed early, five-year survival rates reach 89 percent. In honor of Breast Cancer Awareness Month, MON's next edition Wellness section will feature two groups called Survivors, Outreach and Volunteers, whose goal is to increase awareness and education on breast cancer for minorities and the Celebrating Life Foundation, a non-profit organization devoted to educating all women of color about breast cancer.

For more information on the "Race for the Cure 2000" and other upcoming events, call (214) 750-RACE, ext. 58, or visit www.komen-dallas.org.



The Dimas family (above) and The New Life Community Fellowship Church (left) support loved ones and breast cancer survivors.

Nissan donates to Congressional Black Caucus Foundation

WASHINGTON (PRNewswire) -- Nissan North America, Inc. (NNA) announced it will donate \$25,000 to the Congressional Black Caucus Foundation (CBCF) during its 30th Annual Legislative Conference event in Washington, D.C.

The donation is earmarked for the Congressional Black Caucus Spouses Education Scholarship Fund, which provides tuition assistance to students in the Congressional district of every African-American member in Congress. Since the program was established in 1988, over \$4 million in scholarships have been awarded.

"Nissan's generous donation will assist the CBCF's efforts in educating hundreds of African-Americans who will be our community's future leaders," said U.S. Representative Eva Clayton (D-NC), chairperson of the CBCF. "The donation will provide much needed funding to allow our children to fulfill their dreams."

The donation is part of Nissan's Corporate Diversity Initiative, which includes outreach to the African-American community through the company's Quest for Safety Child Seat Restraint Program, its sponsorship of Historically Black Colleges and Universities Summer Institute program, and specific objectives to improve the diversity of its dealer body

and supplier base.

"Nissan North America recognizes how much the African-American community has supported our products and services and looks forward to giving back to the community," said Debra Sanchez-Fair, vice president of corporate communications at Nissan. "Giving support to African-American institutions is an integral part of Nissan North America's community outreach efforts."

Further demonstrating Nissan's outreach to the African-American community, NNA is also sponsoring a panel discussion about diversity in the automotive industry as part of the CBCF Legislative Conference. Held today, in conjunction with the National Association of Minority Automobile Dealers (NAMAD), the forum will focus on issues such as minority dealership programs and community outreach. Representatives from automakers such as Ford, GM and Volvo are also confirmed to attend. U.S. Representative Carolyn Kilpatrick (D-MI) will host the event.

"Nissan North America is very committed to achieving full diversity with our minority-owned dealerships. Our objective is to increase our number of African-American-owned dealerships by 100 percent by 2002," added Sanchez-Fair.

Barnes & Noble and Anti-Defamation League announce their unprecedented campaign

ATLANTA, (PRNewswire) -- Barnes & Noble, Inc. the nation's largest bookseller, and the Anti-Defamation League (ADL), the premier organization in the fight against racism, anti-Semitism and bigotry, will announce this morning in Atlanta an unprecedented and highly ambitious joint campaign entitled, Close the Book on Hate. The purpose of this nationwide effort is to provide children and their parents, caregivers, teachers and civic leaders with the tools, resources and programs they need to better understand and help eliminate prejudice and discrimination in their communities. While the goal of Close the Book on Hate is to gain respect for all types of differences, the campaign emphasizes fighting racism, anti-Semitism and homophobia.

Former Senator Bill Bradley, a longtime advocate of racial unity, is serving as the honorary chairman for Close the Book on Hate. He will make an appearance on behalf of the campaign in Atlanta.

Senator Bradley kicked off the campaign in New York City at the Union Square Barnes & Noble.

"Despite the growth of the U.S. economy, advances in technology and our leadership of the free world, hate, racism and bigotry still invade our schools, homes and places of business," commented Senator Bill Bradley. "Now is the time for us to re-commit ourselves to embracing diversity and celebrating our differences. I applaud the work of Barnes & Noble and the Anti-Defamation League to give children and adults the tools they need to make this happen in their own communities and schools."

At the heart of the campaign is ADL's innovative new book, Hate Hurts, co-authored by Caryl Stern-LaRosa and Ellen Hofheimer Bettmann, and published by Scholastic Inc., the leading publisher of children's books. Hate Hurts explores how to answer difficult questions frequently asked by young people, helps caregivers comfort children who are the victims of hate, and offers assistance when working with those who are the perpetrators of intolerance.

Hate Hurts will be available for sale at Barnes & Noble stores and on its Web site, <http://www.bn.com>, as well as other retail and online bookstores.

Another campaign element is a special brochure that Barnes & Noble


and ADL have produced, which features a recommended reading list of all the books included in the Close the Book on Hate campaign. The brochure, entitled "Close the Book on Hate: 101 Ways to Combat Prejudice," is available for free at all Barnes & Noble stores.

To help make a difference in communities and neighborhoods across the country, Barnes & Noble is teaming up with ADL's 30 local offices to hold special in-store educational programs and events with community leaders and local schools in September and October. During this time, each Barnes & Noble store will dedicate a special display table for works of fiction, non-fiction, photography and poetry that emphasize the importance of valuing diversity for both children and adults. As part of its continuing commitment to the program, all Barnes & Noble stores will have a permanent Close the Book on Hate shelf in the "Parenting" section, starting in November.

For its part, Barnes & Noble.com has launched a Close the Book on Hate boutique, which can be found in "Kids!" and the "Parenting" subject areas. The "Home" and "Bookstore" pages also link to the boutique. The site will feature an interview with Caryl Stern-LaRosa, co-author of Hate Hurts, in "Parenting & Family," which will run from September 12 through 18. In addition, a Barnes & Noble University course, "Hate Hurts: How Children Learn and Unlearn Prejudice," developed by the ADL, will start enrolling online students on September 15.

"Prejudice is a vicious poison that affects all of us, particularly our children," said Leonard Riggio, chairman and chief executive officer of Barnes & Noble, Inc., and Abraham H. Foxman, ADL national director. "The only cure is to replace ignorance with knowledge. If bigots can teach people to hate, Barnes & Noble and the Anti-Defamation League can teach them not to hate. That is what this campaign is all about."

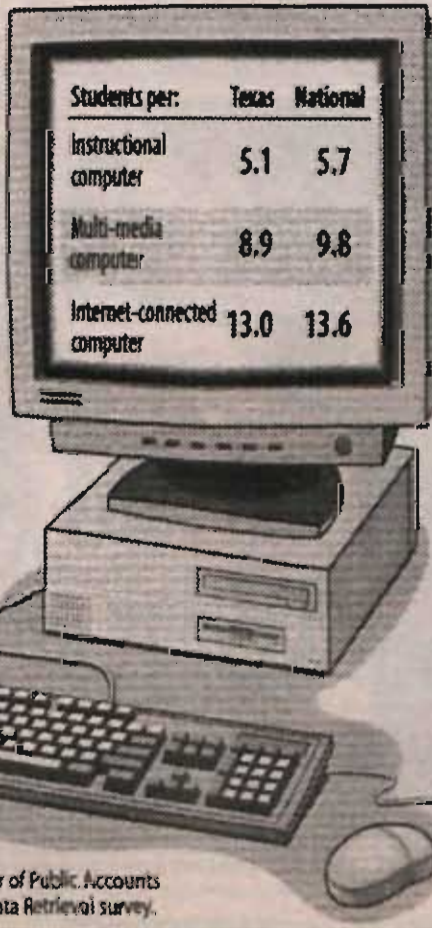
Mr. Riggio and Mr. Foxman added that, "through exposure to good books and discussion, children and their parents will better understand the richness and beauty of our multicultural society. 'Close the Book on Hate' will raise awareness of the profoundly personal and social consequences of prejudice, while promoting respect at home, in schools, and in our communities."



Keeping an Eye on Texas

Texas students' access to computers above average

Computers are readily accessible to students in Texas classrooms. Seventy-seven percent of fourth-grade classrooms in Texas have computer access, and fewer students share each computer than the national average.



