

Minority Opportunity News

VOLUME 3, NO. 8

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

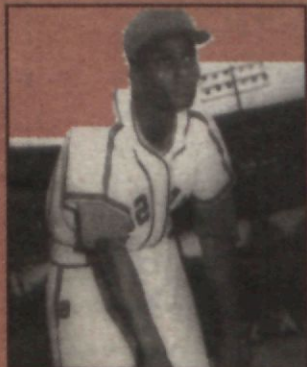
AUGUST 1994

BALANCING

ACT



Dallas City Manager John Ware treads a fine line between community skepticism and hope implementing his reengineering plan at City Hall. Some say we're losing all the key positions held by African Americans under Ware's leadership.



Keeping A Legacy Alive

Former Negro League ballplayers tell their story so that they – and today's black males – don't fall through the cracks

White women revisited

MON takes a look at an actual "front" project and asks: Is it happening here?



**From the
Publisher
Thurman Jones**

Should 100.3 be jammed?

Several months ago, Minority Opportunity News (MON), wrote a couple of articles that addressed the growing concerns in our community. Specifically, we covered local developments regarding the issue of exceptional profane and explicit lyrics in Rap Music. Much of our initial coverage focused on the efforts of the Reverend Derrick Harkins of New Hope Baptist Church who, in many ways, has lead the effort in Dallas to "clean up" radio airways.

Sometimes, I wonder as to whether or not the issues we address in MON really do reflect community needs. Events over the last week though, assure me that we in fact do make a difference.

About two weeks ago, in the legal notices section of the daily newspaper, there was a small notice regarding the ownership change of KJMZ Radio Station. You may recall from our previous articles that "100.3" had been somewhat reluctant to discontinue playing the very explicit lyrics in certain rap songs because of their heavy request demand from young listeners. In fact, the station was the focus of significant pressure to discontinue this type of music, but continued to broadcast anyway. Their rationale was that their "market", i.e. young urban listeners, demanded that the music continue. Essentially, they were saying that all they were doing was meeting market demand for a particular kind of music.

Back to the legal notice. In that the radio station receives its authorization to transmit from the Federal Communication Commission, any change and notice must be approved by the FCC. Part of this ownership change process affords the public the opportunity to provide comments and raise questions regarding the performance of the station in servicing community needs. This small legal notice now provides our community with a chance to let KJMZ and its future owners know exactly how we feel about providing certain types of music directly into our cars and households.

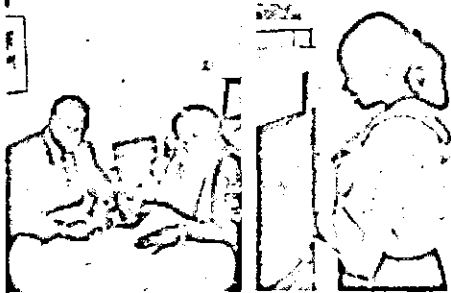
On page 3 of this edition, you will find a letter from our attorneys at MON directed to the Federal

Cont. on page 6

In The News

Bank of America opens in Southeast Oak Cliff

Bank of America Texas opened its Lancaster-Kiest Branch last month, becoming the first bank in the history of Dallas to construct a free-standing, full-service bank in Southeast Oak



LEFT: Darren Reagan, president/CEO of Black State Employees Association, with the help of BOA's Brenda Pate-J, opens the first account at the Lancaster-Kiest branch.

RIGHT: April Rhone utilizes the new Versateller ATM at BOA's Lancaster-Kiest branch.

Cliff.

The branch represents a financial commitment from the bank of more than \$1 million in the community. Frank Beverly is the branch manager.

Bank of America Texas is a subsidiary of BankAmerica Corporation, which has more than 1,900 branches in ten western states. Currently, they have over 230 branches in Texas and deposits of approximately \$9 billion.

For more information call (214) 374-1638.

Local university dean works with NASA

A University of Texas at Arlington dean, John McElroy, will assist NASA's efforts to study the use of advanced radar systems in space.

The purpose of the study is to improve the way agencies monitor global warming, track icebergs or map the earth's geological features.

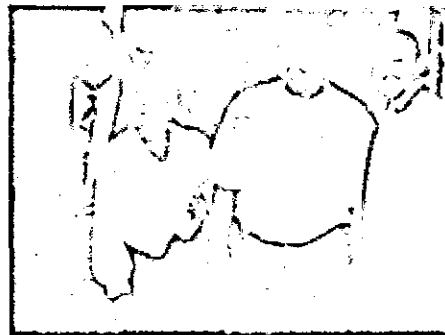
McElroy heads the university's College of Engineering and chairs the National Research Council Committee on Earth Studies.

For more information call metro (817) 273-2571.

KNON announces winner of trip

Former KKDA dee-jay, Sweet Willie Mitchell, in conjunction with KNON presented Lester Rouse two roundtrip tickets to Las Vegas last month as the first in many similar type promotions scheduled to take place throughout the year.

Robinsons Tour and Travel provided the air fare and hotel accommodations for the four-day trip. Bookers



BACK: Sweet Willie Mitchell, KNON. FRONT: Booker McGill, Arandas Club; Michelle Traylor, KNON; Lester Rouse, contest winner; Cliff Robinson, Robinson Tour/Travel.

Arandas Club presented a \$400 cash prize.

Sweet Willie Mitchell's Rhythm & Blues program can be heard weekdays from 9 a.m. til noon on KNON (89.3).

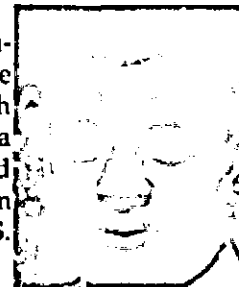
ACT-SO Medals awarded

Five Dallas/Fort Worth students earned medals during the national ACT-SO competition held in Chicago: Shontina Vernon, LaToya Woods, Stacy Green, Levooy Wheeler, Jr., and Melodie Pace. A partnership between Bank One, Texas and the NAACP/ACT-SO program made the event possible.

For more information call (214) 954-0286.

Local Student receives honor

Jason Shaw, a student at Lake Highlands High School, received a National Award in Science from the U.S. Achievement Academy.



Jason Shaw

Shaw is the son of Pastor and Mrs. Ron Shaw. For more information call 320-5744.

Texas Lottery's 'Retailer Club' grows to 200

Snappy Stop, a homegrown convenience store north of Wichita Falls, sold enough Texas Lottery tickets last month to become the 200th member of the Lottery's "Million-Dollar Retailer Club."

To qualify, the retailer has to sell \$1 million or more Texas Lottery tickets.

Store manager Joan Alexander says about half of her customers come from Oklahoma.

For more information call (512) 323-3778.

Banc One Mortgage announces renovation product

A new mortgage product that combines the purchase or refinance price of a home with renovation costs into one mortgage loan was introduced by Banc One Mortgage Corp.

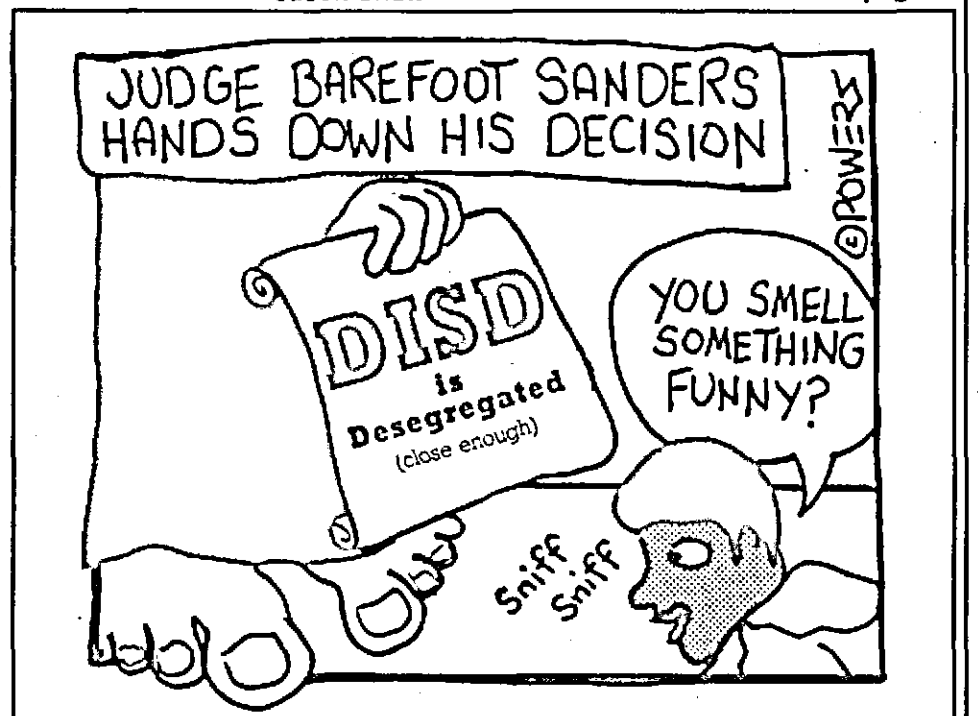
The Bank One Renovation Mortgage was developed with the cooperation of the Federal National Mortgage Association. Renovation costs must be at least \$5,000 but no more than 50 percent of the home's improved value.

For more information call 290-7908.

Six Flags Hosts Gospel Jubilee

Three of the top names in gospel will share the spotlight as Six Flags Over Texas presents its annual Gospel

cont. on page 6



Letters

To: KJMZ/KHVN
545 E. John Carpenter Frwy.
Irving, TX

Re: Proposed assignment of KJMZ/KHVN radio stations from Summit-Dallas Broadcasting Corp. to GCI Texas II, Inc.

I am contacting your department on behalf of my client, the Minority Opportunity News, concerning the proposed assignment of the licenses for KJMZ/KHVN radio stations from Summit-Dallas Broadcasting Corporation, to GCI Texas II, Inc. The Minority Opportunity News would ask the FCC to delay approving any transfer of the licenses until the Dallas African-American community is made aware of the proposed assignment. It is my client's position that the local African-American community has not been given sufficient notice of this proposed transfer of a broadcasting license which is having a major impact on the African-American community with the type of music that is currently being played on KJMZ.

We would ask that the comment period for the proposed assignment of licenses be extended for an additional 60-days to allow the Paper to bring these issues which affect the Dallas African-American community to the attention of the Paper's readers and to permit them to respond if they choose, to the licensing request.

This request is not being made for the purpose of delay only, but for the purpose of permitting the people who would be most affected by this license transfer, to provide their thoughts and opinions to the Commission on these serious issues of what is the duty of local broadcasters to act responsibly in what they put on the airwaves and their servicing of the needs of the local African-American community which they target by their programming.

Michael L. Eagan
Attorney At Law

Dear MON:

I read your layout of single young men, and I would like to ask of you to publish eligible men in the *fifties and improved*. I'm Sixty-Eight, vital, energetic, not to bad looking, a Christian women, who would love to meet a Christian man. You would do us a great service

Thanks
Frances Owens

Dear MON:

Since you searched high and low, far and wide, hither and yonder to present the bachelors of 1994, did you forget to look at your own staff members — Jim Bochum and Thurman Jones? I thoroughly enjoyed your presentation and look forward to Bachelors 1994, Part II which I hope will include brothers that are 50+ years.

Keep up the good work, MON!

C.M. Wheeler



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Curtis Yates

The efforts to help assist low to moderate income families acquire homes, always carry the first beat to the tune of housing here at REAL ESTATE STATUS QUO. In conjunction with a non-profit organization, Community Housing Fund, formed specifically to assist low to moderate income first time home buyers with the mortgage application process, and to insure that they have the opportunity to purchase well-built, affordable, durable new homes, we are become even more effective. REAL ESTATE STATUS QUO have joined hands with Community Housing Fund, because they also believe that the more you know about home buying and budgeting, the better you are able to buy a house that meets your needs.

Community Housing Fund operate

with their own builder, and have already built homes in the following Locations: 4134 Babcock, 3318 Chicago, 3211 Borger, and others to many to mention. Our responsibility here at REAL ESTATE STATUS QUO is to insure that the client's eligibility for maximum leverage of private and public funds for housing take full effect according to each client's situation. Deferred second mortgage financing up to 20% of the total permanent financing needed to purchase these newly built homes is being administered by the Enterprise Foundation. In most cases first-time homebuyers are unaware what impact the assistance of deferred second mortgage financing up to 20% could mean for them.

If a first-time homebuyer qualified for the maximum 20% deferred second mortgage financing on a new home built through Community Housing Fund for, let's say, \$63,500, which turns out to be \$12,700, he or she could use this amount as down payment. Approximately 17 new homes are currently being prepared to be built on lots located behind the Red Bird Mall by Community Housing Fund. If you make at least \$14,000 a year, with good credit (or no credit) and have at least \$1,800 of your own money, you could have a new 3 bedroom, 2 bath all brick home with central air/heat built on one of these lots with payments ranging from \$360 to \$595. There are many other lots available in all areas of Dallas-pick your favorite area and Community Housing Fund will build the house you want where you want it within the City of Dallas or Dallas County.

The maximum loan amount for single family dwelling is \$65,000, and below you will find the owner occupied income requirements that must be met according to family size.

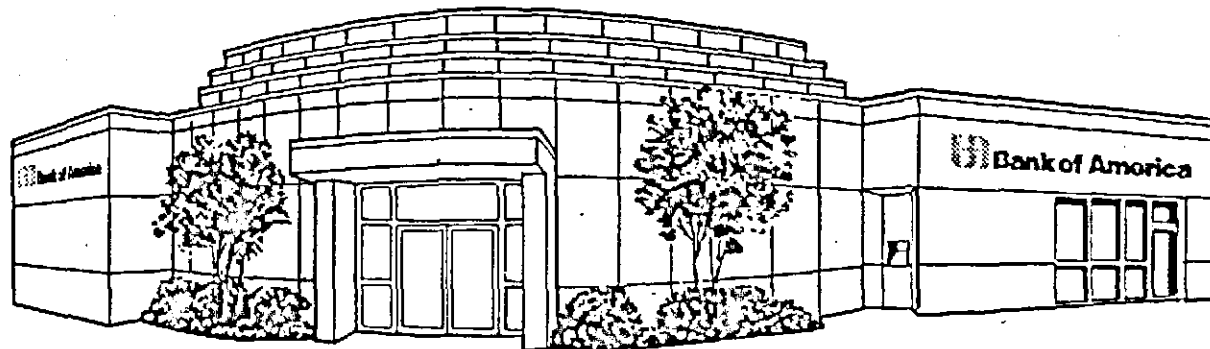
To be a qualified homebuyer you must be a First-Time Homebuyer (Applicant could not have owned a home as a Principal Residence within the previous 3 years from the closing date) unless the Applicant is purchasing a home in a targeted area or if the home being obtained is a Qualified Rehabilitation Improvement loan of a Qualified Home Improvement Loan. You must intend to occupy the Property as the principal and permanent place of Residence within 60 days after the closing date of the mortgage loan.

If you have the cash portion of the investment to purchase a home, but you're unsure of your credit, call my office at (214) 702-0151, and I'll be glad to give you an update of your credit file, as well as to assist you with correcting any problems. Please address all comments with self-address stamped envelope to: ATTN: Curtis Yates, REAL ESTATE STATUS QUO, P.O. BOX 833842, STE., 149, Richardson, Texas 75080, FAX: (214) 934-2706. Look forward for future issues of MON for more hot topics surrounding real estate.

OWNER OCCUPIED INCOME REQUIREMENTS

Family Size:	1	2	3	4	5
Max. Income	\$21,340	\$24,388	\$27,437	\$45,485	\$32,924
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Be like Di

Diane Ragsdale was what a true councilperson should be like



Thomas Muhammad

In recent columns I have been trying to educate our community on what I think has been wrong of Dallas City government. I was recently approached by a

fan of my column who asked me why I was recently approached by a fan of my column who asked me why I did not offer some solutions after my criticisms.

