

Minority Opportunity News

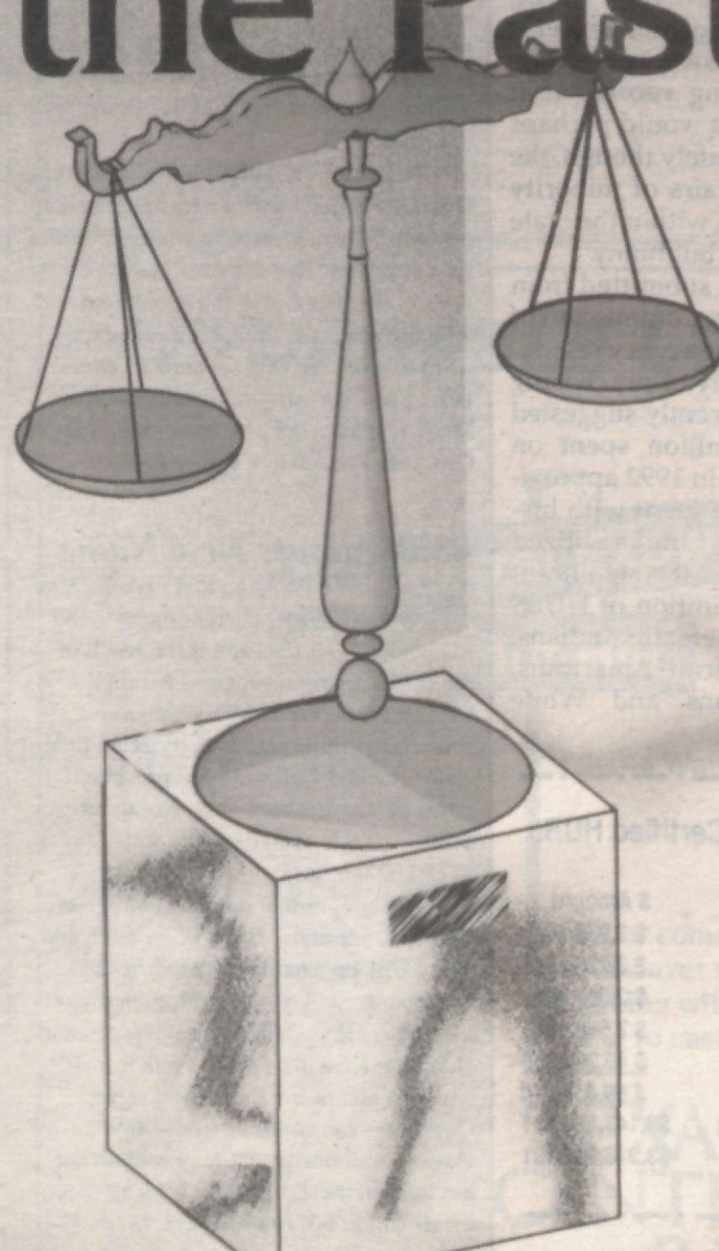
VOLUME 2, NO. 8

2730 STEMMONS FRWY. STE. 1202 TOWER WEST, DALLAS, TEXAS 75207

AUGUST, 1993

Relic of the Past?

A look at
our nation's
civil rights
legislation
and where it
has led us.



Black Expo Returns

Thanks to Sandra Lohr,
the Black Expo returns
to give black businesses
and black people a
chance to meet each
other

Faltering Grasp

Thurman Jones
tells why the state
of Texas' minority
business utilization
figures just don't
add up



**From the
Publisher
Thurman Jones**

Losing Purchase

Consider, if you will, the following question: What is very large, involves a whole lot of money and is 98 % white? The answer is the State of Texas purchasing record. If it wasn't so serious, it would perhaps be funny. Unfortunately though, the current state of affairs of minority business utilization within the State of Texas is anything but funny.

A recent report submitted from the General Services Commission of the State of Texas, the agency responsible for the majority of purchasing within our State, recently suggested that of the \$3.2 billion spent on goods and services in 1992 approximately 2.17 % were spent with historically underutilized businesses—"HUBS." It is significant that within the definition of HUBS are included American Indians, Asian Pacific, African Americans, Hispanic Americans and White

Total Spent with Certified HUBs

Female/Ethnicity	\$ Amount
American Indian	\$ 3,279,864
Asian Pacific	\$ 3,279,864
Black	\$ 2,067,404
Hispanic	\$ 7,586,180
<u>Women</u>	<u>\$ 46,200,568</u>
<u>Total</u>	<u>\$ 69,856,010</u>
Total Spent with non HUBs	\$3,147,086,181
Total Goods & Services	\$3,216,942,191

Women owned businesses. Despite the length of this list of included categories, we find that still only about 2 percent of the total purchases, or \$69.8 million, were spent with these companies.

We all are very familiar with the growing body of statistics that suggest the ever increasing minority populations within our State. Likewise, there is a growing number of minority-owned businesses that are also developing within Texas. As a result of these two facts, it is difficult to understand why State purchasing activity is so low.

You'd think African American businessmen and, to a greater extent, **Con't on page 24**

In The News . . .

African-American leaders reach an Agreement with Guaranty Federal.

Minority Opportunity News, Rev. Frederick Haynes III of Friendship West Baptist Church, and several prominent Dallas African-American ministers have reached an agreement on a 9 month old protest against the merger of Guaranty Federal Bank and American Bank. Chairman and CEO, Robert F. Adelizio has made a significant financial commitment to the African-American Community in the forms of employment, housing, and business opportunities.

This multi-million dollar pledge from Guaranty Federal to the African-American community will ensure economic growth for our people. Rev. Haynes stated, "We're very elated over the agreement and with our results." "MON is looking forward to working with Guaranty Federal Bank," stated Thurman Jones, publisher. MON will have detailed information about Guaranty Federal in October's issue.

Bank Adopts New Name

As of August 1, 1993, the Red Oak State Bank will replace its current name to the Main bank. This decision is the result of the banks financial progress within the state of Texas. While Many banks and financial institutions have struggled financially, the Red Oak bank has prospered. In terms of size, the bank now has about \$105,000,000 in total deposits and \$12,000,000 in capital.

The adoption of the new name was selected after many hours of research and study. The policies and procedures of Main Bank will concur with the previous methods of Red Oak. Although the name "MainBank" will be on all bank forms, advertisements, brochures, and signs, Customers can continue to use any checks/or deposits that may contain the old bank name. For further information, please call 214-371-6000.

Dreams Do Come True

Carolyn and Lawrence Johnson say they're living proof that dreams come true. As the first graduates and loan recipients of the Home Buyer Partnership (HBP), the Johnsons and their two children, are now enjoying their new two-story North Dallas home. The Home Buyer Partnership program was implemented last year by NationsBank and Dallas Urban League. HBP was designed to teach low and moderate income residents the responsibilities of owning a home. Once participants complete this course, they become eligible for a NationsBank loan.

The Home Buyer Partnership is a free program. For additional information on the HBP, please contact Albert Martin of the

Urban League at 214-528-8038 or Gillian Moseley of NationsBank at 214-508-0645.

Bank of America Awards \$30,500 in Grants

On July 1, 1993, Bank of America Texas announced that the Bank America Foundation has awarded grants totalling \$30,500 to nine Dallas-area organizations. The Shared Housing Center, Inc., a housing for elderly and low-income individuals, received \$10,000. The Young Audiences of Greater Dallas received \$5,000. This grant will enable young audiences to use their creativity through participatory arts education programs.

The Alternative Community Development Services of Dallas received \$2,500. The Creative Learning Center of Dallas, which is a developmental early childhood program, was awarded \$2,500. The East Dallas Community School Enrichment Program obtained \$2,500. The Nonprofit Loan Center of Dallas was awarded \$2,500. The PEACE Housing Corporation was also granted \$2,500, along with the University at Dallas School of Management. For further information on Services, please contact Johnnie King of the King Group, Inc., at 214-720-9046.

SCLC Appoints New Executive Director

Dr. Emerson Emory has been appointed to the position of Executive Director of the Dallas Chapter, Southern Christian Leadership (SCLC). The SCLC was organized for the purpose of improving the political, educational, social, and economic status of minorities and poor people. It also take a lawful actions to secure the elimination of racial discrimination. Most recently, the local chapter has had an active membership drive and a program to aid the treatment and rehabilitation of victims of drug addiction. Those persons interested in participating, please call Dr. Emory at 421-8333 or Dr Marshall Hodge, Chairman of the Board at 375-4261.

Puppet show honors the Physically Challenged.

On July 20, 1993, NationsBank of Texas used puppets to break down the barriers that separate physically challenged and non-physically challenged people. "Kids on the Block," was the name of the production hosted by Nationsbank.

The production is an innovative teaching tool created by PUSH (People Understanding the Severely Handicapped), a national outreach program of Pi Kappa Phi fraternity. The message of the production was to make the community more aware of the disabilities an individual. Improvements at the 41

NationsBank locations in the Dallas district will include installing ramps, automatic doors, and signage for customers with hearing impairments; and lowering ATM's and equipping them with braille buttons and panels. For further information, please contact Mary Alice Rogers at 214-508-0638.

DISD Classes Begin Aug. 11

Classes will begin Monday, Aug. 11, for more than 139,000 students in the Dallas Independent School District (DISD). Principals already have reported to their schools to help register new students. This year, eight district schools will offer year-round education. Maple Lawn, L.O. Donald, Stephen Foster and Herbert Marcus elementary schools will begin classes July 21. Reinhardt and Runyon elementaries start school August 4. Two high schools are also participating in this program; Metropolitan Educational Center and Comprehensive Evening High School. Although it is dubbed 'year-round,' students actually attend class the same number of days as their traditional counterparts. The only difference is that 'year round' students attend school for 9-week rather than 6-week grading periods enjoying several short breaks in between. For any additionally needed information. Please call DISD at 214-824-1620.

McLaughlin Named Retail Sales Manager at Compass Bank

Leonard H. "Len" McLaughlin, Senior Vice President, has been named Dallas retail sales manager at Compass Bank. This announcement was made by George L. Sherling, president and chief executive officer.

A graduate of Southern Methodist University, McLaughlin has been in banking for 16 years. He returns to his native Dallas from Alabama where he was president of Central Bank's \$135 million bank. Compass is a subsidiary of Central Bancshares of the South, Inc., a \$6.8 billion bank holding company with offices in Texas, Alabama, and Florida.

Minority Opportunity News
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Managing Editor Jason Webster

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Staff Writer.....Thomas Muhammad
Staff Writer.....Angela Ransome
Prod. Asst.....Arnell Holmes

Minority Opportunity News assumes no responsibility for unsolicited material and reserves the right to edit and make appropriate modifications.

Disgruntled Reader

I have been an avid reader of the *MON* since its inception, and while I realize that the beginning of a project is a struggle, the result is usually one worth the effort. The success of the African American press is determined by many factors: its accessibility to the community, the coverage of issues important to African Americans, and the accountability and responsibility of the paper.

In terms of responsibility, a paper must exhibit professionalism and journalistic ethics. In accordance with that, a story must present an accurate and informative view, as well as the basic essentials of good writing. The purpose, therefore, of this letter is to express my discontent with the July issue.

I was quite dismayed by the cover photo. Perhaps you or your editor sought to use a computerized scanner, like so many other publications are doing with photographs. The picture, as I'm sure you are well aware, is blurred, which causes a great deal of difficulty in the identification of the seven men. The cover of a newspaper is one of the most significant attributes. In some ways it determines whether or not a person is interested in reading beyond the first page. Secondly, if a story lacks substance, it reflects not only on the writer, but on the editors as well, because it has always been my understanding that the editor has the final responsibility of ensuring that a well-written story is the finished product.

In the case of your cover story, the writer Gary Brown obviously lacks the very basic essentials of journalism. Too many times, we as African Americans are merely interested in just employing someone to do the work, without being sure they are capable of doing it. The decision to run the story, in my assessment, was a poor choice. It troubles me to see a story riddled with mistakes, misspelled words and a writing style that bears nothing close to journalistic writing... not even a resemblance.

Perhaps you feel that this may be a little strong or harsh, especially since it's a criticism from an African American to an African American. However, it is my contention that if constructive criticism is used, then the results can be beneficial.

I would suggest that your staff learn the art of proofreading material before it goes to press. There is no excuse for anyone to publish a paper that lacks the very basic essentials of good journalism. If we stop abdicating responsibility and start concerning ourselves with accountability, then we can eliminate the redundancy of retractions.

I hope that in the future you would not jeopardize the reputation of your paper with something so trivial as a poorly written story. Perhaps Mr. Brown should review the formats of journalism taught in 101, or spend time perusing other publications and closely examining the style.

It is an arduous task to build a strong reputation, but it takes only a short time watch it fall.

Continue in your quest in keeping the community informed!