Students per:	Texas	National
Instructional computer	5.1	5.7
Multi-media computer	8.9	9.8
Internet-connected computer	13.0	13.6

SOURCES: Carole Keeton Rylander, Texas Comptroller of Public Accounts (www.window.state.tx.us), and 1999 Market Data Retrieval survey.

MON is searching for reporters and writers in the Collin County area
Call: 214-905-0946

Tidbits



Bob Cunningham, Nationwide Insurance marketing executive presents Dallas Urban League vice president Donna Woods with a \$20,000 donation.

Photo by Patricia Savidge

Cunningham is joined by Dallas Urban League president Dr. Beverly Mitchell-Brooks and William Barefield, Sales & Service Manager at Nationwide Insurance.

Photo by Patricia Savidge



Barri Pearson performs at the After Work Escape held at the Adams Mark Hotel. Photo by Lott's Photography



"Ms. Community" Diane Gibson, blows out candles at her recent birthday party.

Photo by Lott's Photography

Movie Review

Re-engineered film returns to theaters for another scream...or two

In a quiet neighborhood, in a house with all the modern conveniences, an innocent young girl becomes afflicted. Her mother can't help her. Doctors

evil has come into their home, into her body. And the more he doubts, the more powerful it becomes. There is only one cause, and only one hope for a cure.

"It's an excellent day for an exorcism."

In 1973, "The Exorcist" opened the door to our deepest fears and forever etched itself into the fabric of the world's consciousness. This year, the film that garnered Academy Awards, broke box office records and has been called the scariest film ever made is back with never-before-seen footage and in six-track digital surround sound.

Written first as a novel by William Peter Blatty, the events are based on an actual exorcism in the Washington, D.C. area.

During the first release, the film was the subject of controversy.



Linda Blair played the young girl possessed in the Warner Bros. Pictures' classic, "The Exorcist."

uselessly test and attempt to treat her. In desperation - fearing her illness reaches beyond the physical and into the spiritual - her mother calls a priest. But even he has doubts that



Max von Sydow and Jason Miller battle evil forces in "The Exorcist."

Evangelist Billy Graham aligned the film with evil itself while the Catholic Church embraced the film's religious overtones.

"The Exorcist" saw remarkable performances by Linda Blair as Regan MacNeil and Pulitzer Prize-winning playwright Jason Miller, who made his feature film debut as Father Darras, the priest who questions his own faith in the midst of the greatest test of his life. Ellen Burstyn played Regan's

mother Chris and Max von Sydow starred as Father Merrin, the exorcist. Mercedes McCambridge gave the film its unforgettable vocal track, which delivered some of the most memorable lines in film history.

The new cut of "The Exorcist" includes eleven minutes of additional footage and redesigned sound and opens in theaters Friday, September 22.

Arts & Entertainment

Eyeing the Arts

By Stephanie Ward

I can always tell an art perpetrator the moment I see one. They swagger into my gallery with what looks like confidence but if you look closer, underneath their mask you will find a face of insecurity. Boldly they will announce in a high-brow nasal tone, "I'm looking for original art work."

This is always my cue to take a deep breath and stand back. "Oh," I say, "which one?"

"Oh, no particular one, just original artworks, show me what you have," they say in a "go fetch" tone.

"Well, let me ask you a few questions to see what I have that best suits your need," I'll say sporting a nervous smile.

Then I start to question them. I'll ask what artists they are currently collecting, what is their goal for this art purchase, what price range are they most comfortable with and what style do they like most.

These questions usually stand to unmask the perpetrator. "Oh, Oh, I don't know," they stammer in confusion and shame, like someone has pulled the sheet that hides their nakedness.

It is at this point that a real relationship and art buying experience starts to develop.

I first tell him that artwork is subject-



The "Muse" by Soukaa Wright is an original, while the "Gift" is a limited edition by Charles Bibbs.

tive. What's most important is the image, and whether they like it or not.

Then I give them a few definitions that will help him to understand what they are looking for.

Sometimes people with limited art experience ask for originals when what they really want is artwork on canvas. With the advent of computers, in some instances, it is hard to tell the difference between original artwork and canvas transfers. Original artwork is the actual

piece of canvas on which the artist painted. The colors in these are usually vibrant and you can feel the paint. A canvas transfer is a computer reproduction printed onto a canvas. They have no more value than a print, but they cost twice as much. Original artwork by local artists can cost about the same as a canvas transfer, but the original has the potential for value in the future, while the canvas transfer will never increase in value.

I then take my new friend over to the print bins, I pull out three pieces of artwork, one a hand-pulled serigraph, the other a limited edition and the other an open edition reproduction.

I ask him to step close. I hold the serigraph sideways pointing out that it is not flat like a reproduction. I ask him to notice the thickness of the paper, and the richness of the colors. He let's out a smooth, "Oh!" Now, we are getting somewhere, I think to myself.

Then, I show him the fraction in the corner of a limited edition print. The top number, I explain, is the number of that print and the bottom number is the number of prints in the edition. When an artist limits an edition, he commits to

making a certain number of prints. Supply and demand is what creates the value with limited editions. When the artist has sold all of the prints in the edition then the price doubles for those left in galleries or being sold on the secondary market.

The last things I show him are the open edition prints. These are usually the cheapest. They are great for decorating and for those who are not collecting, but just love art for its value.

Often, framing costs more than the picture. I caution my visitor not to be put off by that. The frame is what's going to make this print look like a masterpiece. But keep in mind that framing is not an investment.

Armed with this information, my new friend is no longer an art perpetrator, he has now joined the ranks of the fledgling art enthusiasts. With a few more lessons, he will be on his way to putting together a wonderful collection. Remember information is power and if you don't know, ask and you will find that people will be glad to help you.

Stephanie Ward is the owner of Stephanie's Collection in Deep Ellum and has been selling art for ten years

Night Vibes

By Ché Hill

The "Pastor's Corner" recently came through for a two-night engagement at the McFarlin Theater located at Southern Methodist University. The event was sponsored by the American Heart Association helping to inform African-American communities about the dangers of heart disease, as well as to encourage regular testing for early detection of heart problems. This gospel musical opened up with an act rarely seen in the Dallas area: Mimes. Yes, the Whispering Mimes made quite an impact, getting thunderous applause from the audience throughout their performance. The play itself featured music from a live band and gifted singers. The message was typical of gospel plays: a young man named Anthony turns away from drug abuse to become a pastor. From the outset the audience is left in the dark as to what is really happening in the play. Characters emerge onstage in different scenes without being introduced and viewers are left wondering their purpose. The dialogue is sporadic and very predictable and tended not to flow. The

character layout was typical for a gospel musical. Robin, the pastor's mother plays a pivotal role, encouraging Anthony to continue in his pastoral responsibilities, while holding the family together in true "Big Momma" fashion. Comedian Glenn Washington adds to the scene with his witty portrayal of the pastor's uncle. Overall, the musical follows in the footsteps of other gospel plays with characters that seem as if they can't wait to sing, as if that is all they ever do. Other than Momma, Anthony and Jonica, the pastor's wife, we never really get a clear understanding of the characters and their contribution to the scene and dialogue. The show was entirely too long being a whole three hours with all the music and singing. Another problem was a malfunctioning sound system resulting in static and feedback from the microphones. In spite of a positive message, the production is not ready for the stage. It would seem they need more time to perfect the script, blocking and acting, before attempting to perform this one live again.

What's Happening in the Hood

First Friday" held recently in Irving proved to be less entertaining than the one normally held at Reunion Station. DJ TDK played Anita Baker instrumentals while local singer Coco, flexed her lungs in a vain attempt to mimic the legendary songstress. She failed miserably. Coco did nothing for the crowd and received little applause. The movie "Rush Hour" played on various TV screens and proved more entertaining than anything else. Patrons like

Kevin Foster, expressed how much more he enjoyed the "variety" at the Reunion Station location. In spite of itself, the event did prove to be star-studded. Former Dallas Cowboy football player, Michael Irvin passed through, dressed to impress, in a pale yellow suit. R&B heartthrobs Silk were in the house as well, though they didn't perform. All in all it would have been a cool night out if you had nothing else to do, but definitely not the first choice.