I felt that the person was sincere and I said to the person I felt I had offered some. But, the person went on he say who did I think could do a better job and why don't I write about this person so that the council would pick up some techniques and implement them. I agreed with my reader, since this August 13, at 6:00 p.m., the Dallas community will be showing an appreciation for former Deputy Mayor Pro-Tem Diane Ragsdale at the Junior Black Academy of Arts and Letters. And since the best example of how to get things done at the Dallas City Council was probably Ms. Ragsdale she will be the focus of my column this month.

First, Ms. Ragsdale comes from a

strong family with a tremendous spiritual values as was taught to her by both her mother and father. Ms. Ragsdale has been a lifelong member of Kirkwood Temple CME Church located in South Dallas where she taught Bible Studies before, during and after she served on the Dallas City Council. And believe you me she is not an amateur when it comes to religious debates, because she and I have had quite a few and the lady can hold her own.

Ms Ragsdale was a member in the NAACP Youth Council at age 11 under the late Juanita Craft. There she was involved in rally's, marches ect... She was also very active in the Black Panther Party here in Dallas and learned a number of her strong principals of community self empowerment and co-operative economics from the movement.

Before serving on the Dallas City Planning Commission where she was appointed by former city council member Elsie Faye Heggins, Ms. Ragsdale was a Founding Member and first president of Common Ground Community Economic Development Corporation. As you probably know, Common Ground owns two community credit unions in West and South Dallas respectively. But what you may not know is that Common Ground also

provides housing for low to moderate income families.

So as you can see Ms. Ragsdale was very involved in her community long before she became an elected official.

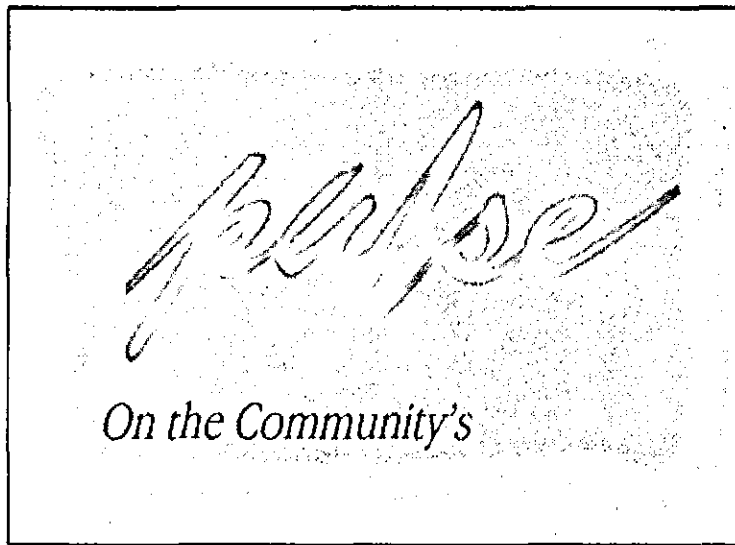
Mrs. Heggins and the community drafted Ms. Ragsdale to run for city council and after some time to think it over with her family she did. Ms Ragsdale defeated Leo Chancy Jr. a good friend of hers as well as mine, however we all put it behind us and decided to support Ms. Ragsdale and we were not sorry. She lived up to all of our expectations and more while serving on the council, creating one program after another. No one has left their mark in more places than Ms. Ragsdale and any city employee will bear witness to this truth. She created

Park area of which consisted 23,000 parcels of land in a thirteen square mile area. This represented the largest rezoning attempt by the city and it was adopted and approved by the city council September 2, 1987.

Even people who accused her of back zoning their property have now began to tell her that she was right. Had she not done so, evil developers and speculators would have taken South Dallas by now. But with the new zoning, their properties are protected.

Ms. Ragsdale was never afraid to take on controversial issues or support controversial people. For instance when Minister Louis Farakhan was traveling around the country to speak during the Late 1980's most African Americans were afraid to share the same town with him let alone the same podium. But in Dallas Ms. Ragsdale was the only African American elected official to introduce Minister Farakhan. The next day she was paid a visit by some Jewish friends who voiced some concerns about her actions. Ms Ragsdale thanked them for their concerns but asked them to leave her office since they did not have an appointment. Ms Ragsdale was by far the strong leadership that made it possible for the Junior Black Academy of Arts and Letters to be housed in the Convention Center. It was highly controversial, but she stood strong when all others were silent. This is the only arts institution located in a convention center in the whole United States. Dallas should be proud.

Now may I ask dear readers have you read any solutions here as of yet? Until then the struggle continues....



the Inner-city Community Development Corporation (ICDC), the Crime Prevention Program, the South Dallas/Fair Park Trust Fund and the Southern Dallas Development Corporation (SDDC). She lead the effort to rezone the South Dallas/Fair

DIVORCE

**Personal Injury
Family Law**

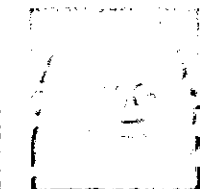
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JAMMED cont. from page 2

Communications Commission regarding the KJMZ ownership change. As you will note, we have requested a 60-day extension in the review and comment period on this change in order to inform the community about this opportunity and also to provide our sentiments directly to the federal agency that will control this request.

In previous cases, KJMZ has shown a reluctance to be sensitive to our concerns regarding the types of music that they have elected to play on the station. Fortunately, we now have the opportunity to not only make our points heard, but to ensure that future management of this station will be more sensitive to our perspectives. As to the letter to FCC request, I am asking that each of you please let us know what your feelings are on this issue. We have about a two month period to make these sentiments known and to hold accountable those who will

decide about request for change in the ownership. Should you have an opinion, please refer them directly to MON and we will make sure that they get to the FCC. Or, if it is more convenient, please send your correspondence directly to the FCC and send a copy to us.

I have understood that the best role for MON is to serve both as a vehicle to share information and to promote advocacy of the concerns of our community. Whether others agree or not, this is a mission that we are very much dedicated to and will continue to strive for greater levels of service. This is an opportunity for you to join us and we welcome your participation and support.

Send letters or copies of your correspondence to the FCC to MON, c/o Publisher, 2730 Stemmons Frwy., 1202 Tower West, Dallas, TX 75207. Or record your comment at (214) 606-3891.

NEWS Cont. from page 2



Bebe & Cece Winan
At Six Flags Aug. 6

Jubilee on Sat., Aug. 6, beginning at 7 p.m., on the stage of Music Mill Amphitheater. Among the guests will be Bebe & Cece Winan, the Emmy-award winning gospel duo.

All seats reserved. A \$4 concert fee and regular park admission is due. For more information call (817) 640-8900.

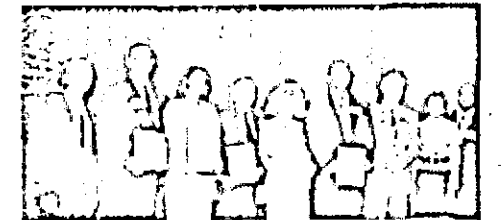
The church will be built in the heart of the Dalworth Community, an area plagued by shootings, rampant drug use and trafficking. Actual location of the church is 2251 El Paso St. The pastor is Rev. C. L. Taylor I. For more information call 647-1445.

Southwestern Bell announces minority contract

As a demonstration of their commitment to establish minority and women-owned businesses, the Southwestern Bell Telephone Company announced five multi-year minority vendor contract commitments potentially worth \$7-8 million annually.

Recipients are: Hayne Co., CESCO, Inc., Frank's Electric, On-Target Supplies & Logistics and PNI Distribution.

For more information call 522-3637.



Minority businesses receiving their contracts from Southwestern Bell.

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Groundbreaking Ceremony for church
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In the zone

Innovative financing of business growth for South Dallas



Ken Lowe

As a small business owner and as chairman of the Southern Dallas Development Corporation (SDDC) Board, I am well aware of the need for capital for the expansion of small and minority in southern Dallas and three city enterprise zones.

Recent data released by City Manager John Ware indicated that while southern Dallas has 45 percent of the city's population, it contains only 17 percent of the businesses and a little over 21 percent of the employment. Further, despite the fact that southern Dallas has 52 percent of the city's land area, it contains less than 13 percent of the city's commercial tax base. These figures illustrate dramatically the need for more investment, business assistance, and job

creation. While the bulk of the dollars to energize the economy of southern Dallas must come from financial institutions and the city of Dallas, SDDC has a role play in this process. To build the lending capacity of SDDC, we have been tracking Congressional legislation entitled "The Community Development Banking and Financial Institution Act". In this article I would like to give you some background on this legislation and discuss SDDC response to it.

President Clinton sent legislation to Congress on July 15, 1993 to foster and expand a national network of community development financial institutions (CDFIs). The legislation passed the House November 21, 1993 and the Senate in late March 1994. Although the bills are similar, there are several key differences. Therefore, approval of a conference committee report is required before enactment.

Both bills would create an independent Community Development Financial Institutions Fund to administer the program. The Fund would provide financial support to CDFIs in the forms of equity grants, administrative grants, debt, and technical assistance. Under the Senate bill, the Fund could provide technical assistance through national trade associations or other qualified providers.

The Application process would be competitive, requiring the Fund to evaluate applications on the basis of a range of factors, including:

- Evidence of broad community support
- The experience and background of the management team
- The likelihood of success and, for established CDFIs, a record of past success

Eligible institutions include financial intermediaries such as SDDC with a clear primary mission of community development that serve an investment area or targeted population. It excludes public agencies from eligibility.

CDFIs could use funds to finance businesses that provide jobs to or serve low-income persons, community facilities, and housing, as well as to provide basic financial services. The Senate bill would cap awards at \$5 million over three years. The House bill would cap awards at \$5 million per year for depository institutions (banks, etc.) and \$2 million per year for non-depository institutions. Both versions require recipients to match federal funds with non-federal funds on a 1 to 1 basis.

SDDC is positioning itself to apply for designation as a CDFI.

SDDC has written our U.S. Senators and Congresswoman Eddie Johnson regarding our interest in this legislation and requested support. To apply for designation as a CDFI means that we would have to raise \$3 million in capital to match the funds available from the federal government. This will not be an easy task, but we believe with support of the community and with the help of the banks, corporations, foundations, and the state of Texas this fundraising goal can be achieved.

What does all this mean to businesspersons and job seekers in southern Dallas? Based on our experiences to date, \$6 million in capital translates into assistance for over 100 businesses and the creation of 750 jobs. If the law enacted this year, it will probably be the middle of 1995 before these funds become available.

In conclusion, CDFI legislation represents an important initiative for southern Dallas and the enterprise zones. It is not the total answer to our need for economic development but it is a big step in the right direction. Stay tuned.

Ken Lowe is chairman of the board for the South Dallas Development Center. For more information call 428-7332.

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HALL'S CHICKEN SHACK



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 Store Mgr.



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 Mr. Carlton Hall
 Store Mgr.

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Bank One has a mortgage loan for you, too, whether you're buying your first home or moving to another. Just give them a call.

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The "use" letter

How about a newsletter for your company



Andrea Allston

Newsletters are a cost-effective way of maintaining a presence with your existing customers as well as a great way of keeping in touch with prospects. Publishing a newsletter for your customers and prospects requires a commitment for quality and continuation, but is not difficult to undertake. Newsletters are not just another piece of direct mail. Because your customers know you and your prospects have either heard of your company or have a need for your services, the likelihood of your newsletter being tossed into File 13 unread is reduced.

Your company newsletter serves two purposes—keeping your customers and prospects informed and maintaining contact with your customer base on a regular basis. An effective newsletter will capture your reader's attention with credible and worthwhile information. Imagine what a welcome change this can represent to your customers who are accustomed to receiving sales hype and "junk" mail. To gain the most benefit from your newsletter—follow my formula and add S-P-I-C-E!

S-P-I-C-E stands for: Sparkle; Promotion; Information; Continuity and Education.

SPARKLE. Highlight your customers (with their permission); provide a historical perspective on your product or industry; showcase high-impact solutions to client problems; offer positive news on your company or its key staff; use photos or graphics of professional quality and include something that will separate your newsletter from all others in your service or product category;

PROMOTION. While you want to strike a balance between self-serving and informational content, use the newsletter to call for action on the part of your readers. Giving advance notice of sales or price increases, providing a coupon or a special telephone number for inquiries or a survey invite participation and can also assist in tracking the response to your newsletter.

INFORMATION. Focus not only on your own products or services, provide information on industry trends, economic or marketing developments

which may impact your customer base or your services. For instance, the owner of a gourmet coffee shop might want to explain how a drought in Brazil impacts the price of his products. Provide unbiased statistics and data and

attribute them to their source.

CONTINUITY. Make the commitment when you begin your company newsletter to do it on a regular basis—monthly, bi-monthly or quarterly and stick with it! Putting out a monthly newspaper twice a year will defeat your purpose of maintaining a positive presence with your customers and prospects.

EDUCATION. Reminding clients of the need for your products and services and educating them to new uses, technological developments, changes in the law or a simple "how-to" get the most from your product/service is a wonderful service to provide. Educate your readers to what you are, what you do, your standing in the marketplace, etc.

Whether you use your newsletter to announce new products or services, present industry information or publicly acknowledge new clients, take steps to ensure that it will be worth your customer's time to read. Any praising of your products or service should be as specific as possible. Instead of printing that you have the "best customer service"—write about how your turnaround time compares to industry standards or what percentage of your staff possess industry certification. Provide your readers with specific reasons to select your company when they're ready to buy.

Remember that your newsletter is an extension of your company's image. Use your logo and your tagline and ensure that it is interesting, professional and a reflection of your company. A recycling center will want to use recycled paper for its newspaper; a financial planning firm might opt for a traditional format while an art gallery may choose a non-traditional layout.

Regardless of whether you develop your newsletter in-house or hire a freelancer or marketing firm to publish it, your personal commitment to content quality and continuity is necessary. Your newsletter can be a factor in increasing your market share. As your customer base grows, your newsletter may be the only contact you have with your customer or prospects in a given month. A well-read newsletter can help in keeping your company in the black.

Andrea Allston is president of APLOMB, a marketing and public relations firm in Plano, Texas. For ideas for future columns or questions, call her c/o MON, (214) 606-3890.

Shooting for the stars

South Dallas learning center holds annual fundraiser

by Yolanda Y. Adams

Everybody loves basketball. From the fanaticism of Michael Jordan look-alikes with shaved heads to fiercely competitive blacktop duels, basketball is fast becoming America's game.

A South Dallas learning center is betting its bottom dollar or rather taking a shot that this love of the game will translate into much-needed operating capital.

Hoop-a-Thon, a three-on-three basketball tournament organized to raise money for the Jeffries Street Learning Center, is pivotal to the Center's continued growth.

"We are in desperate need of raising money. We never had any overhead, because we had always operated out of building that I owned," said Linda Walker, founder of the Center and a Community Reinvestment Officer with Guaranty Federal Bank.

But that changed last year when the Center moved from a two-room apartment in one of Walker's properties on Grand Avenue to a new 2700 sq. ft. facility. This move signaled many changes for the seven-year-old Center as well as expected growing pains.

Working with Walker in this event is Thurman Jones, publisher of Minority Opportunity News, who is acting as chairman of the fourth annual fundraiser. John Maguire, an accountant for Associates Inc., has also been charged with the task of organizing the fourth annual fundraiser.

"This is the primary fundraiser for the center. To come from a two-bedroom apartment to a new facility is fantastic, but it's also quite a change," said Maguire.

The event is scheduled to be held Nov. 5 at Fair Park. Maguire hopes the Center will raise \$5,000 from the sporting event through corporate sponsorships, registration fees and concessions.

The center was founded in 1988, by then Control Data saleswoman Walker, who used out-dated computer equipment donated by the company to develop and implement the Center's programs.

Walker wanted to combat the Merlin-Jeffries-Meyer's bad reputation and provide a program where neighborhood residents could acquire well-needed computer skills. As a property owner in the area which had been declared one of the worst in Dallas by the an assistant city manager, Walker

sought to give South Dallas residents an alternative.

"The whole concept behind the Jeffries Street Learning Center was to provide free tutoring and basic skill training for the people of South Dallas," said Walker.