Tony Morgan

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Working Together

ACORN and Fannie Mae offer Low Income home ownership pilot program

Bank of America Texas, NationsBank and Texas Commerce Bank announced their participation in a pilot program with ACORN, Fannie Mae and GE Capital Mortgage to expand home ownership opportunities for low-income Texans.

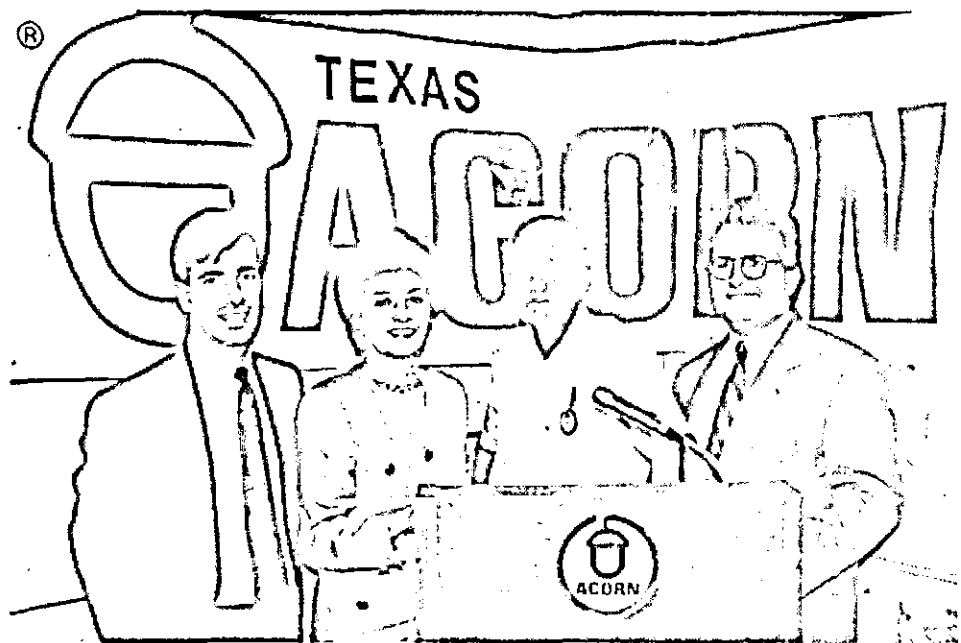
The pilot, which experiments with lending requirements even more flexible than those of the popular Community Home Buyer's Program, will reach home buyers with incomes in the \$15,000 to \$30,000 range. The experiment allows borrowers to contribute as little as 3% or \$1,000 of their own funds toward the down payment on mortgages for owner-occupied, single family homes.

Applicants will first receive in-depth counseling by ACORN on the home-buying process, credit issues and qualifying for a mortgage. Those who have gone through the counseling will then be referred to participating local lenders who will consider allow-

ing a borrower's income and down-payment funds to come from nontraditional sources. Borrowers without established credit histories will also be considered on the basis of rent and utility payments.

The pilot proposed by ACORN and developed with Fannie Mae and GE Capital will be limited to borrowers with incomes generally at or below 60 to 80 percent of their area's median in Austin, Dallas/Ft. Worth, and Houston. Fannie Mae has agreed to purchase the mortgages made by local lenders who are participating in the pilot program. GE Capital has agreed to provide the required mortgage insurance, other mortgage insurers are expected to join the program over time.

Fannie Mae's extensive affordable housing effort, which has served more than 125,000 households over the past two years, is the result of working closely with more than 1,100 partners around the country, including community-based housing groups. The housing finance system benefits from proposals such as ACORN's, which continue to create new opportunities for people whose housing needs are



"We're very pleased to be part of this program," says Jlm Richardson (far right) Bank of America's Community Development officer. Standing with Richardson are Dave Hampton (NationsBank), Gloria Sandavol (Texas Commerce Bank), and Ernest Brown

still unmet including those with very modest incomes, nontraditional sources of funds or no formal credit histories," said Franklin D. Raines, Fannie Mae's vice chairman.

"This ACORN/Fannie Mae pilot is a major blow against the redlining of minority and low- and moderate-income urban neighborhoods," added Maude Hurd, president of ACORN.

"With ACORN counseling the home buyer, with local lenders writing the loans, with Fannie Mae buying the loans from lenders, and with GE Capital insuring the loans, our communities can't lose."

Interested home buyers should contact the local ACORN office at (214) 823-9885 for information and the criteria for qualifying for the program.

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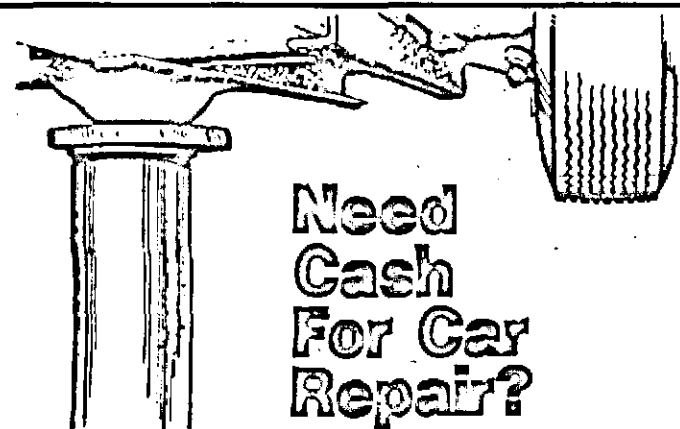
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Tales of urban war

Community Development without the Community is Dangerous



Thomas Muhammad

I recently read a news flash from Dallas' only daily and I got mixed emotions about a story of my cousin Sheniwa Nowlin-Cox being appointed by Mayor Steve Bartlett to serve in the Cotton Bowl Committee. I first got goose bumps because my cousin would be

sharing in decisions that would effect thousands of people, and that could not happen to a nicer person. But the name Cotton Bowl—or even Fair Park—has a darker side for Mrs. Cox's family as well.

Her grandmother, my aunt, used to live just three blocks from Fair Park. Her home was taken like nearly all of the other homes by the city government at that time to try and lure the Dallas Cowboys back to the Cotton Bowl. As we can attest, it didn't work. But my aunt still lost her home and I lost a place that had great history for me. I still look at that strip of median on R. B. Cullum Blvd. and remember Third Avenue (don't you?).

I felt this month it would be good to reflect on what can happen in poor, minority or African American communities in the name of economic or community develop-

ment. In the 1970s "Eminent Domain"—the public takeover of land—was the primary method of displacement as evidenced by the Fair Park expansion.

In the 1980s "Market Pressure and Speculation" were the primary tools used to displace African Americans as evidenced by the State Thomas and lower and upper White Rock neighborhoods. It is important to note that the first settlement for African Americans in Dallas county was the White Rock area. Imagine up around Valley View, Coit, Montfort, Forest Lane, Preston all of that was inhabited by African Americans. There are still several African American churches such as Mt. Pisgah Baptist church, Saint Paul A.M.E. and Christian Chapel C.M.E.

Market pressure takes place as a result of commercial encroachment, unplanned, uncontrolled economic development. This type of encroachment, or so-called economic development, was not for those African Americans who once lived there. It was for those who were expected to come in. The commercial encroachment and

unplanned, uncontrolled development increased the market value of the property. As you know higher property values lead to higher taxes and this leads to pricing poorer people out of the neighborhood. The increased market value and property values associated with higher taxes make it unaffordable to live where you once did.

For instance, right now Cityplace, just off N. Central Expressway was given a TIF (Tax Increment Financing) District in November 1992, to stimulate approximately \$725 million to \$1 billion dollars to new private real estate development over a 20 year period.

A Target store is being built in the newly established Cityplace TIF with plans to open in October 1993. This project will provide approximately 130 jobs and will add approximately \$1.3 million in new tax base. In November 1992, the city approved nominating the store as an enterprise zone project. It also granted a number of incentives, including development fee rebates and business personal property tax abatement.

Watch out Roseland Homes. Not too many people know or remember that it was the Dallas Housing Authority (DHA) that sold Washington Place to Baylor Hospital to develop its megawealth Sick City.

Though Baylor doesn't take the poor except on emergencies, it exists as a city of its own—complete with hotel, dress shops, post office, police, banquet

halls, gas station, credit union. Hey, when you get paid at Baylor you only need to go home to sleep; most of your shopping can be done at Baylor. All you need is rent or to pay your landlord.

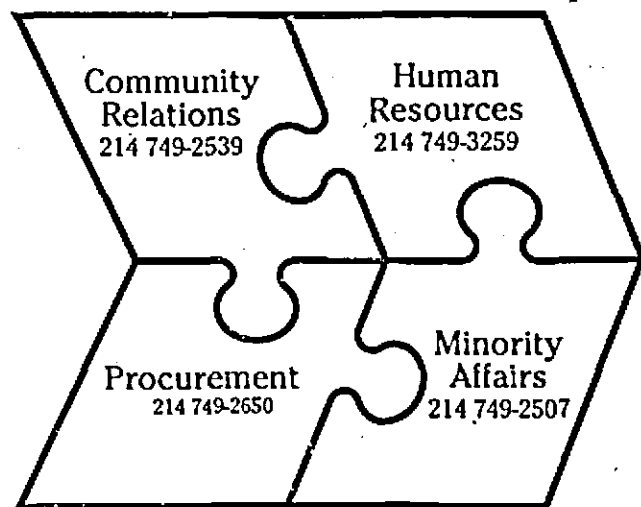
Finally, let's deal with speculation. It's directly connected with market pressure. Speculation is the flipping of land from hand to hand which artificially balloons the price of the land. The speculator isn't interested in the neighborhood or maintaining the property. The speculator is an enemy to most neighborhoods. By the way, a speculator could be an African American, sometimes the worst kind because they are the hardest to expose.

Don't get me wrong, I believe in and support natural real estate trends that make housing and living affordable for all. But for those who say African Americans benefit because we too make big money, they are very naive. We don't own property and therefore are always the ones displaced. We must one day own all our own property and say to all of the exploiters of our land, history and heritage "Enough is enough!"

In the future when you are in earshot of someone talking about community development for some poor black community, ask them these questions: where do you live? will the people who already live there be able to live and work there in the next 20 years?

And as for my cousin Sheniwa, I believe she will do just fine, because she comes from good strong genes.

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| 5:15 - 6:30 p.m. | Opportunity Networking - Free Admission |
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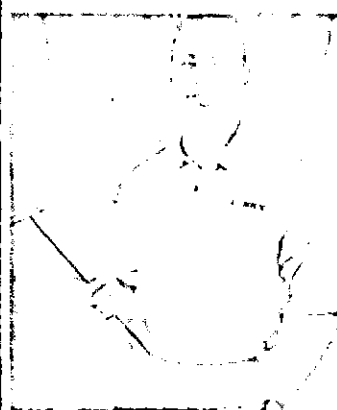


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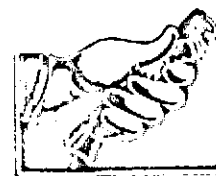
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Black Expo Returns

With the Dallas economy still dragging, the Expo returns to give African American business a needed shot in the arm

By Angela D. Ransome

When it comes to showcasing their talents, goods and services, minorities have sought to dominate the marketplace for years.

Whether it be in the hot summer streets of Chicago, or in the small, back-alley setting of New York City's Chinatown—all across America, groups such as the Asians, Hispanics and Jews have proven very successful "keeping it in the family," by buying and trading goods within their own independent communities.

Sadly enough, until recently, Black Americans across the country have had no effective channel to display their own products and services. That is, until the invention of what some consider the greatest Black marketplace in the world—Black Expo.

Created out of a need for more black enterprise, Black Expo is going into its fifth year of showcasing black products and services to black communities all across the country. The brain-child of founder/concert promoter Jerry Roebuck, Black Expo started out as a New York City street fair, and since 1989 has spread from nine to 12, and this year to 15 cities nationwide. And for the second year, Dallas has played proud host to this crowd-pleasing event, to be held this year on August 21st and 22nd.

Owner of Principle of Applauz!, a special events/public relations agency, Sandra Lohr holds the honor for introducing Black Expo to the Dallas area. Among the services she specializes in are advertising, public relations, concert tours and special events.

"We as a people have got to realize that nobody's gonna come along on a white horse and save us from ourselves. We've got to realize that there are just as many viable goods and services within our own community as there are at places like Northpark Mall," says Lohr.

Furthermore, by patronizing more black establishments, Lohr believes the black population of Dallas could not only afford to revitalize its own communities and neighborhoods, but could, at the same time, lend some much-needed support to its local colleges and universities.

For the second year, Dallas Black Expo is being held in the fall of the

finalized the celebrity guest list, entertainment-wise Lohr says the agenda will be "just as good, if not better." Last year, among the entertainers who performed were Jennifer Holiday and Dallas-based group Krush.

"I brought Black Expo to Dallas because Dallas is my town and I love it," says the Black Expo Coordinator. "I felt like Dallas blacks lacked a vehicle by which they could reach large masses of consumers to do busi-

\$1.8 million merchant dollars in just two days.