CELEBRATE

Events

NOW PLAYING

AT A THEATER NEAR YOU

Bait

Jaime Foxx plays a small time thief who serves as fresh bait to catch a criminal mastermind.

Backstage

The movie includes live footage of performances by Jay-Z, DMX, Method Man and Redman and others on Jay-Z's Roc-A-Fella music label, along with behind-the-scenes looks at the organizing of the tour.

Nurse Betty

Renee Zellweger plays a waitress in a small Kansas town who lives vicariously through TV until her husband brings an illegal business deal into their home. She takes on her imagined persona to block out her husband's criminal activity.

The Way of the Gun

Two inept criminals kidnap a wealthy pregnant woman and have to deal with her parents sending an aging mercenary to deliver the ransom.

Bring it On

Two teams vie for the national cheerleading championship title. The film stars Kirsten Dunst and Gabrielle Union.



Dr. Laura debuts TV show

Talk-show host Dr. Laura Schlessinger made her syndicated television debut at Paramount Studios. The show focused on teenage drug addicts. About 200 gay activists protested the show in a reference of Schlessinger's past references to homosexuals as "deviants" and "biological errors." This pressure has caused over 25 corporations to withdraw advertising from either her radio or television show.

O.J. Simpson loses request to stop movie

A judge refused a request by O.J. Simpson to block a TV miniseries about his murder trial that Simpson said would expose privileged and confidential information. The Los Angeles judge said Simpson did not prove that he would be harmed by the miniseries. Simpson was acquitted of the 1994 murders of his ex-wife, Nicole Brown Simpson, and her friend Ron Goldman.

U2 star presents petition to U.N.

Irish pop star Bono of U2 delivered a petition of over 20 million signatures to the U.N. Millennium Summit calling on the world's wealthiest countries to forgive the debts of poor nations. Leaders of the wealthy industrialized countries, but not the United States, have said they are willing to erase the \$100 billion in Third World debt, leaving about \$250 billion still owed by poor nations.

SPOTLIGHT

Family Day at the African American Museum

Children and their families are invited to participate in a day of hands-on activities that will explore the history and culture of African-Americans in Dallas at the turn of the century during Family Day at the African American Museum in Fair Park, Dallas, September 23.

The day is in conjunction with the Facing the Rising Sun: Freedman's Cemetery exhibit featuring the assembled works that defines the fragmentary history of a once prominent African-American community, first known as Freedmantown and later as North Dallas. Different thematic areas are presented, including Slavery, Religion and

Business, with interactive video kiosks for better audience understanding. Vintage photography, newspapers, 8mm film footage business directories and maps supplement the video presentations and offer a broad look at the day-to-day life in this community.



Worn photographs, broken headstones, pottery and old newspapers are used to tell the story of Freedmantown in the new African American Museum exhibit.

Family Day for the exhibit is September 23 from noon to 4:00 p.m. Facing the Rising Sun: Freedman's Cemetery premier September 15 and runs through September 2, 2001.

For more information call 214-565-9026, ext. 328.

Blacken Blues Theater presents hip-hop gospel play

Blacken Blues Theater premier's be joining them soon.

Dallas' first hip-hop gospel play with Rhaka's Redemption. The play is a unique cultural experience that challenges the mind and moral foundation.

"Rhaka" is a mythical story about an urban teenager caught up in a battle between the physical and spiritual world. It is a classic tale of good versus evil complete with angels and devils. Rhaka doesn't know whether to chase his dream of being a rapper or chase the dead presidents on the streets, but one thing is certain, if he stays on his current path, he'll



The work of contemporary gospel artist Kirk Franklin is featured in Willie Holmes' "Rhaka's Redemption," playing at The Trinity River Art Center.

Dallas playwright Willie Holmes wrote the play and believes his theater company has found its niche in Dallas. "Rhaka is unique because it is a realistic depiction of how a spiritual family can be seduced by the material world"

Rhaka's Redemption will open at The Trinity River Art Center in the Kim Dawson Theater, 2600 Stemmons Freeway off Motor Street. The play opens September 16 and runs through September 24.

For tickets and information call 214-752-8490.

September 15-October 1

Dallas Theater Center presents *Crumbs from the Table of Joy* at the Kalita Humphreys Theater. For show times and tickets call 214-522-8499.

NM Productions presents *A Midsummer Night's Dream* at The Corner Theater in the DeSoto Town Center. For reservations call 972-680-4466 or 817-784-6671.

September 15-October 14

Dallas Children's Theater & Dr Pepper/7UP present *The Boxcar Children* at El Centro College Theater, Dallas. For reservations or information call 214-978-0110.

September 21-October 14

FWT Hispanic Series presents two one-act plays "The Wonderful Ice Cream Suit" and "Real Women Have Curves" at the Fort Worth Theatre, 4401 Trail Lake Drive, Ft. Worth. For show times and tickets call 817-921-5300.

September 22-October 21

Andrew Lloyd Webber's "The Phantom of the Opera" will be presented by Dallas Summer Musicals at the Music Hall in Fair Park. For more information call 214-691-7386.

September 26

The first recital of the 2000-2001 season of organ recitals will feature German Ullrich Böhme at the Morton H. Meyerson Symphony Center in Dallas. For more information or tickets call 214-692-0203.

September 26-October 1

SFX Theatrical Group presents the Roundabout Theatre Company production of *Cabaret* presented by Casa Mañana at the Bass Performance Hall. For show times and tickets call 817-467-ARTS or 214-631-ARTS.

September 29-October 11

Eric Coble's "Sound-Biting" will premier at Pegasus Theatre, 3916 Main Street, Dallas. For performance schedule and tickets call 214-821-6005.



**John
Dudley**

Basics of Investing: Part 2 The Answers to Some of Your Toughest Questions

Whether you're managing money for a household or for a multinational corporation, you want that money to give you the best possible return. This article will continue discussing a variety of ways and things to think about when planning portfolios and making specific investment decisions.

Risk and Reward: Bonds

Bonds are debt securities, and the bondholder is a creditor of the issuing corporation or government. The bond acknowledges that you have made a loan to the face value to the issuer, and represents the issuer's agreement to pay you a specified rate of interest over a specified period (called the term) of time, and to repay the principal (the face value) at the end of the term.

Whereas stocks are ordinarily chosen for their growth potential, bonds are ordinarily chosen for the fixed current income and capital preservation they offer. However, this doesn't mean that bonds are without risk. When considering bond investments, think about each of the following types of risks:

- **Credit risk/quality.** If the issuer is unable to pay interest and principal when due, the bond is in default. The smaller the chance that the issuer will go into default, the higher the bond's safety, or quality. Thus a bond rated AAA offers a high degree of safety, but it is also likely to yield lower interest than a bond rated A.
- **Maturity risk.** Some bonds have call provisions. This means the issuer can call (repurchase) the bond from you at face value after a specified time. If the issuer chooses to call the bonds, it's usually because prevailing interest rates have fallen since the bond was issued. The call provision means the issuer can pay you off and re-borrow the face value at a lower interest rate, leaving you with an unhappy choice between re-lending it at the lower rate or trying to find a better rate elsewhere. To compensate investors for this risk, bonds with call provisions ordinarily offer higher interest rates than bonds without them.
- **Liquidity risk.** This is the risk that, should you want to sell your bonds before maturity, you won't be able to find a buyer. For example, a bond of a fairly obscure issuer will not be as liquid as easy to sell as a U.S. Treasury bond; a bond with complex features will not be as liquid as a simpler bond. Other things being equal, less liquid bonds offer higher yields to compensate the investor.
- **Interest-rate risk.** If you invest long-term and interest rates rise, you've missed the chance to invest the money at the new higher rates, and if you try to sell your bond before maturity in

order to deposit in the money, you'll find that the bond's principal value has fallen in price as well as in line with current bond yields. Similarly, if you invest short-term and interest rates fall, you've missed the chance to invest the money at a lower rate. At the old higher rates, since the longer-term investor bears interest-rate risk over a longer period, long-term bonds ordinarily yield more than short-term bonds.