When Walker purchased a 16-unit apartment complex on Grand Avenue more than five years ago, she had not known that the neighborhood was a hotbed of illegal activity. Like many Black business owners, she was riding the tide of revitalization which was then sweeping the area. But she soon found that this rebirth only reached so far.

The area is plagued heavily by drugs, prostitution and vagrancy. Walker knew that without educating the community, there was little that could be done to better the lives of those who resided there. Even though the center offered free tutoring and literacy programs to those who sought help, it took sometime for the community to recognize it.

"In the beginning we had a low profile operation. Generally serving people from the South Dallas/Fair Park area. But as the community changes, we are beginning to pull people from other communities," said Walker.

Throughout the school year the center focuses on providing tutoring for children and training programs for functionally illiterate adults.

As a former teacher with the Milwaukee school system, Walker knew basis skills training was something often lacking in inner-city school curriculums.

During her tenure with the Wisconsin system she worked through a frustrating period where learning was not the emphasis of the school. After leaving the Milwaukee school, Walker found similar conditions at her next school in up state New York. It was there that she ran a tutoring program as part of the state's public education system. It was this knowledge that Walker drew on when she started the Center in South Dallas.

The new home of the Jeffries Street Learning Center will house and operate six proposed educational and literacy

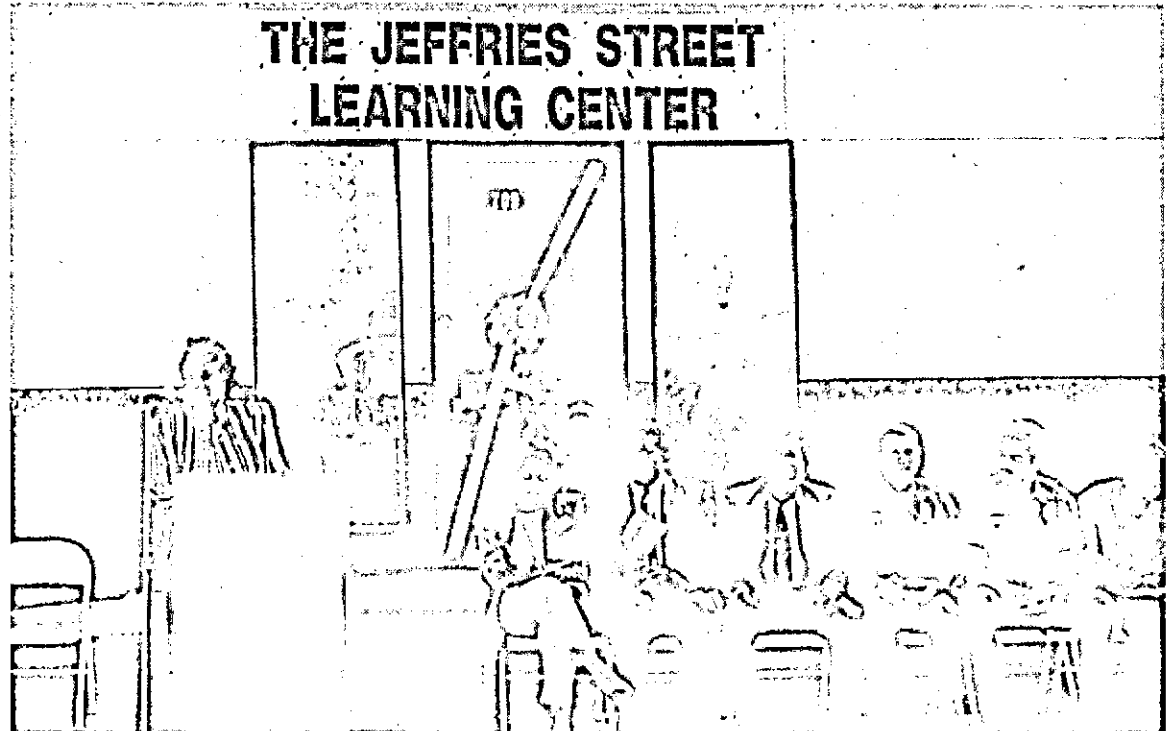
programs. The most significant of which, will be the after school tutoring program. This program seeks to provide 15 students, ages nine to 15 with assistance in Mathematics, English and Science. Once this program is successfully operated, the Center plans to expand and accommodate more than 50 children.

Jones said the only way such an operation can grow is for business own-

ers in this worthwhile activity," said Jones. "It's consistent with our ongoing efforts to give something back to the community."

Walker believes giving back to the community is the only commitment she owes.

"I didn't get here by myself, and I owe it to my community to give something back," said Walker. "And I'll continue to do that."



Linda Walker (left, at podium) with dignitaries during the center's grand opening

ers and professionals like he and Walker to recycle their success into grass roots programs like the center.

"I'm pleased that MON is involved

Those interested in sponsoring a team, volunteering or making a contribution to Hoop-A-Thon, call (214) 426-1834.

Willow Awards Nominations

The Dallas Black Chamber of Commerce is currently accepting nominations for the 10th Annual Willow Award to be presented at the Chamber's 68th Annual Banquet to be held October 21st at the Dallas Convention Center. To nominate an individual, forms are available in the Chamber's office at 2838 Martin Luther King Blvd. or you may call (214) 421-5200. DEADLINE IS SEPT. 2

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Fight 'em with feedback

*When that minority
business gives
abhorrent service*

by Angela D. Ransome-Jones

Have you ever visited a local, minority-owned business and received service so awful that you swore you'd never go back? Chances are you never visited that establishment again.

At one time or another, we've all been guilty of hypocrisy at it's finest. Why is it that we continue to "cut the slack" for bigger businesses like Wal-Mart or Taco Bell; yet don't offer much support when it comes to our own local

minority business-owners?

As a quality control analyst at a major national bank, I have come to realize the importance of good customer service. In the process of researching complaints, I find that the customer is more upset or disappointed at the quality of service he or she received while trying to resolve the original mistake or problem. The following are three prime examples:

- The customer becomes the target of rude or inconsiderate behavior when

the customer notifies the merchant of a mistake or problem.

- Refusal by the merchant to acknowledge his or her mistake or that made by he employee(s).
- Refusal by the merchant to compensate the customer for his or her inconvenience — with a complimentary meal or a courtesy credit, for example.

Although some of the complaints we receive seem "nitpicky" at the least, I feel that they are important to the company's operation in pinpointing vital quality control issues. After all, without some sort of customer feedback, we would never know which area to focus our improvement efforts on. This brings me to my next point—feedback.

Feedback is an essential part of any business/client relationship; especially in smaller, "mom and pop type businesses where customers are the lifeline. Instead of becoming loud or belligerent at the first sign of a problem, it is equally effective for we, as consumers, to calmly and intelligently follow the chain of command—employee to manager to CEO/President. The method I've found to be most effective in achieving results takes the form of written feedback. Whether it be a letter to express frustration over the service received while at the hand of the merchant, or an anonymous tip offering suggestions for improvement, this form of venting will make you as the consumer feel better and possibly serve as incentive to the businessowner to "shape up," so their customers won't "ship out."

Here are some tips for consumers:

- Voice your opinion. If you are the victim of bad service, let someone know. If the manager cannot offer consolation, write a letter to the company's CEO or President.
- Unless they are extremely rude or unprofessional, it is best to never pinpoint a particular employee. After all, everybody's entitled to a "bad day."
- Never stereotype. Just because one branch of a business has a training problem or need, does not necessarily mean that all branches do. This can also apply to business, operated by similar members of an ethnic group. Just because one minority business offers bad service, doesn't mean that all minority business are bad
- Give your merchant a chance. If you experience bad service one time, voice your opinion then return at a later date—just to see if your advice was well taken.
- Don't be afraid to compliment. Whenever I find a service of a certain employee or business to be exceptional, I have a hard time keeping it to myself.
- Lastly, make use of suggestion boxes or customer questionnaires. That's what they are there for and believe it or not, management does care.

WIDENING THE THRESHOLD TO ECONOMIC OPPORTUNITY

*One in a series of topics of interest to the people of the region.
From Dallas Area Rapid Transit.*

As a transportation system, DART provides mobility to all of the people of our diverse region. As an economic force, DART maintains an open door of opportunity for all of the area's businesses.

In both ways, DART is making life better, not only for our region, but also for the people who live in it. Our watchwords are

Access, Opportunity and Results.

DART's Disadvantaged Business Enterprise (DBE) effort encourages growth by providing maximum ACCESS for these companies to participate in all types of DART contracts and programs.

- We set measurable participation goals.
- We work with vendors during the contract award process to help attain these goals.
- We ensure compliance by maintaining accurate records.

DART's overall goal for DBE participation is 30%. It's one of the most ambitious in the nation, comparable to those in progressive and culturally diverse cities such as Chicago, San Francisco, and Washington, D.C.

This aggressive goal translates into real economic OPPORTUNITY. Currently our supplier base contains more than 1,300 certified DBEs, and we continually seek to add vendors.

We also achieve RESULTS.

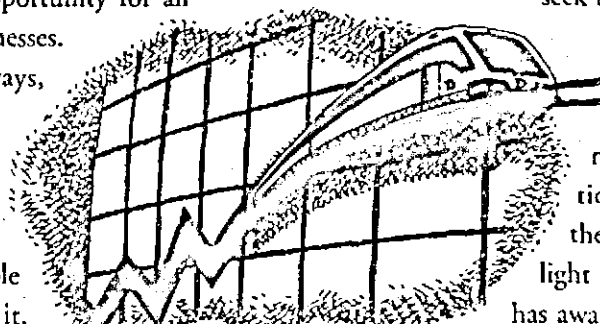
Of the \$13 million construction contract for the South Oak Cliff light rail line, DART has awarded \$5.6 million to DBEs — 42% of the total contract.

Thirty-one percent of the \$1.2 million design contract went to DBEs. And of the \$481 million in contracts awarded thus far for the starter system (excluding rail vehicles and real estate), DBEs have received more than \$126 million.

We also help develop new business partnerships, which result in stronger companies and improved living standards for many people in this community.

DART is committed to maintaining our positive role in economic development by ensuring access, opportunity, and results for all of us.

For more information about DART's DBE program, including pending contracts, vendor certification, and bidding procedures, call DART at (214) 749-2507.



DALLAS AREA RAPID TRANSIT

Startup support system

Business Assistance Centers give new businesses shot in the arm

by Heather Staggers

Creating successful businesses maneuvered and operated solely by and for African Americans are not as easy as one thinks. Especially when the odds of African Americans receiving loans, generating supportive customers and finding a vast location to start a business are against them. Facilities such as the Business Assistant Center (BAC), strive to eliminate some of those odds. Its purpose, to reach area businesses and entrepreneurs in hopes of developing stronger enterprises for a stronger community.

"This was a dream of ICDC (Innecity Community Development Corporation) put together as a culmination of needs," Art Weddington, program manager for ICDC said.

"A place where small businesses could get that technical assistance for startups," Weddington continued.

The BAC's plan is to aid those striving businesses with information needed to be successful. For instance, creating a business plan. A plan that includes a basic executive summary, legal, tax and insurance forms.

"People interested in starting their own businesses must be studied beyond just the concept. Many haven't done the proper marketing strategy or research analysis," Rita Hughes, BAC manager said.

ICDC will also conduct seminars and workshops about the proper procedures for creating a business plan. Jimmy Turner of Turner Financial Group and Yolanda Davis of NET (Networking Entrepreneurs Together)

are among the list of guest speakers for the forums.

The BAC's promise to help with the overload of other business amenities. Such as office space, security, computer access, loan programs, limited

furniture, utilities, meeting space, local fax, phone services and host of other limited opportunities. Persons interested rent offices spaces for a fee of \$200.00 or less. They also receive one-on-one counseling with business

Dallas ICDC. The sessions turned out to be successful and beneficial to eager entrepreneurs. After the Los Angeles riots, a disastrous reaction of the Rodney King verdict, many businesses were destroyed. The government later issued funds to help rebuild those businesses. Nonprofit organizations such as the ICDC received a portion of those funds. A 50,000 dollar a year portion. Thus creating five business support centers in areas lacking economic advancement. The five BACs are in the Maple Avenue area, the Jefferson Avenue area, the West Dallas area, the South Dallas Fair Park area, and a center located at Paul Quinn College.

"I think they are in key places, we really need more...maybe seven," Weddington said.

Restaurant owner, James Runnels of Two Podners in South Dallas, expressed the needs for centers such as the BAC.

"We were lucky to get through rough times. We had problems getting loans from banks that we were in good standing with. We had to put up collateral, our personal belongings

just to receive the small loan that we did get," Runnels said.

Runnels believes startup centers can help small business from making the mistakes they made starting out.

"We didn't have help from other businesses about the problems we would face. We made a lot of costly mistakes because no one was there to tell us," Runnels continued.

The BACs aim to create more businesses and at the same time upgrade the businesses located in specific areas.

"We want to make sure those people that start in the community want to stay in the community. Once you become a big-boy and feel that you don't need our services anymore, are you going to run to North Dallas," Weddington said.

Although problems occurred during the creation of these support centers, organizations were determined to see it through. Surprisingly, only two centers were stationed in low economic areas, the South Dallas Fair Park area and the West Dallas area. Some believe the reason being is because city council members representing the African American districts didn't push hard enough for the business assistant centers to exist.

"When you lack information and involvement in your own districts, you don't know what they need or what might be beneficial to the communities," Thomas Muhammad, Homeless Outreach coordinator said.

"I just don't think they know enough about what is going on over here in South Dallas with ICDC to give their blessings, but we don't speculate, we activate," Weddington said.

Muhammad explained how lacking involvement affects the African American communities when others get a piece of the pie.

"All of those centers should have been in communities lacking economic advancement, predominantly African American communities. When the community gets left out of the prize, that hurts," Muhammad continued.

Never-the-less, the centers are willing to work with what's on the table.

"We'll look at the community to say that it was worthwhile and to tell the city they want BACs to continue," Weddington concluded.

For more information about the Business Assistance Center call (214) 426-5657.



Art Weddington

managers and are able to network with other professionals.

"We want to take the load off the backs of people who are having a difficult time trying to make it in this business," Weddington said.

The program originated in 1993 as a result of mini-sessions concerning entrepreneurship held by the South

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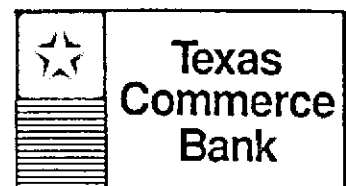
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Giving the gift of life

Two year campaign to recruit African-American donors

By Veronica W. Morgan

In December of '92 Linda Bradberry remembers working at a booth exhibit during Kwanzaa Fest in South Dallas, trying to help out a friend.

In between the busy hours, she browsed the grounds to see what items were being displayed by some of the other participants. A gentleman, manning another booth, approached her and asked her to sign up for the donor registry. He briefly told her that he his wife died but didn't go into the details.

Bradberry, a 45 year old mother of two, figured she would oblige and signed her name consenting to give blood. But one thing she didn't bank on, was ever hearing from the organization.

Six months later she received a phone call from a representative of the marrow program. "We'd like to draw so more of your blood," the voice said.

Shortly after the second blood screening, Bradberry learned that her blood type matched that of an African-American woman, 35 to 45-years old, who suffered from leukemia.

At that point Bradberry had to make a decision to go through as a donor and possibly give a young woman a chance to live or bow out gracefully, and hope another donor match had been found.

If any part of the decision was difficult, Bradberry says it was in knowing that someone needed her bone marrow to survive. "I knew I had to do it."

"I don't think I could have lived with myself knowing that I had the opportunity to help someone that truly needed help," she said.

The rest of the decision was easy. In fact Bradberry says she didn't see it as a big deal. "It was just a natural decision based on my love for mankind."

That love added three or four months to the life of the recipient. Other complications were the contributing factors that resulted in the leukemia patient's death. The news was disappointing but Bradberry said: "I would do it again."

"That of course will depend on

my age."