"This year," she adds, "we've added more vendors to the list and we're anticipating that they will bring in at least \$3.5 million."

With visitors coming from as far away as Nacadoches and vendors travelling from cities like Atlanta, Los Angeles and Chicago, there is no doubt that Black Expo has had, and will continue to have, an enormous impact each time it graces the Metroplex. Most agree, however, that this impact could have a more long-term effect if blacks would patronize more of their own businesses—not just at expo time, but year round.

Lohr says, "If we combined the entire black population, we'd make up the ninth largest country in the world. Our consumer market is worth \$350 billion by itself. Just imagine what an impact we could make if we bought from one another all the time."

"Black Expo is important because it's a family event, suited for everyone from grandma to the tiniest 'tot.' In fact," Lohr says, "the difference between this expo and other black expos is that we make it entertaining and fun and, most importantly, it is open to the public."

"Other expos are restricted to just minority businesses and do not allow public access."

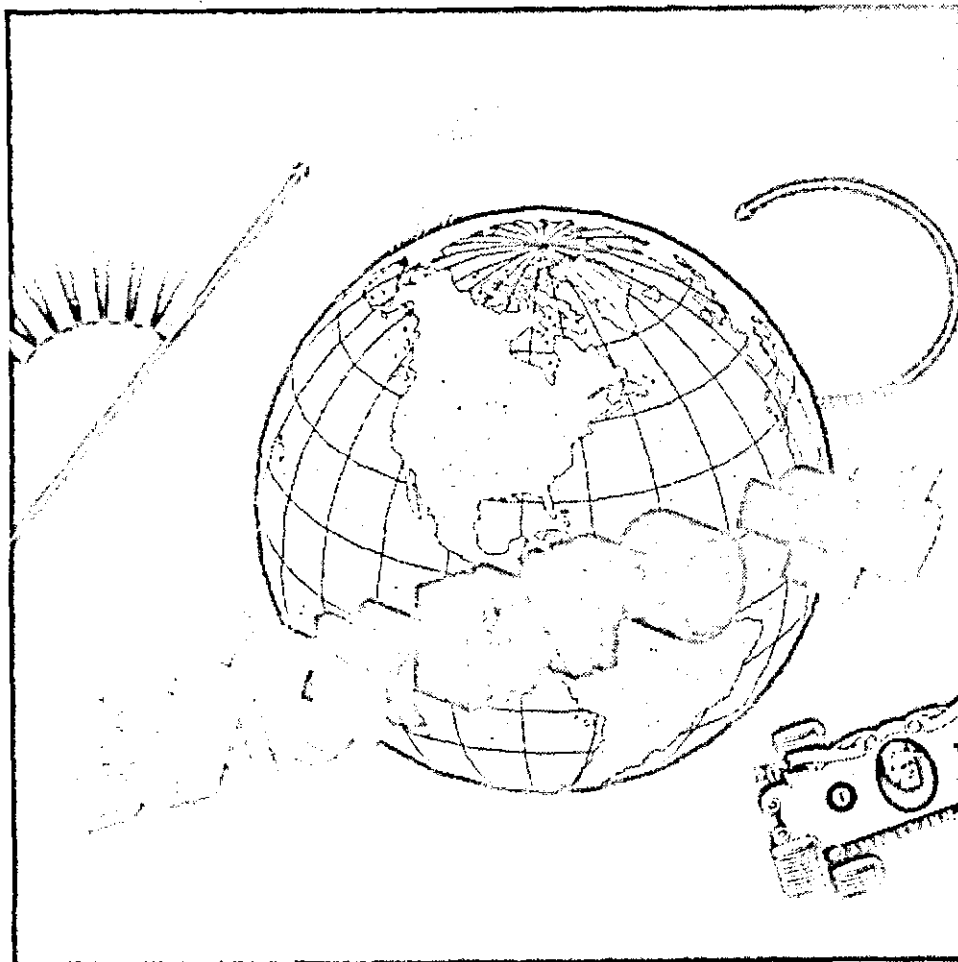
The cost this year for vendors who wish to rent booths to exhibit their products and services is \$450 for both days. The exposition will be held in the West Exhibit Hall of the Dallas Convention Center and will cost \$4 for adults and \$2 for children. Vendors interested in reserving booth space may call 913-2689 for more information.

"In addition," Lohr says, "this year the Minority Economic Development Department of the Greater Dallas Chamber of Commerce will host a kick-off reception to welcome the Dallas Black Expo to town."

This event, titled "Black Expo Gala Night" will be held on August 20th at Union Station.

"I'm glad I realized how far behind Dallas was economically," Lohr says. "Now everybody is vested in Black Expo and it now belongs to Dallas. It won't last though if we don't support it, nurture it and treat it like a new baby."

"So if it's not sponsored by Coke and doesn't travel to all the major cities, then it ain't the real thing!" she adds enthusiastically.



year—following a whole host of summer events, and just before such big events as the Texas State Fair, and even more importantly, the holiday season.

"This is done for strategic purposes," Lohr says. "Black Expo is held in the fall so that blacks can go into the holiday spending season more aware of the hundreds of black-owned businesses that are in need of their support."

With renowned sponsors such as Coca-Cola, Pro-line Hair Products, United Parcel Service, Bank One, Texas, WFAA-TV and The Dallas Morning News, organizers expect this year's spectacular to top last year's in terms of special features. Other sponsors of the event include KJMZ and KHVN radio and Best Outdoor.

In addition to an increase in the number of sponsors endorsing this year's event, Lohr expects an increase in participating merchants as well. So far the list consists of about 250 vendors, 70 corporations and 60 business services. Although she has not yet

business with. So after meeting Jerry (Roebuck) in 1990," Lohr says, "I put my own money to bring Black Expo to Dallas."

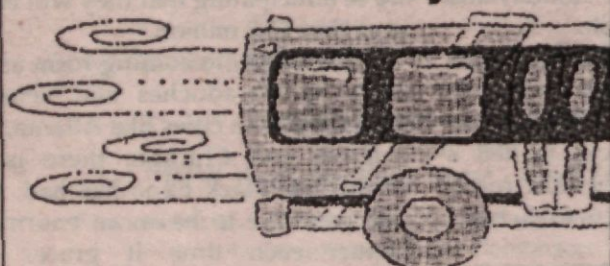
"It took over a year to do it, but by January of 1991, we had signed a contract to bring the expo to Dallas. Somebody had to do it," she adds modestly.

With over 20,000 attendees in just two days (Sept. 12 & 13), last year's figures were proof alone of the tremendous impact black Expo had on the Metroplex. This year organizers of the event are setting the goal at 35,000 attendees.

"Last year, we surveyed businesses after the exposition and found that vendors who participated brought in

"If we combined the entire black population, we'd make up the ninth largest country in the world."

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Lasting Impression

Specialty advertising has long lasting advantages

By Andrea E. Allston



The answer is advertising specialties. The question is "What is a cost-effective way to stimulate business, keep current customers and invite new ones?"

Advertising specialties are those items ranging from keychains, calendars, pens and coffee mugs which bear an imprinted message from the advertiser. While competitive media has had its ups and downs over the past several years, advertising specialties have remained a constant.

Mass media—newspaper, television and radio—are overall, excellent marketing tools. But while these popular media can attract new prospects and announce new products, services and events, they share some limitations. These mass media represent a broad approach to advertising, often representing a needless waste of your advertising dollar. Depending on your choice of mass media, you may reach only a small percentage of your market.

Advertising specialties, however, are targeted promotional tools. They typically reach only the people you need to reach that are your best customers and your best prospects. Your selected advertising specialty and its accompanying message will not only be seen repeatedly but kept and used.

This goes beyond giveaways. The advertising specialty industry is a \$4.5 billion industry outgrowing other advertising media because of its efficiency. There are literally thousands of useful items available in a quantity to meet your promotional needs (and budget). You can distribute these items to your targeted audience with minimal waste of your advertising dollar. These items are generally used by your prospects and customers for lengthier periods of time than mass advertising.

Specialty advertising has five major benefits that set it apart from competitive media: it is useful, long-lasting, appreciated, targeted and versatile. Both givers and recipients of specialty advertising rank usefulness as the most important attribute to consider when selecting an advertising specialty. As a business, you know your customers better than anyone, so you can determine what items would be most useful to them.

Most specialty advertising items are long-lasting, representing one of the few values available in advertising today. Businesses that use newspapers, radio and TV to keep their name in front of prospects and customers generally agree that they are not inexpensive on a regular basis. Businesses must pay each time an ad is run. A specialty advertising item such as a pen, mug or luggage tag may be used regularly for months and sometimes years after it's received. Each time the item is used, your specialty provides exposure of your message long after your initial purchase investment—at no additional cost.

Appreciation is a factor not usually associated with advertising. Radio and TV advertisements are considered interruptions and sometimes annoying to listeners and viewers. What's appreciation got to do with it? With specialty advertising, the attitude of the recipient toward receiving the "ad" is positively differ-

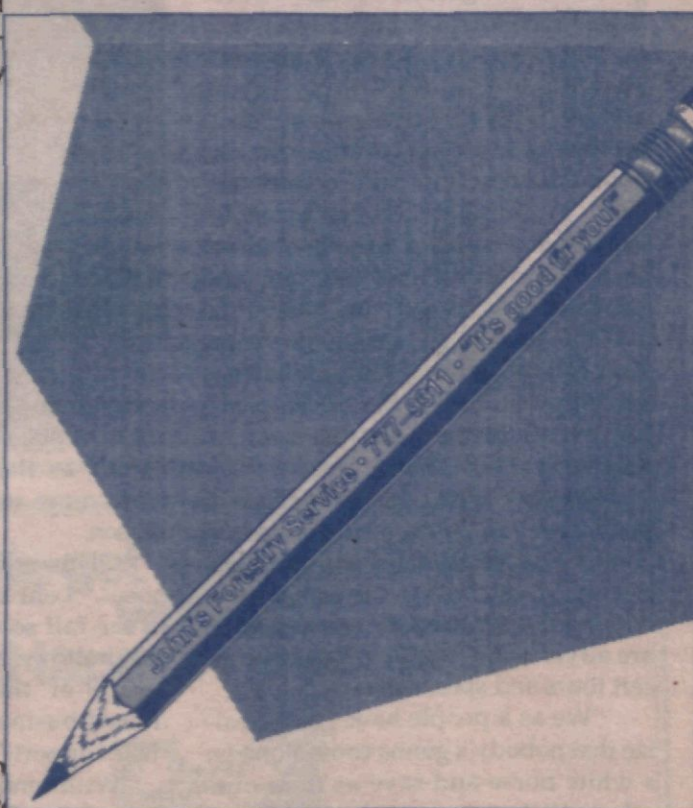
ent. Recipients of your specialty ad view it more as a gift. Your prospects and customers appreciate receiving a gift—in business it creates a positive impression that can help solidify a sales or business relationship. Your specialty ad tells your recipients that you appreciate and welcome their patronage.

With specialty advertising, as long as you are able to identify the group of people you wish to reach, the item can be targeted directly at that group. Targeted marketing provides your business the opportunity to decide exactly which customers or prospects you wish to reach. You can then target that group with the selected specialty advertising you choose to distribute.

Being able to invest your advertising dollars cost-effectively with a lower percentage of nonprospects is very appealing. A variety of distribution programs can be developed to allow businesses to reach their target market with advertising specialties. In many instances, however, personally handing the item to your customers or prospects while visiting their establishments or upon qualifying them at a tradeshow may be the best distribution.

Specialty advertising can meet a variety of promotional objectives for a business both internally and externally. One of the reasons I encourage businesses to include specialty advertising in their promotional budgets is due to its versatility.

Many businesses use ad specialties to improve employee morale or as a reward or incentive for employees who reach certain goals or service levels. Specialties are often used as a part of employee safety programs to reward individuals for their efforts. Ad specialties can also reinforce name recognition at com-



munity events, introduce new products or stimulate booth traffic at trade shows.

There are thousands of ways specialty advertising can be used effectively: a childcare facility sells imprinted Christmas ornaments to raise \$2,000 for a field trip; a paralegal gives clients the imprinted pen used to execute their wills; an exterminator uses a fly-swatter as a calling card; a health club offers a sports towel or a fanny pack as premiums for new memberships. The list can go on and on.

The versatility of specialty advertising is limited only by your creativity and imagination. The bottom line is advertising specialties can take your business to the top, leaving your customers and prospects with a cost-effective message that will remain to be seen.

The Crater

A profile from the civil war era in African American History

By Russell Shockley

The events and occurrences of the American Civil War have been for the most part, pretty thoroughly researched and analyzed. It's been presented in countless books and novels, musical recordings, television mini-series and is even available to us through our local neighborhood video rental stores.

The Civil War was innovative, meaning that it became a testing ground for numerous new weapons of destruction as well as introducing many new and unfamiliar practices and procedures. It would be the acceptance of these unfamiliar ideas that would create an objection toward the older and more traditionally accepted ways of thinking.