• **Reinvestment risk.** The yield-to-maturity calculation assumes re-investment of semi-annual income at the stated or coupon rate. A zero-coupon bond is exempt from reinvestment risk, because it is structured to compound at the stated rate of return. (Note on zero-coupon bonds below.) On the other hand, a conventional bond with a high rate involves greater reinvestment risk when you must invest the relatively small interest payments at that same high rate of return.

For ordinary accounts, municipal bonds issued by government entities offer interest free of federal income tax (and often free of income tax in the state where they are issued). However, these yields are correspondingly lower. For tax-advantaged accounts such as pension funds and IRAs, corporate bonds (interest on which is taxable in ordinary accounts) pay significantly higher yields with no commensurate loss of safety.

In dealing with bonds, keep three axioms clearly in mind:

- As yields rise, dollar prices (market values) of bonds sold before maturity decline; as yields fall, dollar prices rise.
 - For equal changes in yields, prices on longer-term bonds change more than prices on shorter-term bonds.
 - For equal changes in yields, discounted bonds (bonds purchased at less than face value) undergo a larger percentage change in dollar price than par bonds (bonds bought at face value) or premium bonds (bonds bought at more than face value).
- Zero-coupon bonds or "zeros" represent U.S. Treasury obligations. They work much like U.S. Savings Bonds; they are sold at a steep discount and compound at a stated rate until they mature at full face value. Since they do not pay current income, their market value fluctuates with interest rates even more widely than the market value of conventional coupon bonds. Thus a drop in interest rates may produce a quick rise in the market value of a long-term zero, offering the prospect of a quick capital gain. However, every upside has a downside: if you take the quick gain, the interest rates at which you can reinvest are

lower. It's also important to remember that growth in value is taxable when you cash in, though you don't receive it. Hence, zeros make for a useful (tax-advantaged) account.

Risk and Reward: Mutual Funds

Mutual funds pool the money of many investors and invest in diversified portfolios of stocks and/or bonds to reduce the risk inherent in single investments. They are managed by professional investment managers, and usually have record keeping. If you are considering a mutual fund, request the fund's prospectus and its statement of Additional Information (if any), and read those materials carefully before making a decision. Study the fund's performance record for the last ten years and compare it with the performance of other funds of the same type; if the fund has been successful, see whether the major managers responsible for its success are still there. Make sure the fund's investment objectives and philosophy is compatible with your own.

Making Interest-Rate Fluctuations Work for You

Changes in inflation and interest rates have major effects on both stock and bond prices, and predictions about their movements are not reliable. However, you can make changes in interest rates and prices work for you by using dollar-cost averaging.

For stocks, time diversification takes the form of dollar-cost averaging. This simply means investing the same number of dollars in the chosen security at regular intervals, without regard to current prices. The result is that you buy more shares when prices are low, fewer shares when prices are high. Over time, the average purchase price of your shares is lower than if you had bought the same number of shares at each interval. You're protected against the risk of buying the entire investment at the top of the stock's price range. Of course, you also give up the slim chance of buying the entire investment at the bottom of the price range. But your average price should be nearer the bottom than the top.

As long as you're ultimately able to sell the investment at more than your average purchase price, dollar-cost averaging means volatility works for you: the more volatile the stock, the farther below the stock's average price (for the period) your average purchase price will be. But, whether volatile or not, the stock chosen should be one you expect to rise significantly over the period of your investment.

For bonds, time diversification usually takes the form of a bond ladder. If new money becomes available each year, this works much like dollar-

cost averaging in stocks, as you can invest roughly the same number of dollars in new bonds at current interest rates.

But, even without new money, you can diversify over time by staggering the maturities of your bonds. As a portion of your portfolio matures each year, the face value is reinvested in new bonds at current interest rates.

In a five-year ladder, for example, the portfolio is divided evenly among bonds maturing in the next five years. As each year's bonds mature, the proceeds are invested in new five-year bonds. Moreover, if the bonds are conventional coupon bonds and the interest payments received each year are not needed for current expenses, these payments too can be invested in new five-year bonds, for a compounding effect.

All these forms of time diversification can help you smooth out interest-rate fluctuations and use them to get a better return on investment. For more information, or for assistance in managing your company's money, talk with your financial advisor.

Provided by courtesy of John Dudley, a Financial Advisor with the investment firm First Union Securities in Dallas, TX. For more information, please call John Dudley at 214-740-1253, First Union Securities, Inc., a Member New York Stock Exchange and SIPC and a separate non-bank affiliate of First Union Corporation. © 1999 First Union Securities.

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Inspiration



**Ron
Shaw**

How to Excel At Your Job 1 Kings 3:5-10

"How's the job going?" That's the question that I overheard one young man ask another. After a short pause, the reply came. "I know I can do the job but I feel so overwhelmed by it." As he walked away, I approached him and told him that I overheard his comment. The day and age in which we live has left so many feeling inadequate, overwhelmed, impotent and helpless. I talked to a young man going off to college who was paralyzed with fear because he sensed he was about to step into a different world with greater responsibilities than he had ever experienced. For some, it comes after we are out from under the shadows of those whose skirts we've hidden behind for so long. Perhaps it's been a parent who has shielded their child all their lives. Maybe it's a woman who finds herself having to cope with the challenges of an evolving workplace when she's been a housewife and mother most of her adult life. Perhaps it's an employee who has been covered by their supervisor and now must find a way to succeed apart from that person. However the situation arises, the truth is that we all will come to a place in our lives when we have that sense of "what in the world am I doing in this situation or in this position". The awesome responsibility of where we are and what we are called on to do, and to those that count on us to succeed can be overwhelming.

Nevertheless, now that you in the situation, what are you going to do? Better still, the question might be, how are you going to do? In our text we have a very familiar story of such a young man. God promised David that his son Solomon would fill his shoes as king. Solomon found himself in a position that was overwhelming. God appeared to him in a dream and gave him the opportunity to ask anything he desired. As the passage goes, Solomon asked for wisdom to perform the duties of his job as king to the degree that God would be pleased. In this short but far-reaching request, are several keys to being successful in any job.

First, Solomon acknowledged the success of his predecessor. Even though that was his father, he acknowledged that David had a good relationship with God and pleased God and because of it, God had helped him succeed.

Isn't it interesting that in our minds, the person before us was always a jerk and the person who comes after us is ignorant? What is it about us that makes it difficult to acknowledge the good things about the person we are succeeding? It's as if we are the only ones ever right and those before us knew absolutely nothing. It is no wonder why our young people don't grow up with an appreciation for grandparents, teachers and church youth workers who have left a

legacy. We must demonstrate a healthy appreciation for those who have been this way before. If not for David, Solomon would not have been king. Even though David made some mistakes, God was pleased with Solomon's attitude towards him because he recognized that he was still God's selection.

Second, Solomon acknowledged that he was king not because of his own intelligence or skill but because of the promise of God. It's arrogant to think that the only reason we are in the position we're in is because of our skill. Skill may play a part in our being there, but there are other skilled people who can do your job, some maybe even better than you. We are where we are by the grace and promise of God.

Third, Solomon acknowledged how overwhelming the job really was and how inadequate he felt in it. His humility touched God. Even though he had grown up in the house of a king and had observed his ways, he still realized that if he was to please the one who elevated him to that position, he would need more than just natural knowledge. This is the key to job security and success. Learning to depend on the one who is really responsible for promoting us is the ultimate act of humility for a professional.