Chances of her being called in over the period of a year are slim. Her bone marrow has to have enough time to replenish itself. That can take anywhere from

three to seven months.

Sheila Hamilton, minority recruitment specialist for the National Marrow Donor Program (NMDP) at Baylor Medical University, says only 10 percent of African-Americans are on the national donor's list to save a life, and more is needed.

"The procedure is simple. All it takes is your signature on a consent form, this registers you as a possible candidate," Hamilton said.

A quick blood test is administered, free and sent off to the lab. The blood is screened and the blood type is determined. Next, the persons name is entered into a computer and a search is conducted to locate a preliminary match.

Last year 2,000 transplants were done in this country and only 39 transplant recipients were black. Out of approximately 900 million volunteers, only 50,000 blacks have registered with the donor program. Hamilton hopes the number of donors will increase significantly, thereby, increasing the chance of survival among African-Americans.

The African-Americans Uniting For Life campaign has geared its efforts toward elevating awareness to the bone marrow program. The national recruitment campaign works to assist NMDP in increasing the number of donors among blacks. Hamilton says the goal over the next two years is to get at least 3,400 blacks to sign up as volunteers.

Campaign representatives are planning to visit churches and schools as well as to stage health shows. "We're planning activities such as: hair shows, fashion shows, Bible trivia, etc. to educate African-Americans about the donor program, Hamilton said.

"We have a unique genetic system, take for example sickle cell anemia (a disease that occurs primarily in blacks)," Hamilton said.

Bone marrow from family members is not always a match that is why it is important for concerned individuals to sign up. "We need more volunteers to register to help save lives," she said.

For Bradberry, donating bone marrow was the right thing to do. But family members found her decision most unsettling.

"They were nervous, they also thought I was crazy," she said. "I had to explain to my children what I had elected to do and we talked about it in detail."

"Only 10 percent of African Americans are on the national donor's list to save a life and more is needed."

Sheila Hamilton
National Marrow Donor Program
Baylor Medical University

Bradberry was scheduled to go into the hospital in October of last year. It was a Wednesday evening. The transplant was done on Thursday and by Friday she was able to go home.

The entire procedure is paid for by the recipient or the recipient's medical insurance, and is said to last for an hour but in Bradberry's case—

and more than likely many other cases—it takes longer.

Simply because the donor has to be put under anesthesia. It takes a while for the medicine to wear off. Some donors experience nausea and must remain in the hospital until the feelings pass. Another requirement, a donor must be able to use the bathroom before leaving.

The painless procedure requires no stitches. A small incision is made in the hip area. Liquid marrow is carefully removed from the back of the hip bone. Patients do experience soreness and in some cases a temporarily bruised spot.

"The soreness is no worse than what you feel when you do strenuous exercise," says Bradberry. "I was not able to bowl for two weeks."

The first successful marrow transplant was performed in 1968. It gave recipients a survival rate of 30-80 percent, depending on the disease.

The National Marrow Donor Program was established in 1987. It was authorized by Congress to maintain a registry of volunteers willing to be marrow donors if matched with a patient in need.

For more information on how you can become a part of African-Americans Uniting for Life call Baylor Research Institute in Dallas at (214) 820-1441 or 1-800-MARROW-2.

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By Veronica W. Morgan

A grueling day in the office that's spent mulling over proposed budget figures for a city as large as Dallas would make any sane person drop everything at 5:00 o'clock and head for a more serene environment, perhaps one that doesn't require any heavy-duty thinking or sitting for a long length of time.

But tell that to Dallas City Manager John Ware and you're liable to feel guilty.

The fact that the new city manager, who took over the reins in November of '93, can emerge from one of the drawn-out budget sessions still looking fresh and energetic says he is probably as tough, if not tougher, in his post Viet Nam War days as he was back then.

Ware and members on his team have worked and re-worked behind closed doors for most of July, some weekends included—giving a new name to the term workaholic—in preparation for the scheduled August 8th council deadline in which the new budget will be unveiled. And he is confident that the citizens of Dallas will be pleased with the long-term benefits that will ensue when the process is over.

But while the city manager diligently works inside city hall, concerns are brewing over his newly implemented re-engineering plan.

It seems that African-Americans are vanishing from key positions around Dallas' City Hall these days and Ware's infant plan may have a lot to do with the disappearance.

The new plan went into effect on July 1. It was designed to improve service response for more than a million residents throughout the city. With more city staff working around-the-clock to answer neighborhood calls, it's likely that much of the daily in-coming complaints will drastically decrease in volume, which doesn't seem like a bad plan given it has enough time to be perfected.

However, some African-American citizens doubt that they can benefit much under the new plan if people who look like them are not in the major decision-making positions. Quite a few blacks have either lost their job or been demoted due to the historical changes at City Hall.

Gone from the city are, James Kinkaid, former director in the South Dallas Fair Park Trust Fund, James Gilleylen, former director of Housing and Neighborhood Services, and Jennifer Lee, former director of budget. All three were said to have resigned for various reasons, and all parties are black.

COLOR

Revamping · at · City · Hall
includes · few · blacks

Frank Breedlove once directed Risk Management but due to the city manager's streamlining of city hall, he is now the assistant director in Human Resources.

Former assistant director Eric Kaalund's position was downgraded to a manager position in the Budget department.

The list gets longer and the concern among the African-American community continues to rise.

Outspoken citizens of the community believe such restructuring efforts that exclude, instead of include the people who have been historically locked out of the system for years, is not to be tolerated in a racially diverse city the size of Dallas. Such efforts would allow the city manager to get away with carte blanche.

"To say I am disappointed about Ware's new plan is an understatement," says Dallas County Commissioner John Wiley Price. "The plan is simply not reflective of the African-American community."

Price went on to say that the speculation of an all Anglo reorganization team at the helm of the decision-making leaves him wondering who's in fact running the city.

The commissioner compared Ware's signature plan to that of a group of race horses in the stall waiting to come out but without guarantee that any will. "I don't buy into that stuff that you can work the folks that are in place...because there's no guarantee that the one who put them there will remain.

"Ware's organizational structure is what we will have to live by when he is gone, so the African-American community must start demanding accountability," he said.

To date, the only two blacks included in the new re-engineering plan are Levi Davis, assistant city manager over Public Safety Services and Patricia Parrish, director over Budget and Management Services. However, Ware says four other appointments have to be made in the near future.

As for the racial identity of the individuals to be appointed, the city manager declined comment on who will be considered, only saying that such disclosure of information can leave him open to charges of reverse discrimination.

"More appointments will be made and we are looking into hiring an Assistant City Manager for a newly created position in Intergovernmental Affairs," says Ware. The person who fills the position will be responsible for developing relationships and partnerships at all levels of government and with other agencies in order to maximize opportunities and leverage outside resources. But for now, Mary Suhm, assistant city manager over Enterprise and Support Services is responsible for the new position.

No other specifics were given by the city manager concerning other positions available. But according to the new structure, a spot is open in Housing, Ramon Miguez is temporarily overseeing the position. And another slot is available in Environmental & Health Services—it seems Human services has vanished out of the picture. If this is the case, a lot of measles shots will not be administered. The current position, in Health Services, is temporarily being occupied by an Anglo male, Jim Wood. However, the majority of people depending on the services are people of color.

The Transition Management Team, directed by Nita Carter, was put together in April of this year to handle the consolidation functions of the different depart-

ments and to make sure all the systems functions are properly in place. City Manager Ware said the team members are not all Anglo.

As for the African-American community, Ware says he shares the concern of those individuals who feel that his new plan is not reflective of ethnic diversity.

According to Ware, the community will be pleased to see that the ethnic diversity will be represented in his new structure and it will be what it should be.

"I believe that consideration must be given to the entire make-up of the city, and these are the same feelings I have shared with the council," says the city manager in a matter-of-factly tone of voice.

But despite the controversy over the organizational structure that is supposedly annihilating African-Americans, reports show that Ware has several African-American assistant directors working for the city. However, all of them

BALANCE

are women except one, Mr. Breedlove—whose name appears earlier in the article. Jackie Lee is director in the Personnel Department, Georgia Reese is in Environmental Health, Althea Guley is in Court Services, she was moved from Housing and Neighborhood Services, and Mildred Honoree in Cultural Affairs.

Brenda May was an assistant director but the position was downgraded to director.

Still Commissioner Price and the Warriors are planning to keep a watchful eye on any upcoming appointments made by the city manager. Meanwhile, the protestors have opted to withdraw from taking any actions over the next 30 days. The intent of the group is to continually show respect and trust that the city manager will take into consideration the concerns of the community, and carefully make his decisions based on equal representation of all people.

Said Diane Ragsdale, a columnist with The Dallas Weekly: "More equity is expected in general and in particular."

But regardless of the commissioner's possible plans to protest, Ware is not daunted nor is he allowing the open attacks against his new structure to sway him from what is believed to be the master plan for Dallas.

"I don't work for the commissioner," Ware snaps, while sitting on the edge of his seat in the City Hall conference room. "I work for the community, and my concern does involve the African-American community.

"The commissioner needs to take care of Commissioners Court, what color are the senior executives there?"

And never missing a beat, Ware once again reverted into the same calm,

(Continued on next page)

(Continued from page 15)

confident mood for which he spoke, though modestly saying with a certain youthful enthusiasm, "The plan can work."

Under the city manager's organizational structure the city is expected to save \$1.5 million dollars a year in salaries and benefits.

Twenty-six departments were slashed to 18, by consolidating departments that were divided and had the functions integrated. Thirty-two posi-

tions were eliminated and management was streamlined by downgrading close to 40 positions.

In choosing to reinvent the old structure that has been in effect since 1931, municipal officials sought to build a municipality that's designed to be more responsive and customer-oriented.

Under the plan, Dallas has been divided into six districts. In each district another service team is at work along with the people who are respon-

sible for taking care of residents day-to-day services.

The team's primary responsibilities are to identify trouble spots and basic needs, then provide the necessary services. Area managers will oversee the sections to insure proper implementation. This will eliminate layers of bureaucracy and insure prompt service.

A second-tier crew will help to improve interdepartmental functions, such as housing, police, code enforce-

ment, inadequate park facilities, fire code and health code problems.

And the city has entered into an agreement with the Dallas Independent School District to work with a program that will assist in lowering the high-juvenile crime and high drop-out rates among young people.

But one important operation that officials are looking to implement is the use of the 5-1-1 phone service. All call-taking operations would be combined into a single function.

Basically, citizens will be able to access any service department they need, and reduce the hassle in wondering what number to call for what specific need.

Ware says calls from all over the country have been pouring in to inquire about the three-digit number system. If Dallas gets the system, it will be the first city—in this country—to implement such a plan.

Another vital area that city officials believe hasn't been impacted as yet centers around providing quality housing in the southern sector. Lack of funds are said to be the reason for the neglect.

But the city has entered into a partnership with housing and Urban development. Officials are hoping to develop a partnership agreement with the nine major lending institutions in Dallas.

Such a move would place the municipal in a position to put housing money in the same places that the state, federal and banking institutions put their money. The result would mean major improvements in deprived neighborhoods, because loans for new home construction or remodeling will be easier to access.

In addition to making funds available in the southern sector, code enforcement, street sanitation crews, police, health, fire, and parks and recreation departments will be brought into the areas. The move would enhance the quality of life within the neglected areas as well.

"I think the concept is workable," says Gilleylen who admits that his reason for leaving the city in April was not due to Ware's new plan but because he wanted to start his own management consulting firm—J. Quad & Associates.

However the real test of Ware's effectiveness will come when the new Budget is unveiled on August 8th, said Gilleylen.

"The way the resources are allocated in conjunction with the city manager's master program will determine the effectiveness of the new structure.

"And what the minority community should be watching closely is not so much the players, who are important, but pay attention to what happens in terms of the upcoming Budget and the next Bond program," said Gilleylen.

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Frontal attack: the sequel

Certification and legislation designed to prevent minority misrepresentation

by Gordon Jackson

Norman Greenwald Jr. and Halina Tumos thought they had it flat going on.

As a vice president for a company specializing in concrete paving, based in Bowie, Maryland, Greenwald wanted to get a construction contract as part of building Camden Yards, the new home ballpark for the Baltimore Orioles. He had a plan.

To obtain the contract, the white-male Greenwald, for whatever reason, went to where he felt that contract dollars were more readily available: the project's minority business program where, by state law, contracts were reserved for minority business owners. He approached Halina Tumos, the female owner of Polonia Construction Company and certified in the state of Maryland as a minority business.

Greenwald paid Polonia/Tumos a 2.5 percent "fronting fee" for the stadium job and \$500 to sign the stadium contract, totaling more than \$5,000. Tumos would get that amount while Greenwald gets the contract, worth over \$350,000 to pave part of Camden Yard's parking lot.

Sounds like a creative joint venture. Only one thing wrong: the process is illegal in Maryland. Both Greenwald and Tumos were well aware of that.

Soon, sloppy paperwork caught the suspicion of stadium authority compliance investigators and further investigation revealed the scam.

Greenwald was convicted of fraud and sentenced to five years in jail, however all but six months suspended. Tumos pled guilty, also to fraud, and, at press time awaits sentencing.

Although Greenwald and Tumos were caught in this procedure, it represented a classic case of "fronting" where white contractors use female businesses to obtain procurement dollars that were intended for minority businesses. It's the main factor behind the issue that raises the ire of specifically ethnic minority businesses and the ongoing question: should white women be regarded as bona-fide minorities?

Many business owners of color will grant that white women—along with women of all ethnic background—receive a measure of discrimination from the anglo male establishment

and deserves some special attention in their own rite. But as stated in last month's MON ("Identity Crisis/Frontal Attack", pg. 16), they feel that the racial issue of fair business opportunities deserves much more consideration than the

gender issue. Also that when a white women, whether by honest or deceptive means, receives a contract that could have gone to someone from another ethnic background, the buying power ends up back into the white community nevertheless.

Such an issue can potentially put a rift between anglo women and ethnic minorities. But some leaders who are involved in this scenario say that the focus should go back toward the white male.

Handling the ethnic-gender tug of war for contract dollars at a critical level is Martin Burrell who is playing not one, but two key roles. One is with DART (Dallas Area Rapid Transit) as assistant vice president for the Office of Minority Business. The other is as chairman of the board for the North Central Texas Regional Certification Agency (NCTRCA). Burrell is African American.

Burrell, speaking first from DART's viewpoint, said up front he sees no problem in providing minority-driven contract dollars to women-owned businesses. The key is the amount compared to ethnic minorities.

"We follow federal guidelines," said Burrell. "We have two programs here: DBE (Disadvantaged Business Enterprise) and M/WBE (Minority/Women Business Enterprise). The DBE program is not ethnic or gender specific. However during our pre-bid conferences, we explain to the prime contractors the importance of balancing the people they use. We don't want them to use all women, nor all African American and Hispanics, but a balance."

In DART's case, according to figures from 1991-93, approximately 25% of their procurements went to women and minority-owned businesses. Of that amount, three percent went to white female firms while 10.73% went to African Americans and 6.51% to Hispanics with the rest going to Native Americans and Asians.

Burrell said that DART's goals are based on the number and percentage of businesses that qualify for certification with NCTRCA which stands as the central certification organization for all minority and women-owned businesses in the Dallas/Ft. Worth

metroplex. As of June 30, out of the 1500 businesses certified, 69 percent are ethnic minorities, led by African Americans at 35.54%. White women firms make up 31 percent.

As far as criteria, Burrell also explained how the size of the business plays a factor in considering it in enough of a "disadvantaged" state and eligible for certification.

"For example," stated Burrell, "Minyard (Food Stores) is considered a women-owned business but because of they being well-established, they would not qualify for certification. On the same guideline, however, Pro-Line (the Dallas-based black-owned hair care company with \$40 million in annual sales) also would not meet our criteria."

Burrell emphasized that part of the issue involves women and ethnic businesses fighting over a small share of the total dollars. This leaves a perception that women are trying to take dollars away from ethnic minorities, a perception that is not altogether true.