The War would also become the testing ground for one other type of character innovation, the Use of Black soldiers in America's military service. Although Blacks had been involved in all of America's wars and skirmishes. This would be the first time that Blacks would fight from totally organized units.

The Virginia area, more than any other, was host to many of the military actions in which black soldiers participated, during the latter part of the Civil War. During the Siege of Petersburg, the Battle of the Crater would prove to be one of the more brutal and most spectacular confrontations during the war between the states.

Petersburg, Virginia was a vitally important railway center, located twenty-two miles south of Richmond. Gen. Grant, recently appointed commander in charge of the union forces, believed that if the union army could capture Petersburg, they could cripple the city of Richmond by cutting off its supply lines and therefore, force it to surrender.

Encamped about 150 yards from the confederate line, the union command thought that if this line could be breached the assault on Petersburg could be quickly affected. It was decided that a tunnel was to be dug up to and under the confederate line and an explosive device planted.

Under the command of Col. Harry Pleasants, an experienced mining engineer, the 48 Pennsylvania, composed largely of men from the anthracite coal region, began tunneling on June 25, 1864.

Black soldiers form the Ninth Corp, under the command of Gen. Burnside were trained to lead the ini-

tial charge through the crater after it had been opened by the explosion. After five weeks the Black soldiers and the tunnel were ready.

Then, Gen. Burnside's decision to use Black troops for the assault came under scrutiny from his commanding officer General Meade. Meade felt that these Black troops were not seasoned enough to lead an assault and should the venture fail, the public might feel that these men had been sacrificed.

Despite Burnside's protest, four hours before the assault was to begin the Fourth Division—an all white, untrained unit was given the lead. The Black soldiers were placed in the rear.

With the element of early morning secrecy, the fuse was lit and all eyes turned toward enemy lines. Minutes passed, nothing. One hour, nothing.

With the approach of dawn it was reported that two volunteer miners had reentered the mine and discovered that the fuses had failed. The volunteers then relit the fuses and again waited.

The shock from the force of the explosion could have been compared to an earthquake, accompanied by a muffled roar. Then came the incredible as men, horses, guns and caissons were thrown two hundred feet into the sky.

Both armies stood in awe at what was appearing to them through the settling dirt and dust. The explosion had created a gaping hole some 30 ft. deep, 600 ft. wide and 170 ft. long.

Regaining their composure the untrained fourth division rallied toward the crater and immediately realized several fatal errors.

1) Enemy ground obstructions had not been removed. This error would cost the Union's Fourth Division twenty crucial minutes.

2) Reaching the crater, the untrained soldiers discovered that the sides of the crater were so steep that once in it, it would be difficult to climb out.

The element of surprise diminished by the costly delays allowed the Confederate troops time to recover and when the Fourth Division attempted to exit the crater, they were met with a massive and deadly retaliatory force. As the Union soldiers broke rank to fall back, they were picked off by enemy sharpshooters.

The reserve columns of Black soldiers, now standing for over an hour, were ordered to charge. The soldiers maneuvering through the mass of hysteria, many going around others going through, sealed the crater, just as had been originally planned and trained for.

This engagement was to result in the only successful part of the assault (the taking of two stands of colors and around 200 captured prisoners). It would be temporary. The severe and

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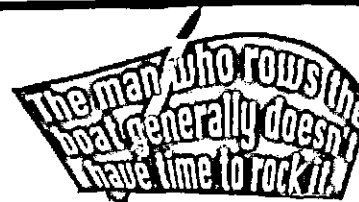
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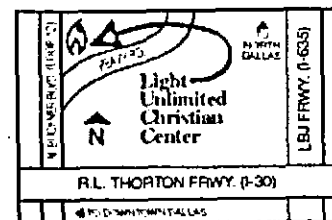
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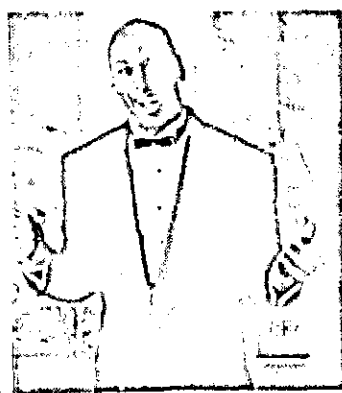
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Vet home loans

Texas veterans urged to attend benefits seminar

Texas Land Commissioner Garry Mauro is inviting all area veterans and real estate professionals to attend a public hearing to learn more about the special low-interest loan programs available from the Texas Veterans Land Board.

Thanks to recent legislation supported by Commissioner Mauro and the Dallas legislative delegation, Texas veterans now have a \$90,000 total low-interest loan package they can use to buy land, a home, or make home improvements.

The meeting will be held Tuesday, August 10, at 7:30 p.m. at VFW Post #5796, 9179 Gaston Parkway in Dallas.

Sponsored by the Texas Veterans Land Board and the Veterans of Foreign Wars, the seminar is free and open to the public. Those attending will be able to receive up-to-date information on the state's three outstanding loan programs for Texas veterans.

"The recent increase in the home loan amount to \$45,000 greatly improves the benefits package avail-

able exclusively for Texas veterans," said Gret Loney, Dallas VLB representative. "No other state has anything that compares with this package. It's a special Texas way of saying 'thanks' to our veterans for the sacrifices

they've made in the service to our country."

The Texas Veterans Land Board, which is headed by Land Commissioner Mauro, has made more than 136,000 loans to Texas veterans totaling more than \$2 billion.

Mauro said there are more than 250,000 veterans in Dallas and surrounding counties that are eligible for all three programs.

Texas veterans can receive up to \$45,000 at 6.49 percent interest to apply toward the purchase of a home on a 15, 20 or 25 year term. A 10-year loan carries a 6.99 percent rate.

In addition, veterans can receive up to \$25,000 at 7.8 % interest for 20 years to make home improvements. They are also eligible for \$20,000 at 7.79 % to buy a minimum of five acres of land. Eligible Texas veterans can use all three loan programs one time.

For more information on the Dallas seminar or any of the VLB programs, call 1-800-252-VETS in Austin or contact Greta Loney at (214) 517-3596.

Con't from previous page

almost continuous enemy firepower on these Black soldiers, front and flank, caused them to finally abandon the assault and withdraw.

The crater experience by no means demoralized Black Union soldiers. On

the contrary, they would be redeemed two weeks later at the battle of Deep Bottom.

By the end of the war one thing was certain, many of the questions concerning the capabilities of Black soldiers would no longer be in question.



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Landing big deals

Small and minority businesses can learn more about landing those big contract dollars by attending the D/FW Airport trade show

By Angela Washington-Blair

Business owners desiring to do business with one of the area's largest economic generators—that is, the Dallas/Fort Worth International Airport—will have the golden opportunity to do so at the fourth annual Disadvantaged Business Enterprise Trade Fair to be held at the D/FW Hyatt Regency Hotel-East Tower.

This year's theme "Landing Contracts at DFW" aptly describes what business owners will glean from being in attendance at the worthwhile event.

Scheduled for Thursday evening, August 19, from 6 to 9:30 p.m., the informative session will feature none other than legendary baseball great Hank Aaron.

Hank Aaron talking about airport businesses?

Yes.

"He's got some concession interests with different airports and he's currently vice-president of community relations for CNN for the Turner Broadcast Network," states Heather Day Ballinger, DBE Liaison for D/FW Airport. "He'll speak on how he got into the business, into the airport/airline industry and will basically try to gear it toward airport type businesses and the type of business that we do out here—airport type businesses and professional services," she adds further.

But meeting Hank Aaron isn't the only draw.

Just consider the wealth of opportunities to do business with D/FW. As a significant contributor to the area's economy, the airport is the area's largest employer by "providing jobs for 35,000 individuals at the airport and an additional 36,000 jobs in related industries such as ground transportation, hospitality and tourism," according to the 1992 annual report.

In addition, the annual report states that "DFW is the largest economic generator in the area, adding \$6.5 billion annually to the Dallas/Fort Worth region."

Heather Ballinger likened the airport to "a small city." She states they have their own police and fire departments and newspaper. "Anything that any city would need is needed

here, from toilet paper and janitorial services to food service and concessions."

There's also a need for professional services such as architectural and engineering services—with the proposed airport expansion plans, anything construction related will be needed.

The workshops at the upcoming trade fair will be 30 minutes each and will address: how to fill out forms to get on bidders' lists; types of contracts; low bid, requests for proposals, purchase order, requisitions; selection criteria, and available services of the DBE (Disadvantaged Business Enterprise) Program Office.

There will be a D/FW procurement workshop and an American Airlines procurement workshop presented from 6 to 7 p.m. Following that will be a reception featuring D/FW's Jeff Fegan, Planning and Engineering, who will speak on the airport expansion program, then Mr. Hank Aaron will speak.

The DBE office was instrumental in planning this trade fair. The office provides other services as well.

"The first thing the DBE office tries to do is to get the DBE's certified as a minority or woman-owned

business," states Ballinger. She further adds that the process has been somewhat simplified. Now instead of going to each entity such as DART, D/FW, Dallas Housing Authority, or City of Dallas for certification, there is one regional certification agency that represents 14 public entities in the North Texas area. All of these entities

are "committed to disadvantaged, minority and woman-owned business participation in government contracts and other procurement activities."

The agency is the North Central Texas Regional Certification Agency (NCTRCA) currently located in Arlington, Texas.

"While the agency also certifies large minority-owned businesses, the airport can only use DBEs to be accredited," says Ballinger.

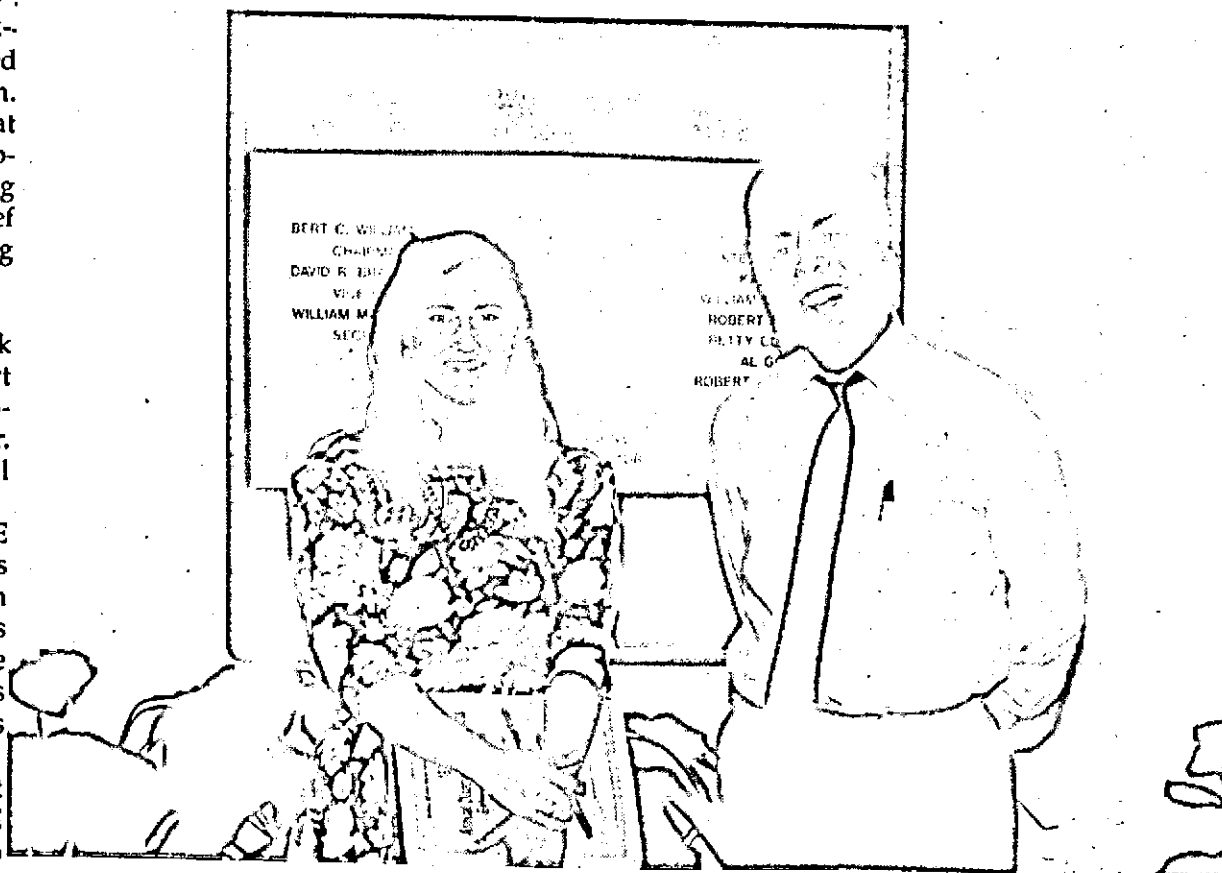
The D/FW DBE office provides potential vendors a packet of information that includes necessary certification forms, a list of current business opportunities, a list of technical assistance agencies and a form for inclusion on the bidder's list. Ballinger and Mario Treviño,

together their company's financial documents and getting bonded. There are several agencies in the DBE office listing that will help entrepreneurs with these problematic but not insurmountable obstacles.