Solomon's request was that God would give him wisdom to do his job not to the satisfaction of the people, but to God's satisfaction. That's job security. When we seek to please God in our careers, then we will take heed to the little things like being on time for work, taking undue breaks, respecting our supervisors, giving a honest days work and using all that He has given us.

Your goal shouldn't be to make the most money on your job but rather to please God who has the deepest pockets of all. To excel at whatever you've chosen to do, the wisdom of God must be invoked. His wisdom opens up avenues of excellence in our performance that we will never accomplish ourselves. The training and education we receive is not to be despised. Solomon was educated and trained. But when David consulted with him about being a successful king, he didn't mention who to watch out for or what technical things he needed to do. He told Solomon to stay close to God and always seek to honor and please Him. What Solomon was called upon to accomplish, David wasn't. Therefore, what Solomon needed from God was slightly different than what David needed. Because of his request, God gave him wisdom to perform his job. He did it so well, that the Queen of Sheba fainted just beholding the products of his wisdom, and other kings came from far away to find out what he knew. What Solomon knew, he got from God!

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NOTICE TO CONTRACTORS OF PROPOSED TEXAS HIGHWAY IMPROVEMENT CONTRACTS

Sealed proposals for highway improvement contracts will be received by the Texas Department of Transportation (TxDOT) until the date(s) shown below, and then publicly read.

District: Dallas

Contract 0353-04-076 for GRADING BASE AND CONC PAV FOR FRONT ROAD CON-STRUC in DALLAS County will be opened on October 04, 2000 at 1:00 pm at the State Office.

Contract 0918-45-520 for LANDSCAPE ESTABLISHMENT in DALLAS County will be opened on October 05, 2000 at 1:00 pm at the State Office.

Contract 2374-04-052 for INCIDENT DETECTION AND RESPONSE SYSTEM in DALLAS County will be opened on October 05, 2000 at 1:00 pm at the State Office.

Plans and specifications are available for inspection, along with bidding proposals, and applications for the TxDOT Prequalified Contractor's list, at the applicable State and/or District Offices listed below. Bidders must submit prequalification information to TxDOT at least 10 days prior to the bid date to be eligible to bid on a project. Prequalification materials may be requested from the State Office listed below. Plans for the above contract(s) are available at reproduction companies in Austin, Texas at the expense of the contractor.

NPO: 1361

State Office

Construction Division
200 E. Riverside Dr.
Austin, Texas 78704
Phone: 512-416-2540

District Office(s)

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Mesquite, Texas 75150
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BET to broadcast CBA games for 2000-2001 season

PHOENIX — Through its licensing and marketing agent, Stone America Marketing, the Continental Basketball Association and Black Entertainment Television (BET) have reached an agreement that grants BET exclusive telecast rights for designated CBA games for the upcoming 2000-01 season. Under the agreement, BET will broadcast up to 18 games, including 10 to 12 regular season games, the CBA All-Star Game, the playoff tournament and the finals. The official broadcast schedule for the regular season will be announced at a later date.

"We are thrilled to have BET broadcast CBA games this upcoming season," said CBA President Don Welsh. "Our agreement is another example of the steps we have taken to show how serious the CBA is about presenting quality basketball to the world. This partnership with BET is our latest strategic partnership of many which further illustrates our talent level and how committed we are to bringing our fans quality entertainment."

BET will broadcast the games on all BET networks and its affiliates (2,949 nationwide). In addition, BET will be allowed to rebroadcast games throughout the remainder of the calendar year at their discretion.

"We are looking forward to our business relationship with

the CBA" said Louis Carr, BET Executive Vice President of Broadcast Media Sales. "Our viewers will be getting a complete package with the announcement of this broadcast agreement. They will have the opportunity to tune in to a surging and exciting brand of basketball with the CBA, and at the same time, the broadcast quality they have come to expect from BET."

Stone America Marketing researched and negotiated the agreement with Black Entertainment Television on behalf of the Continental Basketball Association.



Get a Mammogram. Tell A Friend.

11,300 Texas women will be diagnosed with breast cancer this year. That's 11,300 Texas women this year alone. But you could save a life. Simply call five women this month— your mom, sister, friend, colleague— and encourage them to get a mammogram. Because we know that breast cancer, detected early, is almost 100% curable. For more information, call 1-800-ACS-2345. Help us stop the spread of breast cancer by spreading the word to your friends and family.



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Ongoing

Rotarians of North Texas are seeking four outstanding professionals to visit the Gold Region of India in January 2001 as part of the Citizenship Exchange program of the Rotary Foundation. Those interested must live or be employed in Rotary District 5810, North Texas. For an application or more information call Rosanna Sandlin at 972-414-0078. Deadline is Sept. 30, 2000.

Non-profit environmental groups are encouraged to apply for a Community Outdoor Outreach Program (COOP) grant from Texas Parks and Wildlife. Grant applications due October 1 and March 1. For more information call Donna Lewis at 512-855-3372.

Interested in a career with the State of Texas? Apply now for a position in the State of Texas. Applications are accepted for various career positions and positions. All applications must be postmarked by October 2, 2000. Reply by October 2, 2000. For more information call Stacy Cowan at 214-750-7223, ext. 63.

September 16

The Celebrating Life Foundation is holding a Sister to Sister Fitness Festival Run/Walk and Fitness event to educate the community about Breast Cancer at Kiest Park, Dallas. For more information call Giselle Fisher at 972-279-9211.

September 18

Methodist Hospitals of Dallas offers free screening for people suffering from leg pain and maybe PVD from 9:00 a.m. to 5:00 p.m. at Methodist Medical Center, Hitt Auditorium. The screenings will be offered at Charlton Methodist Hospital Auditorium Saturday, Sept. 23 during the same hours. For more information call 214-947-4600.

September 19

Senior Citizens of Greater Dallas' AGE Council is holding its next meeting at the Center for Community Cooperation, 2900 Live Oak Street, Dallas, 10:00 a.m.-12:00 p.m. For more information and to register call Lynda Ender at 214-823-5700.

The Southern Dallas Development Corporation is hosting a Business Friends of Southern Dallas Luncheon at the

Salesmanship Club of Dallas at 12:00 p.m. Guest speaker: Henry Cisneros. For more information call Michelle Metzger at 214-822-5544.

The Southwestern Medical Foundation is holding a free Public Forum at 7:00 p.m. in the Tom and Lula Gooch Auditorium on the UT Southwestern South Campus. For more information call 214-351-6143. For reservations call 214-648-8836.

The Southwest HIGH TECH Career Fair and Docom Job Expo will be held Sept. 19-20 at the Hyatt Regency Dallas at Reunion, 11:00 a.m.-2:00 p.m. and 4:00-7:00 p.m. Admission is free. For more information call 800-593-0001 or visit www.1-jobs.com.

September 20

Brenham, Texas is holding the 70th Anniversary of the County of Texas Sept. 20-23. For entertainment and entertainment schedule call the Washington County Chamber of Commerce at 888-BRENHAM.

The Greater Dallas Asian American Chamber of Commerce's small business seminar series will be at the Chamber's office, 11171 Harry Hines Blvd, Suite 115, Dallas from 11:30 a.m. to 1:15 p.m. For more information call 972-241-8250.

The Greater Dallas Chamber is holding a Procurement Lunch for women and minority-owned businesses at Acuity Training Systems, 6370 LBJ Freeway, Suite 179, noon-1:30 p.m. For more information call 214-746-6648.

September 21

The YWCA Widener Branch will host its first annual Women of Oak Cliff Luncheon honoring women in the Oak Cliff area at the Holiday Inn-Duncanville, 711 E. Camp Wisdom from 11:30 a.m.-1:00 p.m. For more information call Shaunce Hasting at 214-339-8376.

The Texas State Independent Living Council is holding a Dallas area Town Hall Meeting 6:30-8:30 p.m. at Bachman Therapeutic Recreation Center, 2750 Bachman Drive, Dallas. For more information call 1-888-681-9036.