"In a situation where you have 30 percent going to minorities, that means you have 70 percent going to non-minorities. The issue is when you give women, let's say 10 percent, the question is, should it be taken from the 30 percent for minorities or from the 70 percent for non-minorities.

"So many ethnic minorities businesses are saying to white-women owned businesses 'if you're going to compete, why not compete against the other anglo businesses and not against the minority businesses.'"

The Greenwald-Tumos case in Maryland brings inquiries in the mat-

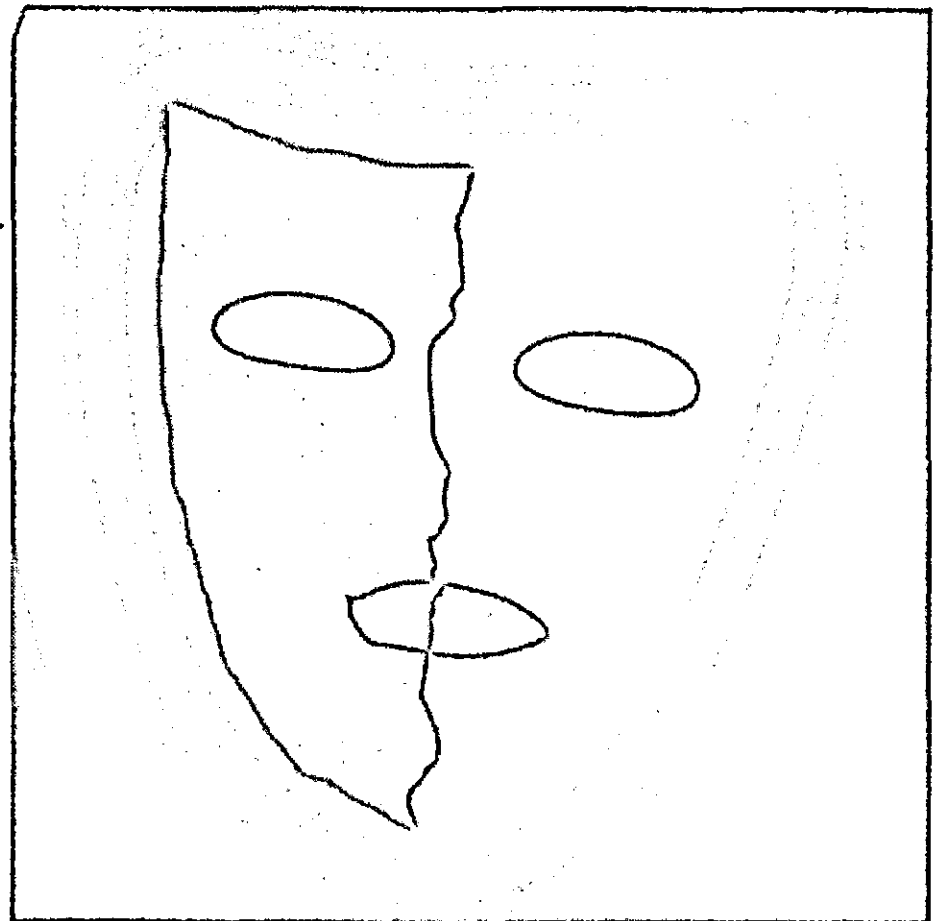
ter of whether there are similar laws in the state of Texas to act as a deterrent to future aspiring "fronters". The answer is yes, in the form of State House Bill #2310.

The bill, passed as law in September 1993, makes it illegal for a contractor to dishonestly claim or represent themselves as "disadvantaged or minority business" status. It was authored by state representative Sylvester Turner and sponsored by state senator Royce West. The penalty however is light compared to what took place in Maryland. Perpetrators are fined \$1,000 for each violation and up to \$100,000 maximum. According to the official document, there is no jail term. Questions also remain as to how strong the law will be enforced and, because of the bill's infancy, there has been no opportunity to find out.

"It hasn't been tested yet," said Burrell. "As far we know, no one has been brought in on the guideline of that bill yet."

Between minority leaders like Burrell, the NCTRCA certification process and House Bill #2310, there appears to be enough elements to help protect minority businesses from losing procurement dollars to anglo contractors, male or female. The only element missing is an organization in the minority community that officially advocates on behalf of the issue.

Yet that does not mean that minority businesses are now getting their fair share of the contracting pie. The pie as a whole is finite and efforts continue to be made to increase the slice within that pie.

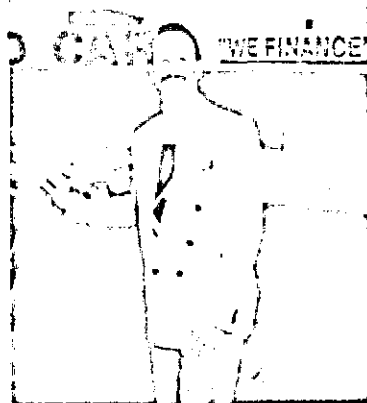


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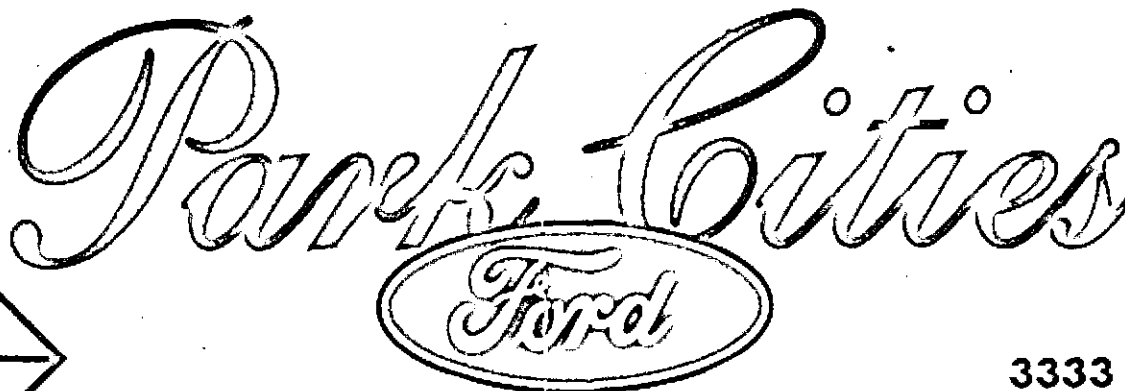
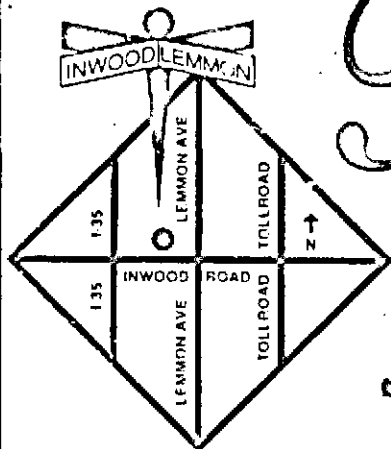
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Legacy of old negro leagues kept alive

by Gordon Jackson

A group of African American youngsters were visiting the Negro Leagues Baseball Museum in Kansas City, Missouri. They were soon immersed by the artifacts and photos of blacks who played in the Old Negro leagues in the late 1800's and throughout the first half of the 20th century. Yet when they were asked who was the black man that integrated modern major league baseball, most of them couldn't come up with an answer. The one youth who did, said "Babe Ruth."

The distressing failure for these youth to know about the heroics of a Jackie Robinson alone justifies the refreshing wave of promotional and media projects that are bringing back to life the stories of those who came before and set the groundwork for the Barry Bonds, Cecil Fielders and Ken Griffey Jr.'s of today. While many of the black men who played in that era have passed on, many of the ones still living, all senior citizens, are using maximum energy to make sure that the legacy of the Old Negro Leagues stay alive, especially in the minds of today's black youth.

Such a distinguished group of men were in the metroplex earlier this summer, brought to the Ballpark in Arlington by Norm Lyons, the Texas Rangers' vice president for Community Development. J.C. Hartman, Bill "Fire Ball" Beverly, John "Mule" Miles, John "Buck" O'Neil and Earl Taborn were given the red carpet treatment as the Rangers played the Oakland Athletics; far beyond the conditions they were forced to play under in their heyday. They were also joined by Dallasite Charlie Pride, himself a former Negro League player before going on to international stardom as a county music singer.

At a press conference earlier that afternoon, as well as at the ball game, the players shared their experiences and explained why the greatness of those who played before Jackie Robinson never received their just due of publicity. "Buck" O'Neil said that it is consistent with the concealment of Black history in general.

"You can go to the library in any high school in the country and see something about Babe Ruth," said O'Neil who played first base for the

Kansas City Monarchs for sixteen seasons and guided them to four consecutive Negro American League pennants (1939-42). "But you couldn't see anything about a Satchel Paige or

Josh Gibson."

Paige and Gibson were considered two of the best among the legion of players who did not let their banishment from the lily-white major leagues keep them from exhibiting their great playing abilities, although Paige did go on to sign with the Cleveland Indians in 1948 and made history by becoming the first black pitcher to make an appearance in a World Series. Just the same as enterprising and strongly determined blacks who formed their own black colleges, newspapers and insurance companies when turned away by the white establishment of their time, Negro teams and leagues were also organized.

According to Larry Lester, Research Director for the Negro Leagues Baseball Museum, they preceded their white counterparts with several groundbreaking achievements.

"The Negro Leagues had a lot of historical firsts," said Lester.

Cases in point: in 1930 the Kansas City Monarchs had the first portable lighting system for night games, at least five years before the first night major league game. The Negro-League Royal Giants were the first team to play in

Japan, thus introducing the game to that country three years before Ruth and other major league players went there.

While the average baseball buff knows that Ruth hit 60 home runs in 1927, most are unaware that John Beckwith in the Negro Leagues hit 72 home runs that same year. Pitcher "Smokey Joe" Williams once struck out 27 batters in a 12-inning game.

The greatness of these players and teams were confirmed soon after Robinson broke the color line with the Brooklyn Dodgers and became the first black to play in the major leagues in 1947. By 1953, six of the seven players who won the National League Rookie of the Year awards were former Negro



Charley Pride: then as a Negro League player and now as an International singing star.

League players including Robinson (1947), the Dodgers' Don Newcombe (1949), the Boston Braves's Sam Jethro (1950), the New York Giants' Willie Mays (1951), and the Dodgers again with Joe Black (1952) and Junior Gilliam (1953).

Other greats that followed included Hank Aaron, now the all-time home-run leader, Ernie Banks, Roy Campanella and many more.

Just as significant as the players' great exploits was the economic power

the leagues provided in their communities. There were several Negro leagues established but most popular was the Negro National League. Out of the 20 teams in the NNL, founded in 1920, 19 of them were owned by blacks, including one black female. That also means that most of the front office executives were African Americans. From president to manager, coaches (including third base coaches, still an evasive position in the major leagues for blacks today), radio announcers, sportswriters and batboys, opportunities for blacks were plentiful. Not to mention the hotels, restaurants and other black-owned retail outlets that got the shopping dollars from players and fans alike.

"It was that way in the 1920's," said Lester. "During that time there was an infusion of what is called 'the golden age of sports'. This was a creative time and a time of economic boom, unlimited possibilities and for black entrepreneurship to grow. The timing was perfect."

The leagues remained strong and survived the depression of the '30's. By the '40's, the NNL's East-West All-Star game was outdrawing the major league's counterpart event almost every year.

The tragic irony to the black players breaking into the majors was, with the best talent going there, the competitive edge of the Negro League teams was lost as well as the fan attraction. Approximately ten years after Robinson came in, Negro League baseball as it was known dissolved.

The players endured overt racist conditions while still displaying excellence in their game. Many of them carried those same principles into their everyday lives and achieved anywhere from moderate to great success. O'Neil went on to become a scout for the Chicago Cubs and Kansas City Royals and holds the distinction of signing Ernie Banks and Lou Brock. Although he won the racial battles he couldn't hold back the measure of anger and bitterness left in him.

"Anytime you set up a starting line to win a race and set mine ten yards behind, expect me to win, do this for generations and generations, and expect me to say there's no animosity...why sure, there's animosity, not making hundreds of thousands of dollars a year and being able to help my grandchildren and my community."

The legacy of the Negro leagues and their players are now being preserved through several different methods. Besides the older players touring the country and telling their stories, along with the museum in Kansas City, uniforms, baseball caps and other paraphernalia honoring many of the old

Continued on next page

team names are now being sold and have increased greatly in marketability. Proceeds of such sales goes back to the museum, to a retirement fund for the living players and to the Jackie Robinson Foundation to provide scholarships.

The history of the leagues has fascinated and inspired one local person to make a vocation out of informing the public. Fred Bazemore of Heritage Productions said that he was often told about the performances of the early black major league and Negro League players when he was a child and that it has stuck to his mind and heart.

"As time went on in my life I got a chance to do some research and reviewing," said Bazemore. "I remember seeing Satchel Paige pitch during the latter parts of his career. With my experience of segregation in the South and knowing that these players endured through

all that, I developed a love to know more about these players."

Bazemore now goes to schools, recreation leagues and to other meetings, making presentations about the Negro Leagues and exhibiting photos, artifacts and paraphernalia he has attained. He says the kids react very positively to his stories. Buck O'Neil concurs.

"It's so interesting as to how kids respond to you now. They want to know and hear about this. They know that if you don't know your history, you don't know where you're going."

Thus probably the strongest motivation for the older players to go out and tell their stories. They feel that, once people know about their accomplishments, it can inspire them to strive for high standards and excellence in their own lives. Especially significant today with constant reports of violence among black youths.

"I try to get kids to realize that they

can do," said L.C. Hartman, a former Monarch who went on to play several years in the minor leagues. "They can make it just like I did although I had my hardships like racial abuses and slurs. But I made it for them. I tell them whatever you do, do the best you can."

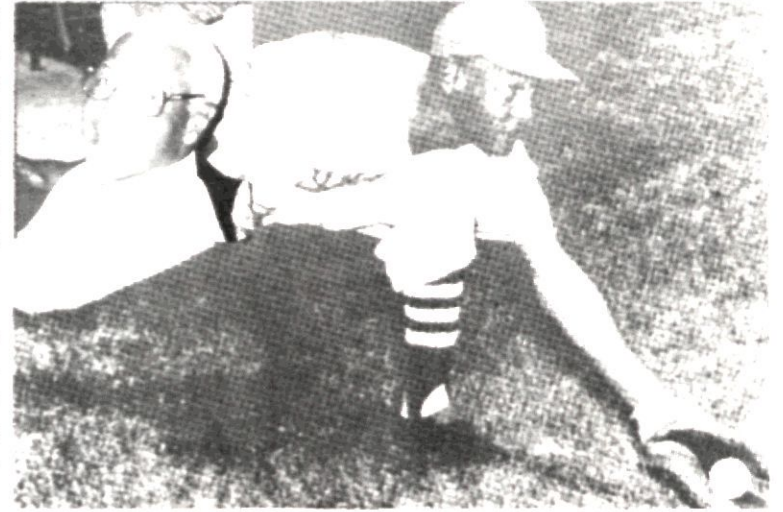
"As you know, many of our black young men are in the penitentiary," said John "Mule" Miles who played for the Chicago American Giants. "That's not by accident, that's by design. The reason is economics."

"We have

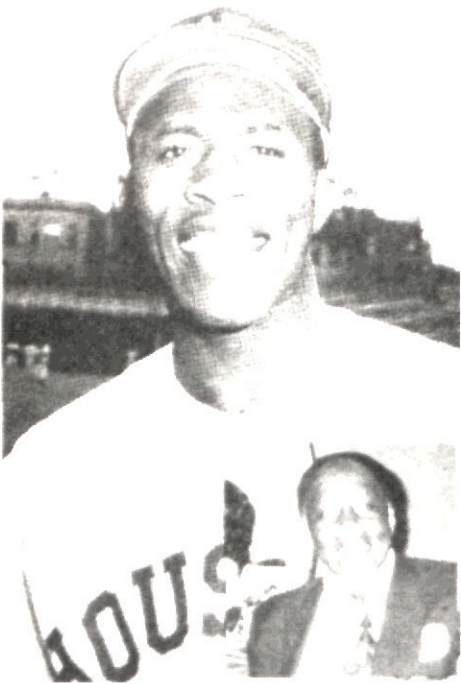
to realize there's no more time to waste."