When asked if the airport's DBE office had certain goals in using DBEs, Ballinger responds that "We do have a goal system in three different categories: procurement is a 10% goal, construction and construction related is 20%, and professional services (including architectural) is 33% DBE participation.

In the 1992 annual report it is stated that in 1992, DBE activity for construction was \$5.1 million; for pro-

DFW is the largest economic generator in the area, adding \$6.5 billion annually to the region



Heather Day Ballinger (Left) is DBE Liaison for D/FW Airport. Mario Treviño (at right) is the Executive Administrator of the DBE Program.

Executive Administrator DBE Programs at D/FW say they are happy to assist potential vendors in the certification process. Ballinger can be reached by phone at (214) 574-8150. Treviño can be reached at (214) 574-8002.

Some problems facing vendors seeking certification are pulling

professional services \$10.6 million; for supplies and equipment \$2.3 million; and for concessions \$10.8 million. "Delta Airlines' 1,600-space parking garage was completed with 25% DBE participation," states the report.

Potential DBE vendors desiring to "help" D/FW meet its DBE partici-

Con't on next page

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pation goals can make business contacts with exhibitors at the trade fair.

And unlike some trade fairs that have DBEs as exhibitors, the D/FW trade fair will be different. The airport's tenants, such as American Airlines, concessionaires, and car rental companies and the prime contractors (including construction companies, and architectural and engineering firms) which DFW asks to make a good faith effort to use DBEs as subcontractors will be the exhibitors. Last year, according to Ballinger, there were "35 different exhibitors and approximately 500 DBE participants. We hope to exceed that this year," she adds optimistically.

DBEs will be able to find out who the decision makers are and who to contact for business opportunities if they feel that they have a product or service to market.

So what exactly qualifies as a disadvantaged business? They are businesses that meet the Small Business Administration's small-business size standard. For instance, for engineering services, small is defined as having \$3.5 million or less in annual sales

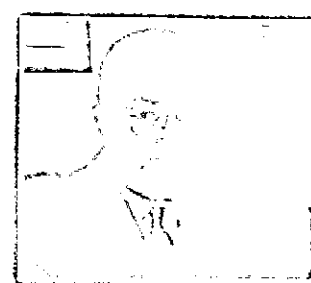
revenue. For a business that sells janitorial supplies, small is defined as having 100 or fewer employees. The "small" definition will vary according to the type of business according to a spokesperson at the SBA office. Further information on the size standard can be found at the public library in 13 CFR (Cod of Federal Regulations), Part 121.2.

Disadvantaged means that the business must be at least 51% owned by individuals who are "socially and economically disadvantaged," who are U.S. citizens; and are either women or members of certain ethnic groups including what the NCTRCA calls "Black Americans."

As many of us have small businesses, and as we definitely meet the disadvantaged guidelines, let's make a point to attend the trade fair and land our share of contracts at D/FW Airport.

If all of this isn't enough to make you mark your calendar, then maybe the free admission, free parking, delicious hors d'oeuvres, door prizes and Hank Aaron will add to the motivation.

Don't miss the opportunity to land those contracts at D/FW.



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A Bargain Among Men

The truth behind civil rights legislation and where it has led us today with affirmative action

By Ralph E. Ferguson

More than ever, equity in the workplace must be addressed. Due to competition and dwindling markets, the cost of doing business is escalating. If private and public management continue to fail managing affirmative action, significant cash and human resources will be consumed by costly trials.

With the scarcity of financial resources and changing market trends, business and public managers need to comprehend what affirmative action means and why it exists. If positive action is not taken, the further demise of American leadership in the world will be the net result. As corporate profits are exhausted in court battles, international competitors benefit by taking advantage of a vulnerable market weakened by racist and sexist attitudes.

What is often forgotten about affirmative action is it's a negotiated settlement. In the 60s the nation was on fire from Harlem to Watts. The African American community was in rebellion due to taxation without representation.

As the Civil War 1861-65 was fought to preserve the Union not to end slavery, Civil Rights legislation in 1964 was developed to promote affirmative action to protect capitalism by defusing civil disobedience. Business and political leaders believed the nation was in the first stage of disintegration, and affirmative action was seen as the key to preserving order.

There were three factions that struck at the cornerstone of democracy. First, the civil rights leaders wanted greater access to economic wealth and power. It was not that African Americans were unable to acquire wealth. There were many success stories such as Paul Cuffe and Frederick Douglass from the era of slavery to Comer Cottrell and Herman Russell today. The question was how to eliminate barriers which made it near impossible for more African Americans to escape poverty. The powers in control knew that the use of civil disobedience made investing in the United States less appealing to domestic and foreign investors.

Second, the militants wanted a more democratic America and were prepared to achieve their goal by any

means necessary. The militants were destructive urban guerillas with an underground network which protected them. They used murder, bombings, and bank robbery as a means of intimidation. The militants were some of the best and brightest young people in society. They were previously regarded as the future of black and white America.

Business and political leaders wanted to slow radical expansion and erode the population of African American youth who might join them. The establishments' affirmation of civil rights was part of the answer. Business and political leaders know civil rights laws had to be more durable than the legislation passed from 1865 to 1878 or African American youth might perceive militants as the best alternative.

Third, the Nation of Islam advocated separation through the development of an Islamic state in America. They wanted a home free of conflict with non-African Americans. The advocacy of separation was less feared than

the expansion of their membership. It was the mobilization of African Americans that frightened the government.

The government was suspicious of African Americans organizing a religious institution which preached self-reliance not the gospel of welfare. As opposed to treating the Nation of Islam with dignity and respect due its missionary effort, it was held in disdain.

The strategy implemented by Hoover in May of 1942 after his improper arrest of Elijah Muhammad for draft evasion backfired, and thousands of African Americans joined the Nation of Islam. For more than three decades, Hoover expended resources to harass the Nation of Islam and taint its credibility. After the expenditure of man-hours and money, Hoover found no criminal activity associated with the Nation of Islam. The agenda of the Nation of Islam was economic development for African Americans, not violence.

Due to incompetence and short-sighted bureaucrats, the United States was fractured. Business and political leaders realized capitalism was not sustainable under siege. But the establishment failed to see the obvious: African Americans were demonstrating to gain the benefits of capitalism.

Business and political leaders designed a program to assure entry of African Americans into higher education institutions and the job market with less difficulty. The civil rights leadership doubted the strength of the 1964 legislation because amendments to the constitution passed after the Civil War guaranteeing freedoms had been diluted. African Americans hoped but had little faith that the new civil rights legislation would significantly impact society.

Percentages and quotas were not guaranteed or requested. They were

assessment tools to measure the breadth and depth of corporate and government commitment. The assessment instruments were politicized by individuals and organization who believed the untethered entry of African Americans into the market might adversely affect the welfare of non-African Americans.

African Americans were risking life and limb in civil rights demonstrations to prevent government and businesses from placing a cap on their level of participation in the economy. The marches were to bring down barriers, not to create a different neo-colonialism with percentages and quotas.

The hurdle that was difficult for African Americans to cross was the obstacles created by the Jim Crow laws. The Jim Crow laws were statutes, customs and practices willfully developed to humiliate and keep African Americans subservient in the southern states. Non-African Americans effectively used lynching, intimidation, and the democratic process to deny African Americans civil rights following the civil war.

The most effective legislation for African Americans was passed from 1865 to 1870 which framed the ratification for the XIII, XIV, and XV amendments. The amendment XIII freed the slaves, Amendments XIV and XV guaranteed the freed slaves civil rights and the vote. African Americans in the modern civil rights movement know more legislation offered no real remedy—they had witnessed the erosion of the amendments along with their faith in the American system of justice.

Dred Scott, a slave, moved from the south with his owner to the Illinois territory where slavery was strictly forbidden by the Missouri Compromise. In free territory where slave ownership was against the law, Dred Scott sued for his freedom in a court of law.

The Dred Scott decision of 1857 was a travesty beyond imagination in a free society. Then President Buchanan conspired to bring peace to the divided Democratic Party by making an example of Dred Scott. President Buchanan personally encouraged then

Chief Justice Taney and four southern Associate Justices to rule against Scott's petition for freedom. The President believed his decision to intervene permanently resolved the slave question. The collusion between the executive and judicial branches of government tainted the Missouri Compromise of 1820 and defined slaves as property.

Southerners insisted on perpetuating slavery because they feared revenge. Though the study of the Emancipation in the British West Indies (1838) was conducted by abolitionists, it clearly stated southerners had nothing to fear from freed slaves. The study was intended to encourage southerners to forsake slavery. Abolitionists demonstrated in their study that the democratic process managed by former slaves in the West Indies presented no unique problems for their former masters. Even though the study showed there was no danger, southerners refused to consider emancipation. The thinkers of the period concluded the nation suffered from negrophobia.

The Supreme Court in Plessy v. Ferguson in 1896 sanctioned the Jim Crow laws of the south. Chief Justice Fuller and his Associate justices weakened Amendment XIV establishing "separate but equal" as the law of the land. This decision created the process for the evolution of two Americas—separate and unequal. Desegregation was a direct result of the Fuller court decision. It was Chief Justice Warren in the case Brown v. Board of Education of Topeka in 1954 which concluded the principle of "separate but equal" had no place in the United States.

The civil rights legislation of the '60s benefited African Americans. More importantly, it tapped the desires of Anglo females to enter the marketplace. The legislation encouraged others in the society similarly

Con't on next page

Southerners insisted on perpetuating slavery because they feared revenge

Con't from previous page
disenfranchised to stand up. But the legislation failed to create a level playing field for African Americans as described by the Labor Department study of the glass ceiling conducted by Lynn Martin in 1991.

The glass ceiling phenomenon had been discussed for years by African Americans. The Labor Department study merely confirmed what was known—private and public organizations restricted the

salaries and promotional opportunities of African Americans. When compared, African Americans received less salary, merit increases, and quality project opportunities than non-African Americans.

There was no evidence in American history for African Americans to believe more civil rights legislation was the vehicle to change. African American leadership knew the success story was surviving willful, reckless decisions made by non-

African Americans' best and brightest minds. In spite of the obstacles African Americans managed to build wealth, get educations, and push forward the agenda of freedom. African Americans were not a people in pursuit of a hand-out.

If the question was presented to African Americans "Which do you prefer, unbridled capitalism or affirmative action with quotas?" the response would be unbridled capitalism. African Americans have not

travelled from slavery to freedom to have opportunity restricted by statute.

The preference of African Americans is not to be forced to deal with negrophobia as an obstacle. Until negrophobia is eliminated from the workplace, there is not going to be full opportunity in the market economy for African Americans. The answer is not welfare but an open door to capitalism not tainted by societal phobia.

The definition of affirmative action is restrictive. African Americans do not want the custodial care of government nor any of its agencies. What concerns African Americans is the alternative available if they turn their backs to government. If history is any indication, African Americans are unable to trust the partnership of government and business. African Americans must challenge both ends of the spectrum to protect rights and privileges already won.

African Americans are becoming a fortress people. They will require their tax dollars be spent with cities, states, and contractors employing them in greater numbers. The strategy will compel government and business to rethink their practices. After years of integration, the emphasis of African Americans is on community. Better than 50% of the African American population lives in poverty. This is unacceptable for the future of all African Americans. The United States cannot afford the problem it creates by neglecting its African American citizens.

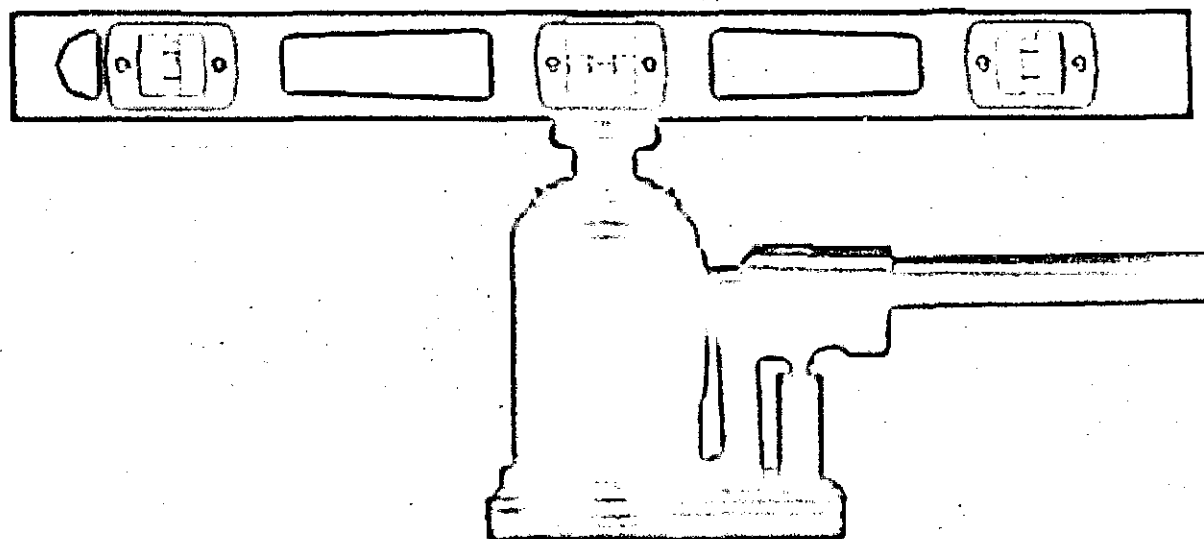
There is always going to be challenges to race-conscious policies designed by the court's interpretation of law or congressional legislation to crack the invisible barrier known as the glass ceiling. It goes without saying this method of managing the civil rights dilemma could always be questioned. African Americans want a level playing field for opportunity, not a free ride.