Brookhaven College is sponsoring a community Career Fair from 10:00 a.m. to 2:00 p.m. in the Student Services Center Lobby. For more information call the Career

Development Center at 972-860-4894.

Charlton Methodist Hospital is offering a free support group for survivors of stroke from 4:00-5:00 p.m. in Conference Room #5. For more information call 214-947-0570.

September 22

NAACP Garland Chapter is holding its 10th annual Freedom Forum Banquet 7:00 p.m. at First Baptist Church, McDonald Banquet Hall, 425 9th Street @ Avenue D, Garland. For more information or tickets call 972-381-5044.

September 23

The Dallas Area Chamber of Commerce Convention & Tourism Department will hold the 2000 Hospitality Industry Science & Technology Conference at the Hyatt Regency Dallas. For more information call 214-411-5200.

Senior Citizens of Greater Dallas offer another Women's Financial Management Seminar at 10:00 a.m. at the Center for Community Cooperation, 2900 Live Oak Street. For more information or to register call Kim Watson at 214-823-5700.

Rita's Culture Collection, Inc. is holding the 3rd annual Fashion Show, Gala and Awards Dinner at the Renaissance Hotel, Grand Ballroom, 2222 Stemmons Freeway, Dallas. For more information or tickets call Rita or Coy Morgan at 972-709-9696.

The American Cancer Society will present a volunteer training to participate in the Tell-A-Friend Campaign to fight breast cancer. The training is open to the public and will be held at the American Cancer Society offices, 8900 Carpenter Freeway, Dallas, 9:30-11:00 a.m. For more information or to RSVP call Lakey Willis at 214-819-1217.

The City of Dallas Senior Affairs Commission is holding a Job Fair for Older Workers, age 50 and over, at the Dallas Radisson Hotel, 1893 W. Mockingbird Lane, 9:00 a.m.-2:00 p.m. For more information call 214-670-4894.

September 24

The Ester Davis Catalog is holding the 9th annual DOTY (Designer of the Year) Awards at Marriott Suites Hotel Ballroom, 2493 N.

Stemmons @ Motor Street, Dallas at 12:00 p.m. For more information call Ester Davis at 214-376-9000.

September 26

Dallas celebrates Dominical Week with a luncheon and business presentation at the Renaissance Hotel in Farmers Branch to welcome citizens from the Dominican Republic. For more information or a listing of other activities call Shanna Bools at 214-860-2678.

September 28

Methodist Hospitals of Dallas will host the Congregational Nurse Convocation at Methodist Medical Center - Fort Worth from 8:00 a.m. to 2:00 p.m. For more information call 817-343-1111 or 214-947-4600.

September 29

The Greater Dallas Business Association will host a Business Achievement Awards Luncheon at the Hotel Intercontinental Dallas at the Malachuk Showroom with keynote speaker Knight Kiplinger. For more information or tickets call Jennifer King at 214-712-1935.

The Women's Museum officially opens to the public at 10:00 a.m. with free admission and a 5:00 p.m. ribbon cutting ceremony. For more information about opening week activities call Ashlie Griswold at 214-915-0867 or visit www.thewomensmuseum.org.

Prairie View A&M University Alumni is holding its annual Athletic Scholarship Gala 6:30 p.m.-1:00 a.m. For more information, including location call 972-613-6404.

September 30

Immaculate Heart of Mary School is holding a meeting to plan for the 2001 school-church reunion at Holy Cross Catholic Church, 4910 Bonnie View Road. For more information call Ellen Larkin at 214-946-1098 or Millie Ferguson at 214-943-1885.

African Peoples Improvement Association & The Nation of Christ are holding their first Town Hall meeting at the Howard Johnson Hotel, 120 West Airport Freeway, Irving, in the Grapevine Ballroom from 4:00-6:30 p.m. For more information call 817-685-9116.

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Welfare-to-work program provides bridge to self-sufficiency

By Trina S. George

There's an old biblical proverb that says, "Help thy brother's boat across and lo! thine own boat has crossed and is ashore as well." Current recipients of Temporary Assistance for Needy Families (TANF), formerly Aid for Families With Dependent Children, know the value of a helping hand and the meaning of helping thy brother's boat across.

The Personal Responsibility and Work Opportunity Reconciliation Act includes stringent requirements, a bonus to states moving welfare recipients into jobs; state comprehensive child support enforcement; and support for families transitioning from welfare to work.

With the signing of this act by President Clinton, 43 states, including Texas, moved forward with 78 welfare reform experiments. Federal and state legislatures have fashioned welfare-to-work programs. The program commissioned by the YWCA of Metropolitan Dallas Women's Resource Center empowers individuals to move toward self-sufficiency. The Department of Labor issues grants to help individuals and families to become self-sufficient.

The avenues set forth by the Women's Resource Center include educational assistance and vocational training, job search and career counseling,

Clients may qualify for support services, such as legal assistance, counseling, childcare, transportation, automobile repair and rental assistance. Services include individual and family counseling for as long as the client participates in the program, for stress, depression, abuse, employment, anger management and family issues.

To qualify for this program, individuals must be an active TANF recipient, have received 30 months of assistance or be within one year of being ineligible for benefits. Lack of a high school diploma or GED, involvement with drugs or alcohol and a poor work history do not preclude anyone from acceptance into the program.

Participants must be employed for a minimum of 10 hours per week, and are required to be active in the program's services for 30 hours per week to receive any support services.

To prove that this program works, take a look at Rayshanda Griffin, mother of five and once a welfare recipient. She is now a Secretary at El Centro College, a certified mediator and is working on an associate's degree in education.

Sounds like a typical young woman with goals, doesn't it? But the difference is that Griffin spent years on and off welfare and began participating in

the welfare to work program while living in a shelter.

"I know that it must have been God who guided me to my case manager. I was recently divorced and living in a shelter, but wanting to do better for my children and myself. I met my case manager on a bus. And that's when all opportunities began presenting themselves to me," says Griffin.

Griffin said she never would have gotten the chance to return to school, pay childcare and rent, had it not been



Rayshanda Griffin is a welfare-to-work success story. She is now employed at El Centro College.

for the program. "I wanted to do better, and anyone considering participating in this program should do it. It's free and a way to change your life and become self-sufficient," says Griffin. Another participant, Shantay Mallard, praises the program, too. "This program gives you the resources needed to do better and provides continuous support. The welfare-to-work program helps me find agencies that will assist me when they cannot," Ms. Mallard is a receptionist in

the marketing division at the Dallas Morning News.

An endeavor of this size, with the potential to reach and affect the lives of so many people, does not work alone. "Volunteers play a vital role in a lot of the activities and programs provided by the YWCA," says Melanie Gill, director of career development at the YWCA. Carol Lyons, a volunteer for the Women's Resource Center agrees. "Volunteers are key in just about any level. Many people fail to realize that any effort, no matter how small, can have a great impact on the success of any program."

Lyons says that this mentoring program reaches into the community, draws from a cross-section of women and empowers those who formerly had a bleak future.

Program participants receive job development services and career counseling. Gill states that up to 3,000 job leads are posted monthly are available for clients seeking employment. Workshops are held on resume writing, dressing for success and interviewing and many companies provide their job postings and recruit from the YWCA.

Women's health services are provided for those women with minimal or no health insurance. The service provides mammograms and cervical screening with mobile units sent to south Dallas. Funding is provided through various sources, including the United Way, Texas Department of Human Services and Avon.

The franchise enterprise: Investigate before you invest

By Tonya Parker, Esq.
Special to MON



According to the International Franchise Association, Americans spend one out of every three dollars for goods and services from a franchised business. This should come as no surprise when you

consider that a franchise opens every 6 1/2 minutes each business day and there are more than a half million of these businesses in the U.S. As our economy thrives, people will continue to invest their life savings, take out loans and withdraw from their 401(k)s to take advantage of this potentially lucrative business opportunity.