For presentations by Heritage Productions, call (214) 335-9420.

For more information on the Negro Leagues Baseball Museum in Kansas City, call (816) 221-1920.



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Dynamic duo

Bank of America and MON team up with Black Expo community forums

In recognition of the continuing need to strengthen the minority businesses located in the Dallas community, Bank of America Texas, N.A. and Minority Opportunity News (MON) will offer a series of community forums during the Black Expo. "At Bank of America, we look at every opportunity and invite all of the visitors to Black Expo to come by our booths," said Alfreda B. Norman, Vice President and Community Development Officer for Bank of America.

The program is designed to combine the financial and business development expertise of Bank of America with a series

of informative articles in MON that focus on topics including:

- establishing a long-term banking relationship
- understanding the elements of a successful loan package
- alternative forms of financing available to small businesses

- essential elements of good financial statements
- managing growth and future financing needs

The first series of community forums will begin during Black Expo, scheduled for August 27-28, 1994, at

the Dallas Convention Center. "The forums will allow leaders form the business, real estate and banking arenas to share their expertise with those attending the Black Expo. As well, these sessions will give us a wonderful opportunity to listen to the particular banking needs and desires of the community," state Thurman Jones, publisher of MON. Four forums are planned during each day of the exhibition from noon to 6 p.m. The discussions will specifically address Bank of America initiatives in the areas of business development and homebuyers education.

"I am excited about small business product and look forward to meeting African-American business leaders," said Wilton Munnings, District Business Officer for Bank of America Texas.



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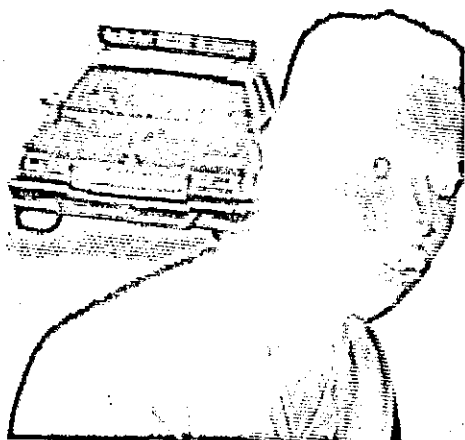
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by: Tai E. Jones

Entertainment Editor



Menace II Society will air August 7 & 27, 8:30 pm on SHOWTIME

Menace II Society

Nominated for the MTV Movie Awards and an the Independent film award for actor Tyrin Turner, Menace II Society, is a film that depicts black on black urban violence.

Although this 1993 film is most impressive, it becomes quite hard to watch because of its realism. Directors Allen and Albert Hughes have made their debut into the film industry, a

hammer on the head for Americans who don't know the meaning of "gangsta" life.

The opening scene, in which an innocent-looking teen guns down a Korean grocer very nonchalantly, only adds to the film's continued illustration of how human life seems absolutely meaningless. With amazing assurance, the Hughes twins chronicle the lives of young black men both in a spiritual free-fall as well as the efforts of some to save them. Cast members include excellent performances from unknown actors like Tyrin Turner, and veteran actors, Samuel Jackson, Charles Dutton, and Bill Duke.

Son-in-law

The epitome of raunchy humor, a bit of "Valley" language, bachelor party antics, and implied sexual activity. Pauly Shore is eager to show the world he is more than a valley guy whose claim to fame is stretched out on



Son-in-Law will air August 20, 24 30 at 8:00pm on SHOWTIME

monosyllabic words like (Duuuuuuude). Shore, a MTV Veejay whose semi-idiotic persona has placed him in the midst of teen pop culture insists that there is a serious side as an actor.

Shore plays an eccentric college student from LA who has a way of causing havoc when he visits Middle America for the first time. Dressed in a glossy retro-70's vest, black corduroy pants with a choker, and his Doc Martens... Crawl (Shore) has a way of leaving a long-lasting impression on a Missouri farming family.

Who's the MAN???

This film could easily be called, YO! MTV Raps: The Movie. Heavily casted with rap artists, and very thin on plot, this hip-hop comedy manages to keep you laughing. Viewers will find themselves playing Spot the Rapper. There's Ice -T in a few scenes, Flavor Flav, Naughty by Nature, House of Pain, Doctor Dre, Mr. Lover, Kriss Kross, Cheryl "Salt" James of the female duo Salt-n-Pepa. Although Pepa makes a cameo appearance, Cheryl remains the closest thing to the female lead.

Directed by creator and senior producer of MTV Music Television, Ted Demme, the film starts out fast and funny yet slows the pace as it closes. As a turn to the story, Mr. Lover and Doctor Dre go from giving bad haircuts at a Harlem barber shop to cruising the streets as two of New York's finest "hip-hop cops." When another barber who refuses to sell out his shop and his community turns up dead, the two become the "men" investigating the case.



Who's the Man will air August 22, 28 at 7:00 pm on THE MOVIE CHANNEL

TCI honors women

A public awareness campaign conducted by LIFETIME Television and co-sponsored by TCI Cablevision entitled "Picture What Women Do" a tribute to women was held last month at the Galleria.

The photographs tell stories of women today—their differences, common challenges and joys—and can be seen in other shopping centers in Dallas through the month of September.

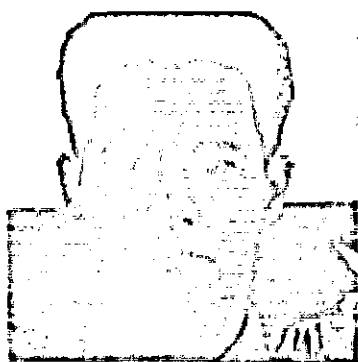
LIFETIME has formed an alliance with nine leading women and community organizations nationwide which will benefit from the campaign.

Valder Beebe, owner of PIP Productions, exhibits her photos from award-winning photographer "Photography by James."

For more information call (214) 706-2702.

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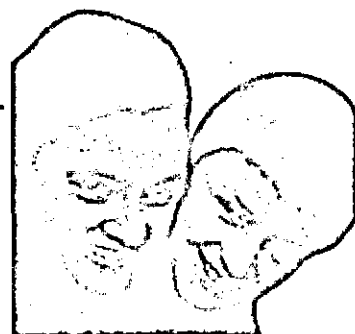


From Hollywood's hottest hits to exclusive original programming, hilarious comedy and the best in sports, TCI has it all. Take advantage of their special offer.

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SHOWTIME and THE MOVIE CHANNEL gives you unique exclusive programming and a wide variety of star studded movies including the great classics. All for the same cost of a family's night out!
 Live Man Tate on The Movie Channel



Introductory premium service offers are good for the time specified only, thereafter, regular monthly service rates apply. Introductory premium service offer available only to new premium service customers. Installation offer applies to standard installation in areas served by TCI Cablevision of Dallas, Inc., TCI Cablevision of the Metroplex, and TCI Cablevision of North Texas. A maximum of \$1.2% sales tax and 5% franchise fee will be added to the installation fee. Additional equipment and specialty service charges are not included. Prices, packages, and programming subject to change. Change of service fees do apply. To receive the separately priced Expanded Basic, premium service, and other optional cable services you must receive Basic Service, not all Basic, Expanded Basic, and premium services available in all areas. Pay per view access requires and addressable converter (not included) and customer home phone must be on file. Added value items available while supply lasts. Coupon good for Added Value Items will be mailed after installation of Premium Service is completed. Please allow 4-6 weeks for coupon delivery. Some additional restrictions may apply. Offer expires August 31, 1994.

Micheal's choice

Brownstone signs on Micheal Jackson's label

by: Tai E. Jones

Micheal Jackson calls their talent "extraordinary."

And it took only one song performed a cappella, for him to sign them to his own MJJ label, distributed by Epic Records.

The lush sounds of Brownstone brings back the days when R & B felt like something. The jazz-influenced soulful sounds of New Orleans-born Mimi, Detroit-born Nicci, and Guyana-born Maxee will fill a void that R & B has suffered for far too long. What makes Brownstone so different? "Singing is about emotion and feeling," says Nicci, "and we're singing from the bottom up."

Thus, they named their MJJ/Epic debut album, "From the Bottom Up."

The phrase "From the Bottom Up," has come to be a sort of mantra for each member of Brownstone. For Maxee, it is a constant reminder of hard days in California when she didn't have enough food or money for the week, with only faith in her talent to get through. For Mimi, it is her struggle as a Black woman trying to break into a business overwrought with competition. And for Nicci, it's a reminder that there is no ceiling to success.

Brownstone's luxurious debut "From the Bottom Up," is 10 songs made to satisfy. Filled with memorable hooks, heartfelt lyrics and natural harmonies, it will redefine the phrase soul music. Brownstone's natural talent for writing

about the woes and wants of women gives their songs a rare depth and timeliness. Their lyrics range from strongly sincere ballads to flippant scoldings to funky party jams.

The women of Brownstone refer to themselves as "down-to-earth," and they are. As women, they illustrate the earth's warmest hues. As artists, they possess three of the most inspired voices to come up out of this earth in a long, long time.

Special thanks to Epic Records and Michealle Johnson.



MIMI

MAXEE

NICCI

Music's best friend

The Puppies

by: Tai E. Jones

Coming out with a sound and style that's young and fresh, the Puppies — 9 year-old Calvin Mills III (a/k/a "Big Boy") and his 13-year old sister, Tamara Dee—are leashing a new kind of rap and soul to start the school year.

Their first single, *Funky Y-2-C* is racing up the charts. Although 12 cuts are featured on the Puppies' eagerly-awaited eponymous debut album, a record that will showcase the duo in a wide variety of musical settings—from snappy sassy raps to buoyant hip-hop sweet teenage soul

to irresistible dance tracks. The album opens with "Do Our Own Thang," a high spirited audio collage which finds Big Boy and Tamara Dee making a string of phone calls in search of a qualified record producer which just so happens to be their dad. The pulse of the album kicks with "Puppy Love," which functions as Big Boy's theme song.

Despite their show business aspirations and major label debut, Big Boy and Tamara Dee remain very much real kids at heart and in the world. The Puppies manage to sandwich their rehearsals around their schoolwork and are both A-students. With show business magic flowing their veins, the Puppies reflect high-energy and magnetic presence. On-stage, the duo is joined by their backup dancers: three girls and two boys who call themselves the Pup Pound.

Special thanks to Columbia Records



Tamara Dee

Big Boy

10 Movies, 10 Days Only \$2.99* per Movie

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SISTER ACT 2:
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The Pelican Brief
Grumpy Old Men
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Wayne's World 2
Reality Bites
Sugar Hill
Philadelphia
Sister Act 2
Tombstone

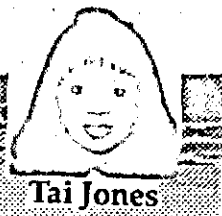
Contact your nearest TCI Home Theater Office within one hour prior and up to 15 minutes after start of movie.

* Reg. \$3.99 per movie. Price does not include tax and applicable franchise fee. To receive pay-per-view, TCI customers must have an addressable converter box and home phone # on file.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
STARZ! AUGUST 1994						
CALL NOW! 1-800-758-5555						
1 Jungle Fever	2 Knight Moves	3 The Big Chill	4 Hear My Song	5 Amongst Friends	6 American Heart	7 The Last Emperor
8 Rocky II	9 Praying With Anger	10 Splitting Hairs	11 Enchanted April	12 Gross Misconduct	13 Watch It!	14 Knight Moves
15 Mystery Train	16 American Heart	17 Amongst Friends	18 The Big Chill	19 Joey Breaker	20 Heart and Souls	21 Gross Misconduct
22 Hear My Song	23 Watch It!	24 Gross Misconduct	25 American Heart	26 The Breakfast Club	27 STARZ! Special Screening	28 Avalon
29 American Heart	30 Gross Misconduct	31 Heart and Souls	\$4.95		TCI Cablevision of Dallas, Inc. We're taking television into tomorrow.	



**TRADEWINDS
in Business**



Tai Jones

Mr. Hildred Pepper, Jr.
Ms. Janice Napper
Dallas /Fort Worth International Airport
DFW, Texas
Dallas/Fort Worth International Airport has promoted Hildred Pepper, Jr., to Director of Procurement and Materials Management and Janice Napper to Director of Budget and Management Services.



Napper

Mr. Pepper is responsible for developing departmental policies and procedures for the Board's centralized purchasing of materials and services and for contract administration. Since 1987, Mr. Pepper has been employed with the Airport Board. In 1991, he

was appointed Assistant Director, Solicitation/Contracts of Procurement and materials Management and in January, 1994, was promoted to Acting Director Procurement.

Ms. Janice Napper has been the budget Administrator with the Airport Board since 1992. In

June 1994, she was promoted to Director of Budget and Management Services. Ms. Napper is responsible for overseeing a \$100 million operations and maintenance budget and examining and evaluating all Board departments for cost efficiencies and cost containment. Ms. Napper also directs the DFW Management and Intern Training Program.

Mr. Jose Adan Trevino
First Interstate Bank of Texas
Houston, TX

First Interstate Bank of Texas, N.A. (FITX) has announced the election of Jose Adan Trevino to its Board of Directors. A leader in the broadcasting industry. Trevino has served as President and chief Executive Officer of the Pueblo Broadcasting

Corporation, which owns KXLN-TV, channel 45.

Although headquartered in Houston, First Interstate bank of Texas currently operates 106 full-service locations statewide and is a subsidiary of First Interstate Bancorp.

Attorney Lee Johnson
State of Texas
Administrative Law Judge
Austin, TX



Johnson

Comptroller John Sharp has announced the appointment of Lee Johnson to the prestigious and important position of Administrative Law Judge for the State Comptroller's office. Johnson becomes the first African-American in Texas State Comptroller history to serve in this position.

As an Administrative Law Judge, Johnson's major responsibility is to provide arbitration between the Comptroller's Office and Texas taxpayers. In cases where a taxpayer believes a tax liability has been unfairly assessed, the individual is given the option of making the case to the Administrative Law Judge. Following the hearing, the Law Judge issues an opinion on whether the tax liability was fairly assessed.

Four Named As Mortgage Loan Officers
Central Bank & Trust
Fort Worth, TX

Sondra Clark, Pamela Lay, Chuck Sheridan, and Donnie Waugh have joined Central Bank & Trust as mortgage loan officers.

Clark has more than 20 years of mortgage lending experience including branch management, loan origination, and loan processing.

Lay has been Mortgage Officer for six years and has a total of 13 years of banking experience, including branch management.

Sheridan has formerly served as a loan officer at TexSun Mortgage and Fidelity Mortgage. He is a past president of the Fort Worth Mortgage Bankers Association and past director of the Greater Fort Worth Board of Realtors.

Waugh has been a loan officer for two years. He has a 16 year career with Tarrant savings in Fort Worth which later became Empire of America FSB.

Ms. Susan Turner Lee and Mr. Ronald Hay
ALL Temps Personnel Service, Inc.
Dallas, TX
(214) 426-0091

Susan Turner Lee, formerly Founder/CEO of Lee's Personnel Service, and Ronald Hay have com-

bined their skills and expertise in the personnel industry to form All Temps Personnel Service, Inc.

In keeping with their high performance record, Ms. Lee will target the company's Sales and Marketing division, while Mr. Hay will chair the company's daily operations.

This partnering will allow All Temps Personnel Service, Inc. to maximize its growth potential.

Currently, the firm has offices in Dallas and Houston. The firm anticipates expanding its service to the Austin area during the third quarter of 1995.

Wilton Munnings
Bank of America
Oak Cliff Branch
(214) 374-1638

Bank of America Texas has named Wilton Munnings Vice President and District Business Officer in its Dallas district. As District Business Officer, Munnings will be responsible for sourcing and administering business lending in the Dallas area.