A blatant example of African Americans being denied opportunity is the city of Atlanta where in a ten year period (1973-1983) the city increased minority contracts from \$42,000 to \$43 million. The Fullilove v. Klutznick (1980) upheld the use of set-asides found in the Public Work Employment Act of 1977. The concept of set-asides demonstrates the door had been closed. By 1989 Atlanta had awarded more than 300 million dollars to minority and female-owned businesses.

For African Americans, civil rights legislation is a vehicle to defeat poverty, not a way of life measured in percentages and quotas. Civil rights is a market maker, otherwise, as history reflects, minimal opportunity exists

Con't on page 18

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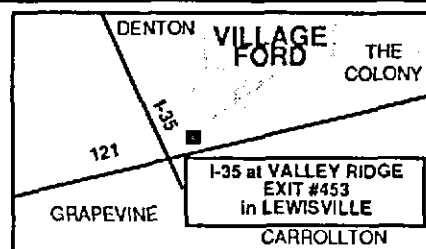
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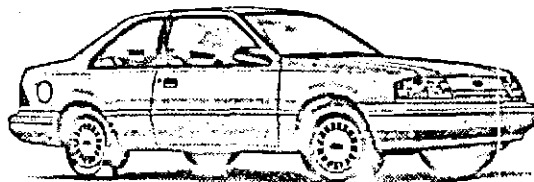
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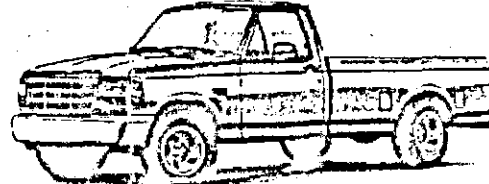
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Angela Shelf Medaris, a children
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latest published work, *The Zebra
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Saturday, Aug 7. at 3-5 PM

Dwain Price, a reporter for the
Fort Worth Star Telegram and
KKDA Radio, discusses/auto-
graphs Dallas Independent School
District 1993 Football.

Sunday, Aug 8. at 3-5 PM

Rosalyn Story, journalist and
musician, will discuss/autograph
*And So I Sing: African American
Divas of Opera and Concert*.

Friday, Aug. 13 at 7-9 PM

Useni Eugene Perkins discusses/
autographs *Black Fairy & Other
Plays for Children*.

Thursday, Aug. 26 at 6-8 PM

Let's Do It Again!

Bebe Moore Campbell reads/
autographs the paperback version
of *Your Blues Ain't Like Mine*. An
earlier work, *Sweet Summer*:

*Growing up With and Without My
Dad*, pays a tribute to her father.

Saturday, Sept. 11 at 3-5 PM

Dr. Brenda Wall, noted psycholo-
gist, discusses/autographs *The
Rodney King Rebellion: A
Psychopolitical Analysis of
Racial Despair & Hope*.

Con't from page 16

for African Americans to attain wealth. The City of Richmond v. J.A. Croson is what African Americans have come to expect from citizens impatient with the civil rights agenda.

The Croson decision violates the equal protection clause of the Fourteenth Amendment from its appearance. The truth is it does not violate the principle or spirit of equal protection; the Croson decision requires cities with set-aside programs to compile more compelling documentation of improper historical practices. This means that cities that lack programs may be subject to greater scrutiny and potential liability for doing nothing to correct inequities.

The Croson decision opens Pandora's box for private and public managers, which may lead to more stringent court opinions and legislation. Though the Supreme Court reversed the City of Richmond's set-aside, it did not conclude the practice was not necessary. Quite the contrary—the Supreme Court pointed out sufficient proof was not presented to equate Richmond v. Croson with the benchmark decision Fullilove v. Klutznick that it upheld.

It is time for non-African American businesses and political leaders to put the question of gender and race in perspective. This is not a battle to be won or lost, it is correcting deficiencies in our system that made people victims unfairly due to their race and gender. There is no legislation to mend or end the pain of historical wrongs. Civil rights legislation expands the market economy to include previously disenfranchised members of society. The citizenry must come to realize that more participants in capitalism generate greater opportunity, not less.

The Civil Rights Act of 1991 is solid legislation, but it does more to increase the wealth of lawyers than create a level field. Non-African American males in the future will be thankful for this legislation because it opens the door for them to get damage awards from discriminatory practices of foreign firms. This Civil Rights Act is more user friendly. Government and business will correct their behavior or litigation will soar to an unimaginable level.

African Americans continue to be the barometer of human rights in America. This is the role history thrust upon us. Distrust and negro-phobia continue to corrode our society. Business and government leaders must be more assertive in closing the credibility gap to heal the damage done by our ailments. If the pursuit of civil rights continues in the courts and in the streets by any means necessary, the United States loses resources at the expense of democracy.



Health Marsha Prophet

Before consenting to an operation

It can be frightening when your doctor says you need surgery. You worry about everything from ugly scars to dying on the table. Nevertheless, many accept the doctor's diagnosis without question and meekly adhere to the decision with little hesitation. The operation will be performed on your body and the decision could very well be one of the most important of your life. Before you consent to an operation, you should do several things to assure proper medical care. According to University of North Carolina professor Patricia Lee Holt, the following questions should be discussed before consenting to an operation.

- What are the indications that have led to the decision that an operation is necessary?
- What, if any, alternative treatments are available for your condition?
- What will be the likely result if you don't have the operation?
- What are the basic procedures involved in the operation?
- What are the risks?
- How is the operation expected to improve your health or quality of life?
- Is hospitalization necessary, and if so, how long can you expect to be hospitalized?
- What can you expect during your recovery period?
- When can you expect to resume normal activities?

- Are there likely to be residual effects from the operation?

Holt believes that if after discussing these questions with your doctor you feel comfortable about the surgery, then a second opinion is not needed. If, however, you still have doubts, seek consultation from a surgeon who is a qualified surgical specialist.

Your doctor should be willing to discuss all aspects of the operation with you. While each operation is different depending on the condition and the patient's body response to the surgery, your surgeon should be able to give you a general idea of what to expect.

If you are referred to a surgeon for surgical care or you decide for yourself that you would like to visit a physician, it is important that you look for certain qualifications. According to Holt, look for the following:

- Board certification. A surgeon who is board certified in a surgical specialty has completed residency training and has demonstrated his knowledge and competence by successfully completing rigorous examinations.
- Another sign to look for is if the surgeon is a Fellow of the American College of Surgeons. This is the largest organization of surgeons. The letters F.A.C.S. after a surgeon's name indicates that she has passed a rigorous evaluation of both professional competence and ethical fitness.
- Practice in an accredited hospital. Although hospitals are not required to get accreditation, they do so voluntarily. This indicates that the hospital is committed to providing the best care possible for its patients. To determine if a hospital is accredited, contact your local or state hospital association.

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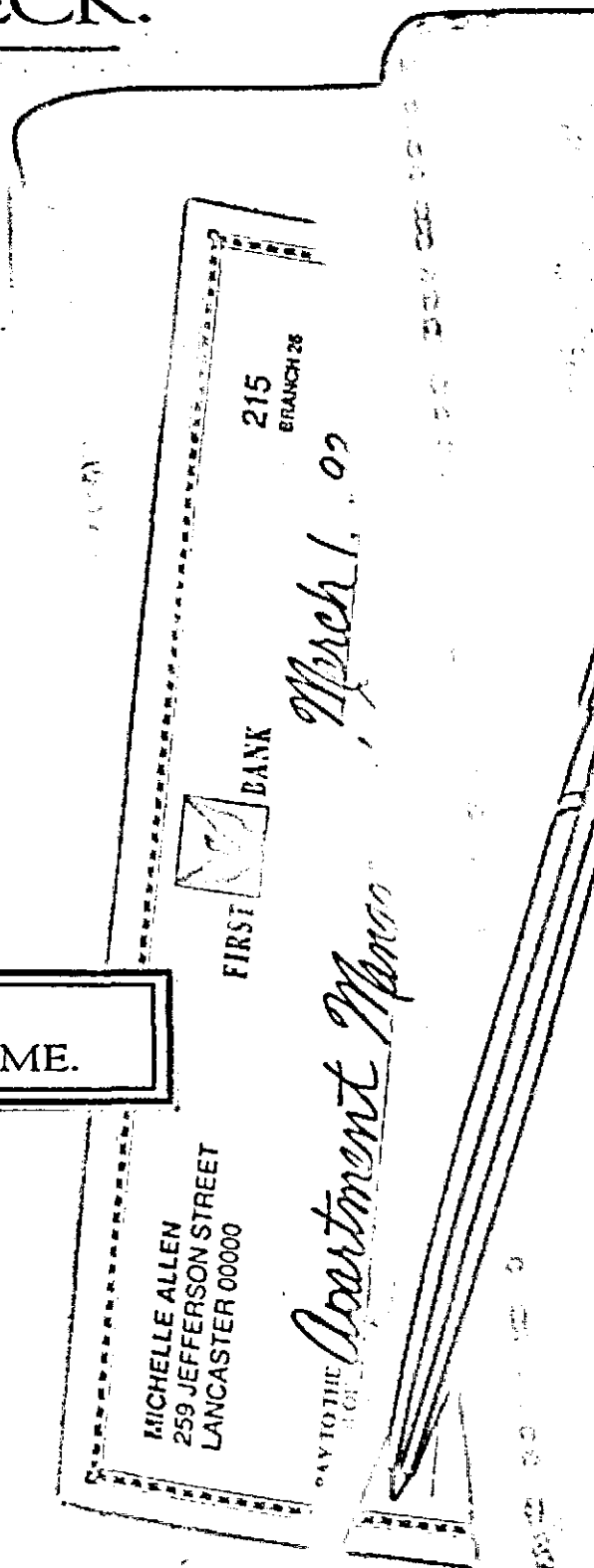
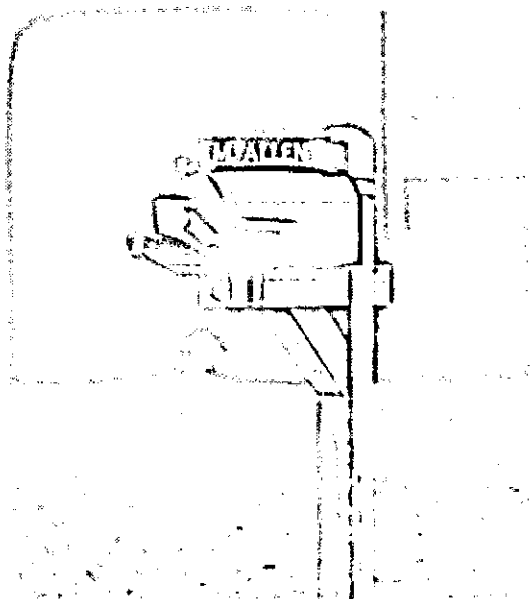
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August 1 Sunday

The members Greater New Zion Baptist Church will celebrate their 6 year anniversary. The Church will be accompanied by the South Dallas Community Choir Musical. For further information, please call Ester Davis at 214-736-9199 or Carla Thomas at 214-978-1113.

Yul L. Lynch Unlimited Enterprises is more than proud to present "Secrets of a Brokedown Man," a play written by Dallasite Carla Richardson. The play will be held at the Majestic Theatre at 7:00 p.m. For information on tickets, please call 214-372-2966.

August 5 Thursday

Three Texas Christian University head coaches will speak at an Aug. 5 gathering of TCU alumni and friends in Dallas. The speakers are Pat Sullivan, Bubba Thorton, and Shell Robinson. The informal event will be held at Bent Tree Country Club in Dallas. The reception will begin at 6:30 p.m., along with dinner at 7:30 p.m.

Please call Harrell at 214-363-4200, for any additional information.

Steve Harvey's Comedy House will be presenting entertainer Reynoldo Rey August 5th-11th at 4343 Camp Wisdom Suite #224. Rey has appeared on HBO's Comedy Def Jam. For tickets and performance, please call Tony at 1-800-95-Funny.