Unfortunately, many of these people will invest in a franchise without investigating the concept or the chain. Moreover, they will invest anywhere from \$20,000 to \$250,000, but will not hire professionals to help them "size up the franchiser." Accordingly, this article provides an overview of the franchising concept and the FTC's role in regulat-

ing this industry. This is information on organizations and Web sites you can investigate on franchisers before investing money, time and energy. While this article does not purport to take the place of seeking the advice of professionals, it provides a good starting place.

What Is Franchising?

For most people the word "franchise" brings to mind fast-food restaurants, hotels and auto repair shops, however, franchises touch our lives in almost every other aspect as well, from carpet cleaning to hair salons and have emerged as an integral part of our economy.

There are two primary participants: the franchisee (the investor) and the franchiser (the company in which the investment is made). Franchising enables the purchaser to operate a business by paying a franchise fee (\$20,000-\$250,000) and a weekly or monthly royalty (usually three to six percent of gross weekly or monthly sales). In exchange for the fee and royalties, the franchisee receives training, the right to use the franchiser's established format, and limited use of the trade name.

For example, a typical franchise agreement states that the franchiser provides training and an operating

manual, gives regular advice on management and marketing issues and helps the franchisee find a location for the business. A relationship exists between the franchiser and the franchisee where the franchisee is responsible for managing and operating the business, and the franchiser provides support and assistance. Both parties have an incentive to keep up their part of the deal because the more training and guidance franchisees receive, the more likely they are to earn money for themselves and the franchiser.

This relationship is often attractive to entrepreneurs because it enables them to be in business for themselves, but not alone. The franchisee can associate with an established company with an established marketing plan instead of facing the challenges of building both clientele and name recognition. While there are numerous positive aspects of franchising, purchasing and operating such a business is a costly investment. In addition to the fees and royalties, the franchisee is often expected to make monthly payments for advertising and marketing, as well as for the monthly lease and insurance.

The question of whether franchising is the right business opportunity goes beyond costs. Prospective fran-

chisees should also consider the lack of autonomy and control over the operation and management. Franchisers exercise certain controls over the franchisee to promote uniformity, which include design and appearance standards, restrictions on the hours of operation, advertisements, territorial limitations, goods, services and suppliers used by the franchisee. While being in the franchise business involves a significant investment and being willing to operate within an established system, franchisers are quick to point out that the risk associated with buying a well-researched franchise is significantly less than starting a business from scratch.

Regulating Franchisers

When franchising first became popular, it attracted con artists who took the initial franchise fee and provided little or no support to the franchisee. In response to rampant franchise scams, the FTC has imposed an obligation on franchisers to supply franchisees with a pre-sale prospectus called the Uniform Franchise Offering Circular (UFOC). Here the franchiser must give the prospective franchisee its UFOC, at least 10 business days before being asked to sign any contract or pay any

...continued on page 19



The Wellness Diary

African-American Health Directory

Minority Opportunity News encourages our readers to abreast of matters relating to their health and the health of their families. The following are sources of health information for African-Americans.

AFRICAN-AMERICAN BREAST CANCER ALLIANCE

P.O. Box 8981
Minneapolis, MN 55408
612-825-3675

AFRICAN-AMERICAN FAMILY SERVICES

2616 Nicolet Avenue South
Minneapolis, MN 55408
612-871-7878

AGENCY FOR HEALTH CARE POLICY AND RESEARCH

AHCPR Publications Clearinghouse
P.O. Box 8547
Silver Spring, MD 20907
800-358-9295

AMERICAN ASSOCIATION OF RETIRED PERSONS (AARP)

Minority Affairs
601 E. Street, NW
Washington, DC 20049
800-424-3410
202-434-2460

AMERICAN CANCER SOCIETY

National Headquarters
1599 Clifton Road, NE
Atlanta, GA 30329
404-320-3333

AMERICAN DIABETES ASSOCIATION

Diabetes Information Center
1660 Duke Street
Alexandria, VA 22314
800-232-3472

AMERICAN HEART ASSOCIATION

National Center

7272 Greenville Avenue
Dallas, TX 75231-4596
800-242-8721

AMERICAN LUNG ASSOCIATION

1840 York Road
Timonium, MD 21093
800-LUNG-USA

AMERICAN SICKLE CELL ANEMIA ASSOCIATION

P.O. Box 1971
Cleveland, OH 44106
216-229-8600
CANCER CARE, INC.
1180 Avenue of the Americas
New York, NY 10036
800-813-HOPE

CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC)

National AIDS Clearinghouse
P.O. Box 6003
Rockville, MD 20849-6003
1-800-458-5231

CENTER FOR SCIENCE IN THE PUBLIC INTEREST

1875 Connecticut Avenue, NW Suite 300
Washington, DC 20009-5728
202-332-9110

CHILDREN'S DEFENSE FUND

28 E Street, NW
Washington, DC 20001
202-628-8787

FOOD AND DRUG ADMINISTRATION (FDA)

Office of Consumer Affairs
Parklawn Building, Room 15A-19
5600 Fishers Lane
Rockville, MD 20857
301-443-3220

HEALTHY MOTHERS, HEALTHY BABIES COALITION

121 North Washington Street, Suite 300
Alexandria, VA 22314
703-836-6110

THE LUPUS FOUNDATION OF AMERICA, INC.

1300 Piccard Drive, Suite 200
Rockville, MD 20850-4303
800-558-0121

MARCH OF DIMES BIRTH DEFECTS FOUNDATION RESOURCE CENTER

1275 Mamaroneck Avenue
White Plains, NY 10605
888-663-4637

MINORITY AIDS PROJECT

5149 West Jefferson Boulevard
Los Angeles, CA 90016
213-936-4949

MULTICULTURAL AIDS COALITION

United South End Settlement
801 "B" Tremont Street
Boston, MA 02118
617-442-1622

NATIONAL BLACK CHILD DEVELOPMENT INSTITUTE

1023 15th Street, NW, Suite 600
Washington, DC 20005
800-556-2234
202-387-1281

NATIONAL CANCER INSTITUTE

International Cancer Information Center
9030 Old Georgetown Road
Bethesda, MD 20814-1519
800-624-7890

NATIONAL CAUCUS AND CENTER ON BLACK AGED, INC. (NCBA)

1424 K Street, NW Suite 500
Washington, DC 20005
202-637-8400

NATIONAL CLEARINGHOUSE FOR

ALCOHOL AND DRUG INFORMATION

P.O. Box 2345
Rockville, MD 20847-2345
800-729-6686

301-468-2600

NATIONAL DIABETES INFORMATION CLEARINGHOUSE (NDIC)

1 Information Way
Bethesda, MD 20892-3560
301-654-3327

NATIONAL HEART, LUNG, AND BLOOD INSTITUTE (NHLBI)

Information Center
P.O. Box 30105
Bethesda, MD 20824-0105
301-251-1222

NATIONAL HIGH BLOOD PRESSURE EDUCATION PROGRAM

Information Center
P.O. Box 30105
Bethesda, MD 20824-0105
301-251-1222

NATIONAL ARTHRITIS AND MUSCULOSKELETAL AND SKIN DISEASES

National Institute of Health
1 AMS Circle
Bethesda, MD 20892-3675
301-496-8188

NATIONAL INSTITUTE OF MENTAL HEALTH (NIMH)

5600 Fishers Lane, Room 7C-02
Rockville, MD 20857
301-443-4513

301-443-4279 (FAX)

NATIONAL KIDNEY FOUNDATION, INC.

30 East 33rd Street, Suite 1100
New York, NY 10016
800-622-9010

DEPRESSED AGAIN?