Prior to joining Bank of America, Munnings attended Southern Methodist University where he obtained his master's degree in May 1994. He previously had worked for the Munnings company, IBM Corporation and Blinder Robinson and Company in Atlanta. He received his bachelor's degree in accounting from Clark Atlanta University in Atlanta and is a member of the National Black MBA Association and Omega Psi Phi Fraternity. He will office in the bank's Oak Cliff branch, 325 W. 12th St.

Unsung Hero of the Month
Harry Mitchell
Lone Star Gas
New Image Business Associates



Munnings

announces Harry Mitchell CPM, a senior buyer of the purchasing department, as the Unsung Hero for August '94. He works diligently behind the scenes at Lone Star Gas, helping ethnic minorities to obtain contracts at gas company.

N.I.B.A. and MON salute Mitchell and his team at Lone Star Gas. For more information call 350-9590.

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Price Branch Building, Room #106

Fort Worth Campus - Dunbar High School, 5700 Ramey Ave., Room #120

Waco Campus - Paul Quinn College, 1020 Elm Ave., George B. Young Auditorium

ACHIEVE DEGREE COMPLETION PROGRAM

Poke Power

Erik Williams

Dallas Cowboys offensive lineman

by Dwain Price

What Erik Williams has accomplished doesn't happen very often to a person with only three years experience in the National Football League.

A third-round 1991 draft pick out of tiny Central State (Ohio), in 1991 Williams has blossomed into one of the top offensive tackles in the NFL. The 6-6, 324 pound man-child solidified his position as one of the game's great by making the Pro Bowl last year.

"It's been a quick rise to the top for me," Williams said. "I came from a hard road, and I was put in a situation to either make the team and make it big, or play the backup role all of my life.

"(former Cowboys) Coach (Jimmy) Johnson put me in a situation where he wanted to know right then and there if this kid could play. I guess it turned out all right."

Everything had been rosy for Williams that last year the Cowboys signed him to a three-year, \$7.4 million

contract. He used some of the money to buy his parents a new house.

Williams, who played college football at an historic black university, also purchased a five-bedroom, 6,000 square feet home for himself in North Dallas that cost \$720,000. Indeed, he has put down some big roots in Big D.

"I thank the Good Lord for everything that He's done because He's a major part of this," Williams said. "Without God I don't think any of this is possible.

"But I just want to keep played for many more years so I can pay this house off."

Williams' values to the Cowboys is not forgotten by his teammates. He started three regular season games in 1991, and all games the past two Super Bowl years, including the six playoff games.

With William's help, tailback Emmitt

Smith has led the NFL in rushing the past three seasons'

"I think Erik's a great asset to our offense, right along with Troy (Aikman), Emmitt and Michael Irvin," Cowboys linebacker Godfrey Myles said. "Erik and I came into the NFL together and I definitely think he's one of the best offensive linemen out there in the league."

Another Cowboy draft choice from the class of '91 concurred with Myles in his assessment of Williams.

"He's very talented," linebacker Dixon Edwards said. "Everybody around the league knows it, and he shows it. But he hasn't even warmed up yet."

Williams plans to elevate his game to the next level this season.

"Right now I don't think I'm at the top of my game," he said. "For a good linemen to succeed in this league it takes at least six years."

"Hopefully I can play many more years and have the same success that I've had in the past."



Erik Williams

Long Live the Kidd

by Dwain Price

The next major chore for pass-happy Jason Kidd is to transform those frowns on the faces of Dallas Maverick fans into happy faces.

Last month the Mavericks decided to by-pass the three-pronged attack of Duke's Grant Hill in order to take Kidd, the University of California point guard, with the second pick in the National Basketball Association draft. Kidd is a pass-first, shoot-second type of player.

Some critics have hailed Kidd as the best pure playmaker to enter the draft since Isaiah Thomas in 1981. Kidd's primary function will be to get the ball to Mavericks forward Jamal Mashburn and guard Jim Jackson, and assist other Mavs as they attempt to improve their games.

"Everybody speculated between Grant Hill and Jason Kidd," Mashburn said. "I think we got the better deal, and that's what we needed.

"This is the third piece to the puzzle. He loves to dish the ball and you've got to be excited to play with somebody like that."

Kidd played just two seasons at Cal. He averaged 16.7 points per game and led the nation in assists last year with 9.1 per outing.

In high school, Kidd used to carry around a Dallas Mavericks cap in his mom's car. The cap has since faded, but since Kidd will probably receive a contract in the neighborhood of \$55 million, chances are he'll be able to afford a new one.

"I always saw myself playing for Dallas, for some reason, deep down in my stomach," Kidd said. "And it actually did turn out that way.

"I've worked hard every day of my life and it's going to continue throughout my years here in Dallas."

Dick Motta, who is back as the Mavs coach after replacing the fired Quinn Buckner, said choosing between Kidd and Hill was not a real difficult proposition.

"Kidd just fit right, but I really like Grant Hill," Motta said. "But you're rating



oranges and apples to start with.

"When you're starting a basketball team—and we have a right to say we're starting over with 11 and 13 wins in the last two years—the first ingredient usually is a great center and the second ingredient is a great point guard. If you can get either one of those, you'd better take them right now, no questions asked and no matter what the prevailing talent is on the team."

Mashburn hopes to get plenty of good looks at the basket with Kidd running the show.

"Last year we had Fat Lever (as the point guard) and he wasn't a a true point guard," Mashburn said. "He did the best job he could with what time he had.

"But you can't go wrong with Kidd. I think we're going to be the team of the future, and I'm real anxious to get those 13 wins behind me."

Thanks to the arrival of Kidd, the years of 13-win seasons are probably over for the Mavericks.

TCU brings home the Bacon



Dwain Price

That window of opportunity has finally opened for Richard Bacon.

After many years to break into college coaching ranks, Bacon was hired last month as an assistant basketball coach at Texas Christian University.

It was the best move the TCU athletic department has ever made.

Bacon coached Lincoln to Class 4A State Championships in 1990 and '93, to the state semifinals this year, and to the regional finals in '91 and '92. He also coached Seagoville to the state semifinals in 1985.

Bacon is one of the top bright young coaches in the state. TCU head coach Billy Tubbs saw what intangibles Bacon add to his program and decided to reel in the best basketball coach the Dallas Independent School District had produced.

With Bacon in tow, TCU should finally be able to lure some of the talented basketball players the DISD has to offer. Tubbs is one of college basketball's most successful coaches, and he didn't get to that level by being a fool.

Part of Bacon's duties will be to help TCU sign eye-popping talented hoopsters like Damien Walker. A 6-7 senior at Lincoln, Walker helped the Tigers to last season's state tournament. He is a bruiser-type player who is ranked among the top three seniors in the state on the recruiter's list this year.

Just think, had TCU hired Bacon earlier, perhaps he could have gotten another Lincoln Tiger, Carlton Dixon, to sign with TCU. Dixon inked a Letter-of-Intent with the University of Texas this past spring.

In Bacon, TCU will be getting a man who knows his X's and O's, and knows how to relate to players. Tubbs could not have chosen a better right-hand man.

Tubbs, the x-University of Oklahoma mastermind, probably won't coach past the next five years. If TCU hierarchies are smart, they would see to it that Bacon succeeds Tubbs as the next TCU head basketball coach.

TCU has never been bold enough to hire a black to hold down its men's head basketball position. At least

cont. on page 26

**New UT-Dallas
president to speak at
Black State
Employees banquet**

Dr. Franklin Jenifer, President of the University of Texas at Dallas (formerly President of Howard University) will be the keynote speaker at the Black

State Employees Association of Texas, Inc. 5th Anniversary Banquet and Awards Presentation. The event will take place September 10 at the Loews Anatole Hotel' Khmer Ballroom. Reception is at 6:00 p.m. and Dinner at 7:00 p.m.

Dr. Jenifer is the first African American president in the history of the University of Texas System, which consists of 15 institutions across the

state.

The banquet will recognize and pay tribute to members of B.S.E.A.T., other individuals and to corporations who have demonstrated

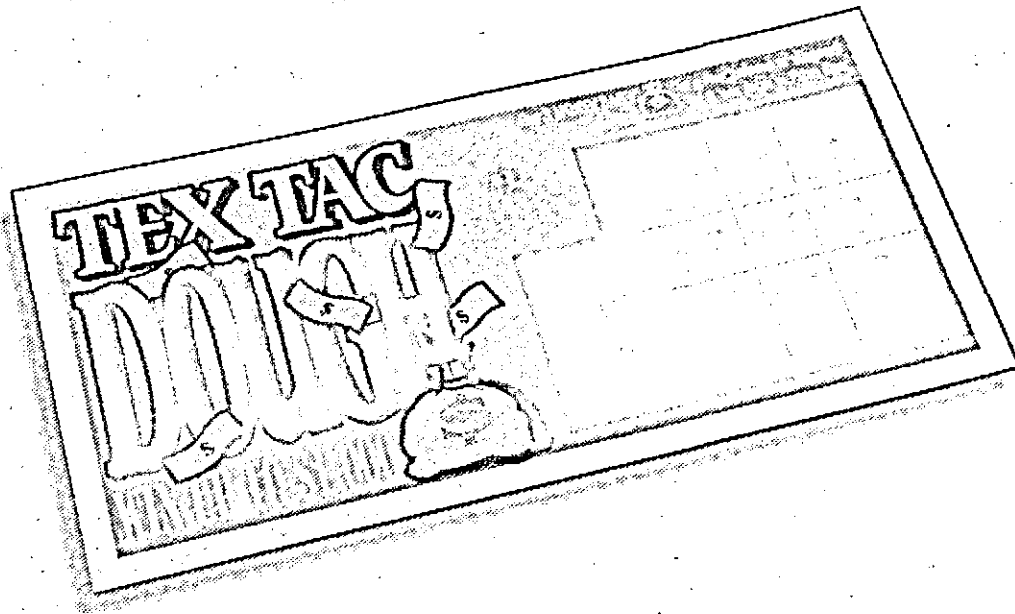


Franklin Jenifer

a commitment assisting the African American community to acquire quality education, viable employment opportunities, and achieve economic growth and stability.

"Our awards banquet is one of the premier events in the African American community and DFW metropolitan area that is sponsored by a community-based organization," said Dr. Darren L. Reagan, chairman/CEO of B.S.E.A.T. "Our expected attendance will be approximately 1,100 guests from the business and corporate community, elected officials, residents, students, UT System officials and other community-based organizations."

For more information call (214) 371-7710.



End Of Game Notice.

X marks the spot. If you can play tic-tac-toe, you have a chance to win. At least until January 28, 1995. That's the time you have remaining to purchase tickets and claim your prizes, because Tex Tac Dough officially ends August 1, 1994.

To play Tex Tac Dough, match three money bags in a row, column or diagonal and win the prize amount indicated in the prize box. Prizes of \$1, \$2, \$4, \$7, \$14, \$40 and \$100 can be redeemed instantly at lottery retailers, any of the 24 Texas Lottery claim centers or by mail with a claim form available from any Texas Lottery retailer. The \$1,000 prize must be claimed either at any of the 24 Texas Lottery claim centers or by mail with a claim form. If you have any questions, call the Texas Lottery Service Line at 1-800-37-LOTTO.



Overall odds of winning. 1 in 4.37. Must be 18 years or older to play. © 1994 Texas Lottery

Bacon Cont. from page 25

Tubbs had the guts to get a black on the TCU bench.

Bacon will be well groomed on the college level by Tubbs. Billy is one of the best at letting his assistant coaches delegate some authority.

The Tubbs-Bacon relationship is one that should take the TCU basketball program over the top. then after Tubbs retires, TCU should take advantage of it window of opportunity and let Bacon succeed Tubbs.

That would be a marriage made in basketball heaven and one the Bacon truly deserves.



OPPORTUNITIES
TELEVISION MAINTENANCE ENGINEER

JOB RESPONSIBILITIES:
Maintenance of all electronic and electric equipment owned or operated by KDAF-TV. Align, install, modify and repair Broadcast Television equipment including but, not limited to Video Tape Recorders, Camera, Switchers, Distribution Equipment, and Peripherals.

JOB REQUIREMENTS:
Five years minimum Broadcast Television Maintenance experience and FCC General Class license or SBE certification required. Formal or training in basic electronic is essential.

If interested, please send resume to:

Fox Television Station
8001 J. Carpenter Freeway
Dallas, Texas 75247
Attn: Glenda Jones

E.O.E M/F/H/V
No Telephone Calls, Please

August 1

Pegasus Theatre is looking for one African-American man and woman for the upcoming production Hellcab.

Rehearsal date begins Tues., Aug. 30 through Friday, Sept. 30, audition appointments must be scheduled on or after Monday, Aug. 1.

Actual Production Dates are Oct. 7 through Nov. 19.

Bring a resume and a picture. For more information call 821-6005.

Mayor Steve Bartlett plans to recognize 603 student employees, along with volunteers and sponsors of the '94 Mayor's Summer Youth Program.

The program is scheduled for Monday, August 1 from 5 p.m. to 7 p.m. at Kiest Park. Call 823-5700 for more information.

Freshman Class Reunion of 1971 is scheduled for Sept. 23-25. All former students from the graduating class of '71 are invited to make reservations now.

For more information call 565-9500.

Eight By Ten—an evening of eight 10-minute comedies—can be seen at the Pegasus Theatre through Saturday August 27.

A schedule of performances can be obtained by calling 821-6005 or Rainbow Ticketmasters at 373-8000 or metro 647-5700.

August 2

Small/Minority/Women entrepreneurs will hold a breakfast meeting on Tuesday, August 2 from 7 p.m. to 8 p.m.

Contact Willie R. Heath Jr. at CSA's Business Service Center on (817) 334-3284.

August 3

N.I.B.A. weekly luncheon is held

on Wednesdays at the Bill J. Priest Institute from noon until 1 p.m.

For more information call 350-9590.

August 6

Ujamma (cooperative economics) Festivals will be held on Saturday, August 6 from 10 a.m. to 5 p.m. in the recreation room at the Roseland Homes.

For more information call 823-2151.

A Workshop entitled: Operating a Home-Based Business is scheduled for Sat., Aug. 6 from 10 a.m. to noon. Admission is free. The location is 2838 M.L.K. or phone 421-5200 for more information.

The First Annual Kids Day Out Carnival/Drawing will be held on Sat., Aug., 6 from 9 p.m. to 4 p.m. at the Oak Cliff Bible Fellowship Outreach Center.

For more information 371-0582.

Max Beauty Enhancement Center host its Annual Hair & Style Fashion Show on Sat., Aug., 6 at the Arlington Community Center located at 2800 South Center St.

Tickets are \$5 in advance and \$6. Show begins at 6 p.m.

For more information call 264-6566.

August 7

The National Association of

Negro Musicians Inc. (NANM), celebrates its 75th Anniversary on Aug., 7-12 at the Southland Center Hotel in Dallas.

For more information call 374-6037 or 421-4296.

August 10

NationsBank Community Home Buyer Program is offering a FREE

622-6790.

August 17

A seminar discussing the effectiveness of radiation reporting is scheduled for Wednesday, Aug. 17 from 1-5 p.m. at the Doubletree Hotel.

Professionals in journalism, science, government and the public are urged to attend.

For more information call (512) 834-6688.

August 18

Texas Instruments presents Procurement Open House for Minority-Owned Businesses on Thursday, Aug. 18 from 5:30-7:30 p.m. at the

Doubletree Hotel at Campbell Centre. The exact location is 8250 N. Central Expwy.

For more information call 995-3271 or 995-0302.

August 19

A workshop to discuss Legal Aspects of Starting a Business is scheduled for Fri. Aug., 19 at 2838 M.L.K. For more information call 421-5200.

August 23

African Art & Adventure—hear a tale of fortune tellers and see a beautiful display of wood carvings, clothing, jewelry and hand-woven baskets from Kenya.

Location: Barnes & Noble Bookstore, Tues., 8525 Airport Frwy, North Richland Hills, Aug. 23. Call 988-7257 or

(817) 281-7042.