August 6 Friday

CAE Student Performance of Drumsong. The performance will be held at the South Dallas Cultural

Center. Tickets are \$5 for Adults, \$4 for students and elders, and \$3 for groups of ten or more who reserve in advance. For information, please contact Nancy Schaadt at 214-670-0314.

August 7 Saturday

The Oak Cliff Concerned Citizens Against Crime will sponsor the 4th Needed Clothes Give A-Way. The Clothes drive will be held at the Juanita Craft Recreation Park. The time is approaching for you to assist the community. Please contact Edna Pemberton at 942-4782 or 296-1074.

Opening Reception for Visual Artist Charles Washington. Exhibit to remain through August 31. The reception will be held at the South Dallas Cultural Center. Free and open to the public. For further information, please call Nancy Schaadt at 214-670-0314.

David W. Carter Class of 1973 20 year-class reunion will be held at the DFW Marriott from 5:00 p.m. - 2:00 a.m. To make reservations, call Strictly Reunions at 214-606-3949

The Dallas Association of Legal Assistance (DALA) - Minority Section will present its 3rd annual "Paralegals" ABC Guide to Success" networking seminar 3 a.m. to 4:00 p.m. at the United States Environmental Protection Agency in the First Interstate Bank Building. For More information, please call Sarah Woods Chairperson at (214)503-6908.

Black Chamber Seminar Dedicated to Slain Youth. The next "How to Start, Operate and Keep a Business" seminar series sponsored by the Dallas Black Chamber of Commerce on August 7,14, and 21 will be dedicated to the Kendrick Demond Lott Memorial Scholarship Fund. For additional information, please contact Melody Jackson at 214-421-5200.

August 9 Monday

The Creative Arts Theatre completes its summer production with Blue Horses. The show runs from Aug. 9 through 13 at 1 p.m. Call Metro 817-265-8512.

August 11 Wednesday

Applications for the Dallas Independent School District's half-day pre-kindergarten program will be on Wednesday, Aug. 7th. Late registrations will continue through Friday, Aug. 27. The Pre-K program focuses on low income or limited-English-Proficiency students. For information, please call 214-824-1620.

August 12 Thursday

Registration will begin for the Fall semester of the Dallas Black Dance Theater. Please call 214-871-2376, for further information.

Family Outreach of Southern Dallas (FOSD) will be celebrating an Open House on August 12,1993 at the Nolan Estes Educational Plaza, Suite 310. The main objective of FOSD is the prevention of child abuse and neglect. Please contact Shirley Flinn at 214-929-1100 ext. 1375, if you need further details.

"Cedric the Entertainer", will be performing at Steve Harvey's Comedy House on August 12-15 at 4343 W. Camp Wisdom, Ste.224. Cedric has appeared on HBO's Def Comedy Jam. Please call 1-800-95-Funny, for further information.

Calendar sponsored by Southwestern Bell Telephone

August 14 Saturday

The South Dallas Cultural Center will present Black Reel to Real Film Series. "Saturday Night, Sunday Morning," examines the life of Gatemouth Moore. For more information, please call Nancy Schaadt 214-670-0314.

August 19 Thursday

Thursday Night Lecture Series. Nelson George music critic, author, journalist & filmmaker. The lecture will be held at the South Dallas Cultural Center. For information, please contact Nancy Schaadt at 214-670-0314.

The Annual Disadvantaged Business Enterprise Trade Fair will be held at the DFW Hyatt Regency Hotel from 6:00 p.m. to 9:30 p.m. The guest speaker will be Hank Aaron. For more information, please call (214)574-8957.

August 20 Friday

James Madison Class of 1983 10-year class reunion will be held at the Sheraton Hotel on Mockingbird from 7:30 p.m. until 2:00 a.m. The reunion will be scheduled for the 20 & 21st. To make reservations, call Strictly Reunions at 214-606-3949.

August 22 Sunday

New Arts Six Ethnic Folk musicians of Black America. The event will be held at the South Dallas Cultural Center. Please call Nancy Schaadt at 214-670-0314, for information.

August 23 Monday

Evening Academic High School registration will begin at two sites Monday, Aug. 23. Students may register from 8 a.m. to 8 p.m. at the Evening Academic High School (located at Skyline Center), 7777 Forney Rd. or from 4:30 p.m. to 8 p.m. at Justin F. Kimball High School, 3606 South Westmoreland. For further information, please call 214-824-1620.

August 27 Friday

Town Hall meeting with congresswoman Eddie Bernice Johnson. Free and open to the public at the South Dallas Cultural Center. Please contact Nancy Schaadt for additional information at 214-670-0314.

On August 27 and 28th thousands of Freedom loving people from across the nation will travel to Washington, D.C. to join the Junior Black Academy of Arts and Letters at the Kennedy Center to reflect and celebrate the 30th anniversary of the March on Washington. Please call 214-658-7144 to join the International list of friends.

August 28 Saturday

Young Audience Auditions for the Dallas Black Dance Theater. Please call 214-871-2376, for information.


"March on Washington for Jobs and Justice". The Texas AFL-CIO will be sponsoring the "The 30th anniversary of the March on Washington". For more information, please call (214)942-4236.

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A biblical solution for today's problems

By Ron Shaw

The answer to racial strife in this particular community seems to be obvious to me when you look at it through the eyes of the word of God. In Mark 4:26-29 we are told that everything in the kingdom of God works on the principle of the sower sowing seed.

If you continue to sow strife, bigotry, racism and unfairness, how can you expect to reap peace and harmony? Without running the risk of

sounding political, anyone who has been in this city more than five minutes can see how carefully the process of exclusion has been planned. The north side of town is well-zoned and populated with businesses that feed and support a prosperous lifestyle while the south side has been intentionally deprived and ignored.

In recent years the city council has undergone changes because it was forced to by the courts, not because it wanted to do what is

right. This continues to sow the same seeds of exclusion that will continue to produce more of the same crop. According to the bible you cannot plant oranges and then wonder why oranges are all you're reaping. Everything we have is the direct result of what has been planted.

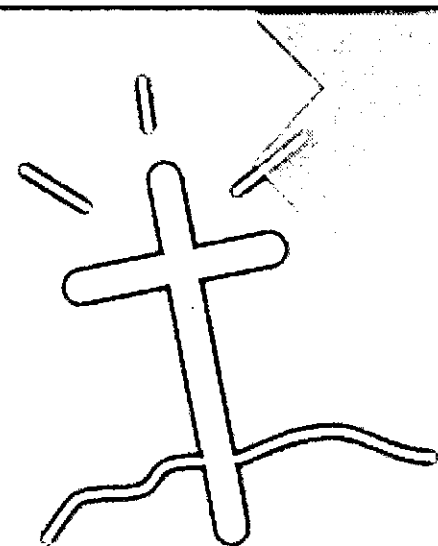
Even if we didn't plant this mess we still have to reap it because it's what has been sown by past generations. The bible is clear that it is possible for parents to effect the future of their children and grandchildren by what they sow. What is shocking to me is that our Anglo brothers don't seem to realize that if they don't start planting better seed their children and grandchildren are going to have a horrible crop.

The bible says if you sow to the spirit you will reap of the spirit, but if you sow to the flesh you will reap of the flesh. The crime, drugs, and economic problems that we are experiencing can be solved by sowing better seeds. My prediction for the future of Dallas is bible-based. If the leaders of this city will begin a policy of inclusion, fairness for all of its citizens—not just the elite or Anglos—without having to be forced to do the right thing and begin to sow seeds of economic parity, justice and brotherly (racial) kindness, then we can expect a good crop for all our

children to enjoy.

On its present course, however, our children—both black and white—are going to have to suffer with the harvest that has been and is being planted. If this is so then crime, drugs, poverty, and racial strife will

SPIRITUAL PERSPECTIVE



not just be a southern sector problem but in north Dallas it will be a monumental crisis. Instead of having to be made to what's right by all of its citizens, we will voluntarily do the right thing. No just for today, but for our children and grandchildren because the principle of the kingdom of God says that what we sow we will inevitably reap.

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St. Luke "Community" United Methodist Church
 Members Federal Credit Union As of 6/9/93

Number of New Membership:
 211

Total of Initial Deposits:
 \$15,923.26

Average Initial Deposit:
 \$75.47

Total of Deposits:
 \$19,155.09

Increase in Deposits:
 20%

Average Account Balance:
 \$90.78

Range of Account Balances:
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 Phone: 631-3628

Open on Wednesdays & Thursdays from 12 noon till 6 p.m.

Source: St. Luke's Economic Development Ministry

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Justice Lost

Boyz 'n the Hood director John Singleton offers an unlively and disappointing new film—Poetic Justice

By Denise Sharpton

With a film titled Poetic Justice, one would think law and order is probably the central theme. But the only relevance the title has to law and order is that the featured star Janet Jackson was named Justice by her mother while she was pregnant with her in law school. Her mother died later, leaving Justice all alone until she met her first love.

On a romantic outing at a drive-in theater in South Central L.A., he was violently shot to death by gang members.

Justice coped with life's trials and tribulations, reality and relationships by composing poems, mainly in-between breaks from doing her client's hair at Jessie's Salon where she earned a living.

Once annoyed by the salon's mailman, Justice finally falls for an unlikely lover named Lucky when she, her girlfriend Isha, Isha's boyfriend Chicago, and Lucky take a long stop-and-go mail run from L.A. to Oakland.

Although Janet does a commendable job for a neophyte movie star, the rough language she often uses was simply a misfit for her sweet and innocent image.

It was quite disappointing that the film's writer

and director, John Singleton of *Boyz 'n the Hood* fame, chose to script his black actors depicting negative stereotypical roles—alcoholics, druggies, gangsters, and sex maniacs.

The use of profanity was unnecessarily excessive and the frequent derogato-



ry reference to women was repulsive.

Poetic Justice is promoted as a "romantic" movie but does very little to pull at the viewers' heartstrings. Frankly, the movie is weak and lacks real substance. It does however offer good humor.

The most you can get from this movie is a good laugh.

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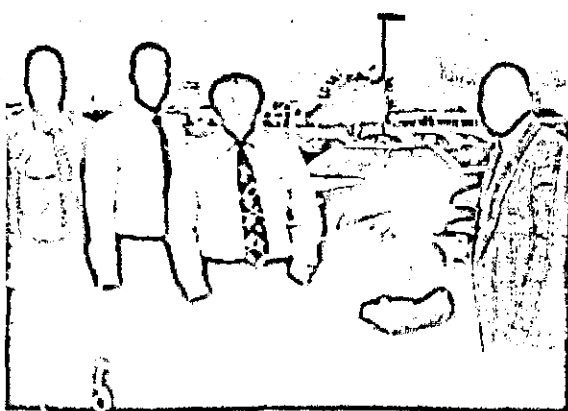
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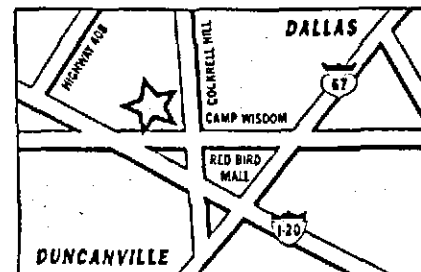


Tony Davis, Mike Young, Al Williams, Ken Williams (in the car) Vernon Vernard Downes

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Con't from page 2

African American businesswomen (a double minority) would be "up in arms" over this lopsided disparity. Not so says Ron Kirk, a Dallas lawyer. "I have not heard from the African American community . . . not the African American press, African American business persons, community leaders. The plain truth is no one has called."

A few years ago many African Americans and other minorities responded with a very positive outlook when Governor Ann Richards took office. After the fairly oppressive years of Mr. Clements, there was a sincere hope that opportunities for minority-owned firms and minority citizens would improve. Unfortunately, at least on the minority business utilization perspective, our dreams are yet to be fulfilled.

On the positive side, Governor Richards has made a number of appointments that will inevitably impact opportunities for minority-owned businesses. Most notable is the appointment of Mr. Kirk of Dallas as Chairman of the General Services Commission. As previously mentioned, the General Services Commission is the predominant purchasing agency for the State of Texas. We are aware of the fine track record that Mr. Kirk has had in civic and State Government efforts and anticipate his making a considerable impact.

All points being considered, however, there is still a very significant need to challenge how State Government is responding to the desires and wishes of the minority citizens in our State. In previous articles I expressed my concern with the problems of including White Women-owned busi-

nesses in the HUBS data. This is particularly illustrated in the case that I discuss this month because out of the \$69.8 million in total that was spent with HUBS, \$46.2 million of that was spent with Women-owned firms. To make matters even worse, only \$2.06 million was spent with African American firms throughout the entire State of Texas. Some of you may be interested to know that American Indian-owned businesses in the State did \$3.279 million as was the same for Asian Pacific-owned firms. Hispanic-owned firms did nearly four times as much business as African American owned businesses with the State.