The Department of Psychiatry at the University of Texas Southwestern Medical Center of Dallas is conducting research sponsored by the National Institute of Mental Health on cognitive therapy for depression. **Treatment is free.** The symptoms of depression include:

- Depressed or sad mood
- Loss of interest in activities
- Difficulty sleeping or sleeping too much
- Feeling slowed down
- Feeling tired or having low energy
- Feeling guilty or worthless
- Changes in weight or appetite
- Difficulty concentrating

If you have experienced these symptoms more than once in your life, are drug free and not currently in psychiatric treatment, please call the Psychosocial Research and Depression Clinic at 214-648-5351.

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Get Kids Up With Dawn's Early Light

GAITHERSBURG, Md., (PRNewswire) — "Parents know it. Teachers know it. Teenagers are zombies in the morning." This statement by Michael Smolensky, Ph.D., and Lynne Lamberg, authors of the book, *The Body Clock Guide to Better Health*, summarizes the battle faced by parents and teachers of adolescents every day.

Now that school has started, the problem of waking kids in time for classes, which generally begin between 7 and 8 a.m., is drawing battle lines between parents and their kids around the country. Delayed daily body rhythms, which normally start to occur around the beginning of adolescence, are to blame.

Michael Norden, M.D., a researcher from Seattle, gives a good description of why waking up in the morning is such an ordeal: "Most of us wake to a blaring alarm, and then ... abruptly and harshly transform the darkness with the flip of a switch." Since our eyes are very sensitive to changes in light levels during the dark, early morning hours, however, dawn simulation provides an effective, novel way to get kids up.

Electronic devices called dawn simulators, which gradually increase light levels over a 30 to 90 minute peri-

od before wake-up time, can adjust kids' biological clocks to an earlier time so they awaken more easily. Dawn simulation is a new form of light therapy, which has been used for years to treat a problem called Seasonal Affective Disorder (SAD) caused by diminished daylight in the winter.

"Subtle variations in daylight intensity throughout each day and through the year provide cues about when to awaken, be active, eat, and sleep," according to Norden. "Dawn simulators can prompt spontaneous awakening in the morning. The eyes appear to respond to light transmitted through a sleeper's closed eyelids. Light promotes beneficial changes in mood-related brain chemistry."

"Parents have been buying dawn simulators as fast as we get them in," says Neal Owens, president of The SunBox Company in Maryland. "Although the devices sell for \$100 to \$200, most parents say that it was the best investment they have made to get their kids up and going in the morning."

Further information is available by calling: Winter Blues Information Network, 1-888-SAD-AWAY (723-2929).

Back to School Safety:

Are your kids prepared for a home emergency?

NORTHFIELD, ILL., (PRNewswire) — Each day when school ends, four million young teens aged 13 and 14 are left to fend for themselves while their parents are at work. They may be old enough to stay at home for a few hours, but do they know what to do in an emergency?

"Accidents can happen at any time," said James M. Small, MD, PhD, FCAP, a pathologist from Denver. "We all need to take first aid training. And kids can be trained on how to stop bleeding, on how to help somebody breathe, just as well as an adult."

Unintended injuries are the leading cause of death and disability for children in the United States, causing more deaths among children than all of the childhood diseases put together. To prevent your child from becoming a statistic, the College of American Pathologists (CAP) urges all parents to learn basic first aid and to teach it to

their children. First aid can save a life. "If children take first aid classes, I think they're less likely to get injured because they are thinking about the possibility of injuries," said Dr. Small. "First aid-trained teens are able to take care of injuries better."

In addition to taking a first aid class, another emergency preparedness "must" is to have a well-stocked first aid kit, with a manual, stored in an accessible location. Although materials can vary, the basic ingredients of a home first aid kit include: antibiotic cream, bandages, syrup of ipecac, chemical ice packs, and tweezers.

"The items in a first aid kit should be individualized. The best way to determine what is needed is to take a first aid class," Dr. Small said. Emergency numbers like 911 and poison control should be taped to each telephone for easy access.

Sickle Cell Gala

Has been postponed

Call Wanda Mackifeld for details

214-942-1262

...continued from page 2

vention," said Rasheed. "The first year, our objective is to develop the program and process with initial education and screening focused within the MHD primary service area, with special emphasis on the African-American community, while developing links with appropriate Hispanic groups and leaders." Mr. Rasheed and representatives from MHD will participate in the 'Moving in the Right Direction' health fair scheduled Sept. 9, from 9 a.m. to 3:00 p.m., at Paul Quinn College, 3837 Simpson Stuart Road, Dallas, and at the Positively Oak Cliff Celebration at Redbird Airport from 8:00 a.m. to 4:00 p.m.

MHD will offer free prostate cancer screenings, including digital-rectal examinations (DRE) and the PSA blood test to African-American and Hispanic men who are at least 40 years old and who have no previous history of prostate problems or cancer and any men 40 or older who have a family history of prostate cancer. Caucasian males with no previous prostate problems or cancer and who are between the ages of 50 and 75 are urged to get screened for prostate cancer yearly. Physicians believe the combination of a physical examination and the PSA test are the most effective way to detect prostate cancer in its early stages.

Statistics show that African-American and Hispanic men are twice as likely to die from prostate cancer than Caucasian men. The reason behind the statistic is not entirely known; however, physicians and health educators note that fewer minority men have access to or take advantage of early detection/screening opportunities. And in general, males put off going to the doctor for routine check-ups -- a factor that can cost them their lives.

Robert Ladd, a Dallas businessman who credits the PSA blood test with finding his prostate cancer in its early and treatable stage, provided the funding that is making MHD's three-year PSA.P program possible.

In addition to participating in the Paul Quinn health fair on Sept. 9, Methodist Hospitals of Dallas is providing free prostate cancer screenings -- including the DRE and PSA tests at Methodist Medical Center and at Charlton Methodist Hospital during September to men who meet the testing criteria. The schedule is:

Monday, Sept. 18, 5:30 p.m. to 8:30 p.m., Charlton Methodist

Hospital's Family Practice and Sports Medicine Center.

Tuesday, Sept. 19, 5:30 p.m. to 8:30 p.m. in The Clinic at Methodist Medical Center.

Wednesday, Sept. 20, 5:30 p.m. to 8:30 p.m. in Charlton Methodist Hospital's Family Practice and Sports Medicine Center.

Saturday, Sept. 23, 8 a.m. to 12 p.m. in The Clinic at Methodist Medical Center.

African-American or Hispanic males who are at least 40 years old and who have no previous prostate problems or cancer can participate in the screenings. Other males, between the ages of 50 and 75 with no previous prostate problems or cancer are urged to take advantage of the free screening opportunity.

To get information or make an appointment at one of the screenings, call Methodist Referral Service at (214) 947-0000. If your organization would like to host an education and screening program, please contact Jamal Rasheed at (214) 947-4646.

...continued from page 16

money to the franchiser.

The UFOC identifies the executives, their backgrounds and experience in this type of business. Additionally, the UFOC discloses prior litigation, settlement agreements, felony convictions and the names, addresses and phone numbers of prior and existing franchisees. This information is critical, because it provides another way for prospective franchisees to thoroughly investigate the franchiser. The UFOC provides an opportunity to question existing and former franchisees on whether the support and training of its salespeople occurs as promised, management is accessible and its relationships with its vendors. More importantly, an interested investor can freely inquire as to whether the franchisee would buy another franchise or the reason why the relationship with the franchise ended.

While it is important to seek professional advice when reviewing the UFOC, interviewing former and existing franchisees is a crucial part of the investigation that provides insights that the franchise agreement, UFOC and sales projections simply cannot.

Ms. Parker is an attorney with Dallas law firm White Sims & Wiggins, LLP. Questions and comments about this article can be forwarded to Ms. Parker at (214) 665-4152 or tparker@lagofficechase.com

Investigate Before You Invest By Visiting or Contacting The Following Web sites and Organizations:

- < International Franchise Association:
www.franchise.org; 800-543-1038
- < FRANDATA:
www.ifs.org
- < American Association of Franchisees and Dealers:
800-733-9858
- < Federal Trade Commission:
www.ftc.gov; 1-202-326-2180

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