These numbers are nothing less than deplorable and indicate, I think, a very fundamental lack of attention to providing real opportunities for minority firms to do business with the State of Texas. Both in a relative and in an absolute sense, African American-owned firms are grossly underrepresented within this battle.

The contributions of the African American community to support public services makes it absolutely necessary that there be some level of reciprocity in the services that we can expect to receive by way of business for our firms. It is my sincere hope that the appropriate bodies on the State and local levels will examine this data and gain the same sense of urgency that I currently have to bring about immediate change.

What do you think?

Mail comments to Minority Opportunity News—2730 Stemmons Frwy, Ste 1202 Tower West, Dallas, Texas, 75207.



URGENT MESSAGE TO PARENTS

Today's newspaper headlines are full of crime stories, especially among our youth. Are you, as parents, aware of the startling statistics regarding the high rate of crime and criminal activity of youth ages 12 to 19. Even more disturbing is the mortality rate among youth in that same age bracket. YOUTH ARE DYING at the hands of other youth.

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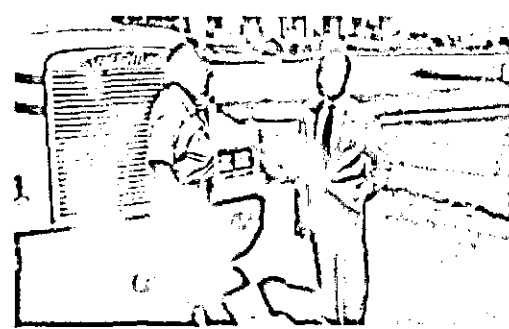
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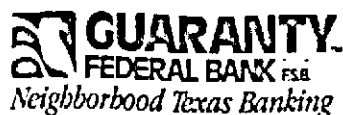
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INVITATION FOR BIDS

The Housing Authority of the City of Dallas, Texas (DHA) will receive bids for the Replacement and Installation of Smoke Detectors at:

- Little Mexico Village Tex 9-2
- Cedar Springs Addition Tex 9-3
- Brackins Village Tex 9-7
- Turner Courts Tex 9-8
- Rhoads Terrace Tex 9-9
- Edgar Ward Place Tex 9-11b
- Elmer Scott Place Tex 9-11c

until 2:00 P.M., on Friday, August 17, 1993 at 3939 N. Hampton Road, Suite 350, Dallas, Texas 75212, at which time and place all bids will be publicly opened and read aloud. Bid Documents, including Plans and Specifications, may be acquired at DHA's Central Office, 3939 N. Hampton Road, Suite 350, Dallas, Texas 75212.

The DHA reserves the right to reject any or all bids or to waive any informalities in the bidding.



INVITATION FOR BIDS

The Housing Authority of the City of Dallas, Texas (DHA) will receive bids for the Installation of Vinyl Composition Tile Flooring at Park Manor, Tex 9-13, until 2:00 P.M., on Tuesday, August 3, 1993, at DHA's Central Office, Development and Planning Department, 3939 N. Hampton Rd., Suite 350, Dallas, Texas 75212, at which time and place all bids will be publicly opened and read aloud. Bid documents, including Plans and Specifications, may be acquired at DHA's Central Office, Development and Planning Department, 3939 N. Hampton Rd., Suite 350, Dallas, Texas 75212.

The DHA reserves the right to reject any or all bids or to waive any informalities in the bidding.



INVITATION FOR BIDS

The Housing Authority of the City of Dallas, Texas (DHA) will receive bids for the Installation of Sanitary Sewer Cleanouts and the Replacement of Water Cut-Off Valves (Phase II) at Frazier Courts, TX 9-5&6, until 2:00 P.M., on Tuesday, August 10, 1993, at DHA's Central Office, Development and Planning Department, 3939 N. Hampton Rd., Suite 350, Dallas, Texas, 75212, at which time and place all bids will be publicly opened and read aloud. Bid documents, including Plans and Specifications, may be acquired at DHA's Central Office, Development and Planning Department, 3939 N. Hampton., Suite 350, Dallas, Texas 75212.

The DHA reserves the right to reject any or al bids or to waive any informalities in the bidding.



INVITATION FOR BIDS

The Housing Authority of the City of Dallas, 3939 N. Hampton Rd., Dallas TX 75212, is accepting bids for Business Automobile Insurance until 2:00 p.m., Thursday, October 7, 1993. The coverage is to be effective November 1, 1993. For bid information contact Mrs. Lee Lloyd, Risk Manager: (214) 951-8333.

The Housing Authority may (1) reject any or all bids if such action is in the public interest, (2) accept other than the lowest bid and (3) waive informalities and minor irregularities in bids received.



INVITATION TO BID

The Housing Authority of the City of Dallas (DHA) is accepting Invitations to Bid for a 1994 Ford E350 Handicap Passenger Van (or equal).

Bids will be accepted until 11:00 a.m., Friday, August 20, 1993 at 2075 W. Commerce, Building #200, Dallas, Texas 75208, at which time and place all bids will be opened and publicly read aloud.

Specifications and bid documents may be obtained from the Purchasing Department, 2075 W. Commerce, Building #100, Dallas, Texas 75208 or by calling (214) 741-7790. We reserve the right to reject any and all bids and to waive any informalities in the bids.



INVITATION FOR BIDS

The Housing Authority of the City of Dallas, Texas (DHA) will receive bids to Erect a Pre-Engineered Metal Building (Bus Barn) 2075 West Commerce Ave., Dallas, TX. 75202, until 2:00 P.M., on Monday, August 16, 1993 at 3939 N. Hampton Road, Suite 350, Dallas, Texas 75212, at which time and place all bids will be publicly opened and read aloud. Bid documents, including Plans and Specifications, may be acquired at DHA's Central Office, 3939 N. Hampton Road, Suite 350, Dallas Texas 75212.

The DHA reserves the right to reject any or all bids or to waive any informalities in the bidding.



INVITATION FOR BIDS

The Housing Authority of the City of Dallas, Texas (DHA) will receive bids for the Replacement and Installation of Gas Risers at Roseland Homes, Tex 9-1 and Rhoads Terrace, Tex 9-9, until 2:00 P.M., on Wednesday, August 11, 1993 at 3939 N. Hampton Road, Suite 350, Dallas, Texas 75212, at which time and place all bids will be publicly opened and read aloud. Bid documents, including Plans and Specifications, may be acquired at DHA's Central Office, 3939 N. Hampton Road, Suite 350, Dallas, Texas 75212.

The DHA reserves the right to reject any or all bids or to waive any informalities in the bidding.



INVITATION FOR BIDS

The Housing Authority of the City of Dallas (DHA) is accepting Invitations to Bid for two (2) 1994 1/2 Ton Pickup Trucks. Bids will be accepted until 11:00 a.m., Tuesday, August 17, 1993 at 2075 W. Commerce, Building #200, Dallas, Texas 75208, at which time and place all bids will be opened and publicly read aloud.

Specifications and bid documents may be obtained from the Purchasing Department, 2075 W. Commerce, Building #100, Dallas, Texas 75208 or by calling (214) 741-7790. We reserve the right to reject any and all bids and to waive any informalities in the bidding.



INVITATION FOR BIDS

The Housing Authority of the City of Dallas, Texas (DHA) will receive bids for the Installation of Gutters and Downspouts for 76 Units, Tex 9-23, until 2:00 P.M., on Thursday, August 12, 1993 at 3939 N. Hampton Road, Suite 350, Dallas, Texas 75212, at which time and place all bids will be publicly opened and read aloud. Bid Documents, including Plans and Specifications, may be acquired at DHA's Central Office, 3939 N. Hampton Road, Suite 350, Dallas, Texas 75212.

The DHA reserves the right to reject any or all bids or to waive any informalities in the bidding.

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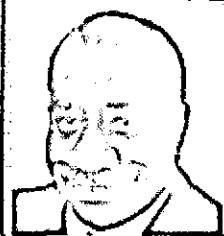
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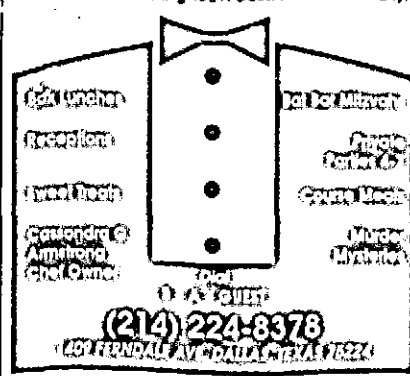
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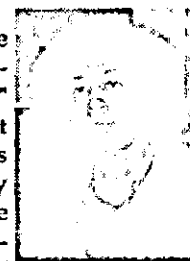
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BUSINESS SPOTLIGHT

Primerica

As a telecommunications major, Cheryl Cash had very little knowledge of the financial industry. As time passed on, she became more aware of the policies and procedures of the banking and insurance industries. She became determined to share her discovery of the financial industry with the African-American communities. "After realizing that many African-American communities had very little knowledge of various types of financial services, I decided to start my own financial subsidiary." Cheryl confesses that many insurance and banking industries

were making large profits off the African-Americans. She states, "Eighty to ninety percent of African-Americans have their money shrunk into some type of insurance investment. These types of investments will eventually cause our people to retire at the poverty level. My desire is to wake up the African community. Many financial services offer limited financial securities. At Primerica, we show our clients various avenues to place their investments. (214) 296-0909



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For 25 years, Iva Mae Johnson has dedicated herself to serving her community. As owner of the PR Kitchen, Mrs. Johnson has enabled herself to have a vital role within the African-American community. The PR kitchen opened up last October in the city of Plano. The staff consist of only two people. Iva Mae Johnson and her son. The mother and son team serve each and every customers with kindness and hospitality, while dining at the PR Kitchen. Because Mrs. Johnson pays much homage to her cus-

tomers, Many of her Clintle have been with her throughout her restaurant career. Some of her customers have followed her from McKinney, Paulina, Richardson, and, Allan Texas.

The successful growth of the restaurant can be accessed to the service and its menu. The PR specializes in cooking non-greasy and lightly seasoned dinners. You can contact them at (214) 516-0893



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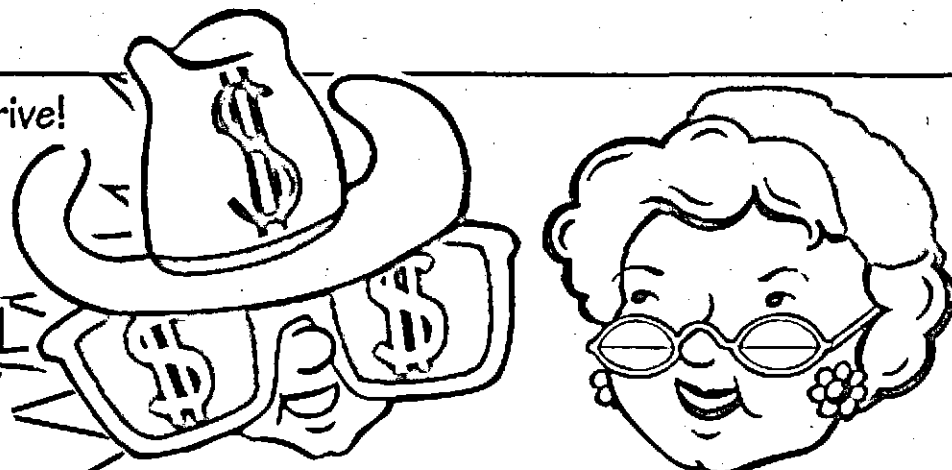
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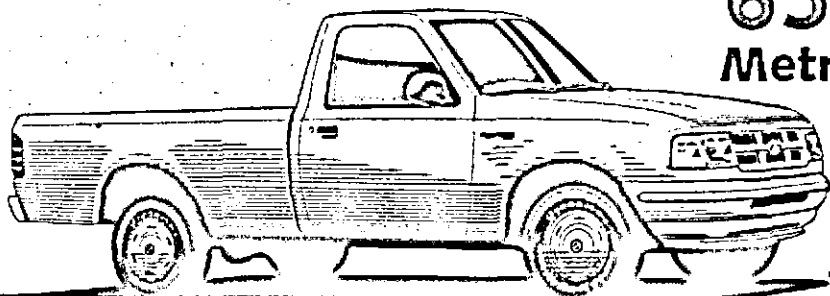
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Specialist
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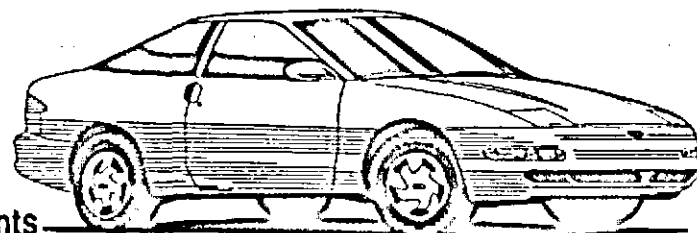


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