August 24

A series entitled: "Rising Issues in the Workplace" will be presented on Wednesday, August 24 at the Holiday Inn Northeast-LBJ & Jupiter from 8:30 a.m. to 4:00 p.m.

For registration contact Susan at the Garland TEC office. (214) 276-8361.

August 25

N.I.B.A. features "Owl Night" at the Nairobi Room, 6720 Shady Brook in Dallas from 6 p.m. to 9 p.m.

For more information call 350-9590.

August 27

Dallas Urban League's 27-year gala celebration is set for Saturday, Aug. 27 at the Southland Center Hotel, located at 400 N. Olive.

For more information call 528-8038.

August 31

North Texas Med Week Committee and JC Penney Company, Inc. are co-hosts of the annual MED Week Celebration. A trade show, seminars, award's luncheon, networking, and award's banquet are activities scheduled for Wednesday, August 31 at the Plano Centre (exit #31 off I-75).

The actual location of the center is 2000 E. Spring Creek Parkway. For more information call 767-8001.

**August 3, 1897
African American
L.P. Ray receives his
patent for the invention
of the DUST PAN.**

ATTENTION:
If you're interested in putting something in our September Calendar, send your information to the office by mail or fax no later than Tuesday, August 25.
**Minority Opportunity News
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workshop to answer questions for interested individuals. The event is scheduled Wed., Aug. 10, at Calvary Temple Heartline Ministries, 2414 S. Buckner Blvd., 7 p.m.

For more information call 939-0588 or 388-5683.

FREE legal information to the general public is available on LegalLine from 5 p.m. to 9 p.m. on Wed., Aug. 10 and Wed. Aug. 17.

For more information call 969-7066.

August 13

An Appreciation Celebration will be held for Diane Ragsdale on Saturday, Aug. 13 from 6 p.m. to 8:30 p.m. at JBAAL, located in the Convention Center.

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Sisters and AIDS



Michele Moore

For the past 13 years, AIDS has devastated America. It has now sneaked into Black America like we did not expect it to eventually do. This fatal disease is at our dinner tables, in our pews and in our front seats. We refuse to acknowledge that it is here. Here to stay if we do not do anything to arrest the spread of HIV in our community.

The African-American community is a strong community. It is full of history with unbreaking ties to family and kinship. The African-American woman has played an important role within the communities and the homes of our people. Our grandmothers, mothers, "play mommas", aunts and sisters have long been nurturers and caregivers for our families. Sometimes nurturing and caregiving to a point where their health is completely ignored.

It is easy to ignore when you have a cough or fever or chest pains when you are the primary caregiver for others. This is one reason among many why AIDS is devastating Black America, in particular African-American women. These women are being diagnosed when they go in for assessments in drug treatment facilities; when they are pregnant and go in for pre-natal care; but most often, it is when they are rushed to the emergency room for an acute condition such as dehydration, gasping for breath, pelvic inflammation, and a chronic cough with severe chest pains. This is when they get their diagnoses. They are told that they have AIDS and are diagnosed with one of over 26 opportunistic infections. Our grandmothers, mothers, "play mommas", aunts and sisters have ignored their health and now are forced to sit down and deal with the multitude of medical complications that come along with HIV.

Some other factors that go along with women being misdiagnosed or getting diagnosed later on in the disease process have to do with research. Traditionally, HIV was viewed as a gay, white male disease, so the research has been focused on this population. It has only been in recent years that women have been added to these studies and the illnesses that manifest in women because of HIV

added to the list of opportunistic infections that give women the definition AIDS. The Center for Disease Control (CDC) recently added several gynecological problems that manifests in women who are HIV+. Several of these include pelvic inflammatory disease (PID), chronic and recurring herpes simplex virus (HSV), recurrent vaginal candida infections, and human papilloma-virus (HPV). Until this inclusion, many women died and some continue to die without the appropriate diagnosis.

How do our grandmothers, mothers, "play mommas", aunts and sisters come to be infected? We look at ways like drug and alcohol use that cause poor decision-making, intravenous drug use, unprotected sex with someone who is already infected, and those who got blood transfusions before the in depth screening that is done now.

A major contributor to women's increased rate of HIV infection is denial. Denial that this disease exists. Denial that we are even involved in behaviors that would put us at risk of being infected. Just plain denial that drug use, homosexuality, bisexuality, and multiple sex partners for our heterosexual men exist in Black America. While sitting in a room with several middle-aged African-American women, the subject of bisexuality was discussed. Some of the comments were focused on bisexuality being new within the African-American community and that African-American men were just trying to be like white men.

This type of denial has hit our community long and hard. Until we take our lives into our hands and attack this disease head-on, we will continue to die and not know why. The CDC reports that women are the population being infected with HIV at the fastest rate. As of June 1994, Dallas County reported 285 cases of women and female children with AIDS. The CDC (December 1993) reports that nationally there are over 44,000 women with AIDS.

Dealing with the devastation of losing our sons, husbands, and fathers is overwhelming, but nothing could be worse than losing our grandmothers, mothers, "play mommas", aunts and sisters because of ignorance and denial. The key is educating ourselves. There are several agencies that offer such education: The African-American Health Coalition (Alpha Thomas, 941-7696) and AIDS Arms (Michele Moore, 521-5191). Please call for a more detailed list.

Michele Moore is Minority Access/Intake Specialist for AIDS Arms, Inc. and Advisory Board Chairperson for the African-American Health Coalition. You can call her at 521-5191.

Health connection

The VISTA HEALTH CORPS program

by Veronica W. Morgan

One thing the advocates of the VISTA Health Corps in Texas believe in is total quality health care for all members of the community. That's why

diligently to recruit neighborhood health watch volunteers that will go out into the community and tell residents, new and old, about specific health services that are available.

The main objective is to build partnerships among churches, health

members of the group are working

agencies, businesses, educational institutions, and community groups, and improve the overall health of eligible mothers and children.

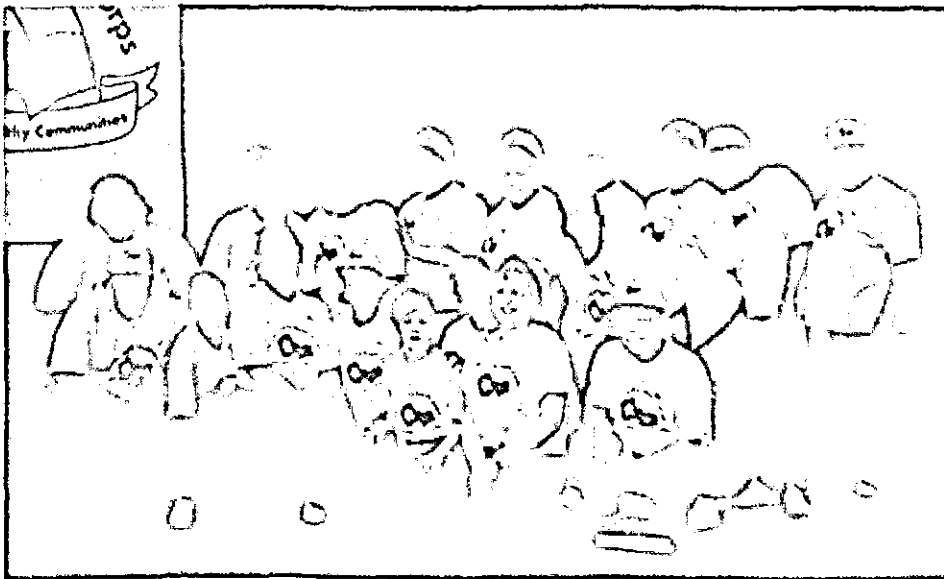
Barbara Mayfield one of the original National Service Volunteers and a group leader for Vista Health Corps in Texas, was sworn in along with 18 other Dallasites by Gov. Ann Richards earlier this year. However more area volunteers are needed.

Group members work to encourage young mothers to take advantage of immunization services and to have early and periodic screening, diagnosis, treatment done.

Families receiving food stamps are informed of their eligibility to receive milk, cheeses, and other nutritious foods provided by the Women's, Infant, and Children (WIC) program.

"This is part of the health department's effort to beef up services and hopefully reduce the high hospital costs," says Mayfield.

For information on how you can sign up to be a Neighborhood Watch Volunteer, or further information call (214) 819-2038.



Texas Vista Health Corps

L to r (back row) Barbara Mayfield, Zaron Tudman, Monita Daniels, Shirley Calloway, Carolyn Green, Jennifer Davis, Marcia Pulliam, Wanda Price, Bobbie Armstrong, Jackie Mosley
l to r (front row) Jesse Patton, Charlotte Crittendon, Annette Robinson, Shenequa Taylor, Mayra Garcia, Liana Aguirre, Rafael Rodriguez

First Tri-Ethnic chamber meeting held

More than 300 members of the Asian-American, Greater Dallas Hispanic and Dallas Black Chamber of Commerce turned out for the first ever joint meeting of the three organizations July 21, a project underwritten by Guaranty Federal Bank.

John Stuart, Guaranty's Chief Lending Officer, told the group that the bank welcomed the opportunity to sponsor the meeting which he termed "historic."

"We believe this will be the beginning of your three chambers of commerce working together to develop economic opportunities," said Stuart. "We at Guaranty applaud your efforts and are ready to support you in any way we can."

The "Business After Hours" session was organized by A.K. Mago, chairman of the Asian-American Chamber of Commerce, Hector Escamilla of the Greater Dallas Hispanic Chamber of Commerce and Sam Brown of the Dallas Black Chamber of Commerce.

"This is the first time the the three chambers have given their members the chance to interact with one another and explore ways to build business relationships," Mago stated.

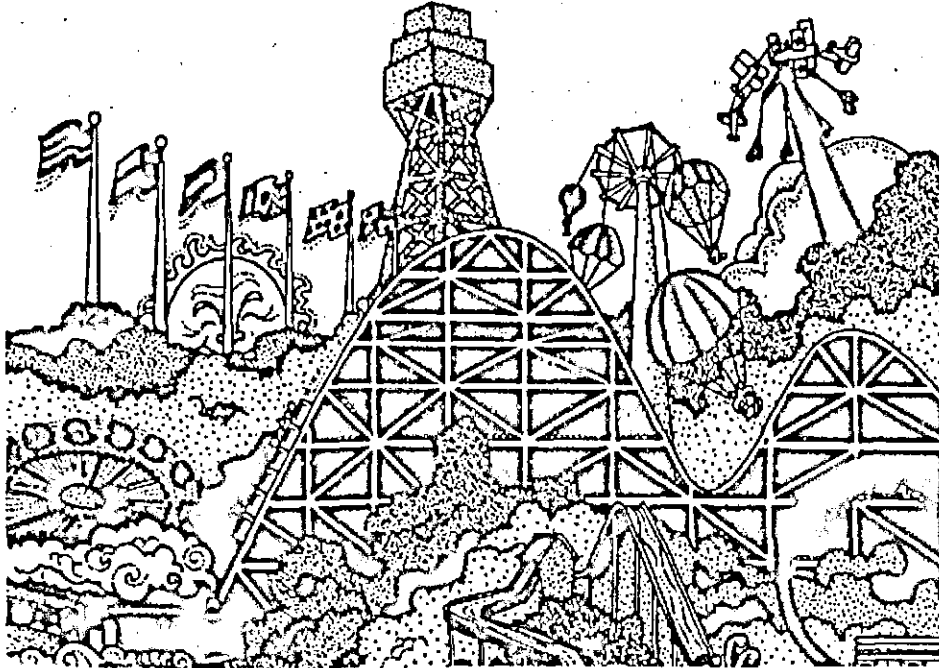
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Spiritual Perspective

The reason the mighty fall

Daniel 5:20



Ron Shaw

Over the past decade we have seen men that have been considered as mighty fall. Men who were considered mighty: financially, politically, socially, religiously, and otherwise.

As much good as some have done why so they fall? Why do great leaders fall? Is it because they were never confirmed by God as leaders? Perhaps it was because they stepped over into areas that God never intended for them to step into? According to the scriptures there is one reason, primarily, that men/women fall. You and I would do well to take heed lest we do the same. In our text, Daniel 5:18,20, Daniel, in addressing King Belshazzar, outlines why his father fell. He was described as one whom God had given power, prestige, fortune, and fame, not to mention respect from his enemies. However all that God had done for him, to him and through him could not prevent his failure because of one simple problem. The sin of pride.

The Bible says his heart was lifted up and his spirit was harden in pride. Did you get that? His spirit was harden! That means that God couldn't even get through to him because he became so insensitive to what he was saying. Everywhere we see pride mentioned in the bible a fall or failure proceeds. Pride is the reason Lucifer was expelled from heaven.

Most all of the time we will discover that pride is the first step we took down the road to other sins.

What is pride? It is deciding that we know best. Our way is always right; our

way is best; it is lifting up our way above God's. The person lifted up in pride never considers any other way that his own. All that God did for Nebuchadnezzar went up in smoke (so to speak) because of his pride. The bible says wars are the result of pride (Jas. 4). It also says that God himself sets himself against the proud. If God sets himself against you, you don't have a snowballs' chance in hell of making it no matter what you attempt.

All the problems on the federal, state, and local government levels are direct results of pride. Matthew 23 says "whoever lifts himself will be brought down," whoever preacher, politician, philanthropist, etc. Whoever means whoever. Rich or poor, black or non-black. Pride will always, but always, precede a fall.

What's the answer then? To stay out of pride, one must admit that God's way is best and must be exalted and implemented. You see pride is a reflection of a lack of trust in God. You don't trust God's way so you implement yours. Although yours have failed repeatedly and his have never failed you will place more confidence in yours than his because his can sometimes be initially comfortable. James and Peter tell us to humble ourselves under him and he will lift us up. To humble oneself one has to submit. That requires a decision to trust. Men were created to be exalted. However only God knows how to do that!

The reason the mighty fall? **PRIDE!**



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Reconstruction

Housing secretary favors restoring class to low income housing

by Veronica W. Morgan

"Do it and don't just talk about it," is the message Louis Sepulveda, president of West Dallas Coalition for Environmental Justice, wants to send to Washington, particularly to Housing and Urban Development Secretary Henry Cisneros.

Said Sepulveda: "We must do right for this neighborhood just once, for our children's sake."

The neighborhood he is referring to is West Dallas and Cisneros was in Dallas to try and do the right thing.

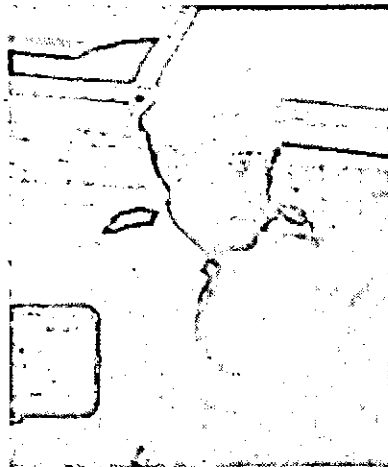
The housing secretary revealed his plan to a crowd of residents and city officials who were eager to proceed with demolishing the abandoned units and constructing 1,200 well-designed attractive units that will provide com-

fortable air conditioned living space that is both affordable and safe.

"We are mov-

ing aside the past and paving the way for better public housing," says Cisneros adding that jogging paths will be included in the new design.

For years the West Dallas Housing Project was synonymous with poverty and neglect, in addition to being considered a hazardous habitat for many families. High levels of lead and other chemicals were discovered as being the for many illnesses—and as some speculate the cause of death—for many people in and around the area.



Housing Secretary Henry Cisneros

Sepulveda and other community advocates heard from hundreds of the project dwellers with similar stories dealing with ailments such as: amputations, heart disease, respiratory problems and mental retardation. And now, finally, the complaints have been heard in Washington.

Out of the 3,500 units erected in the early '50s, nearly 1,300 have been vacant for more than ten years.

An estimated 900 families still reside in the low-income development, not because they lack motivation, but because the place is affordable and beats living on the street.

Cisneros contends that his first job is to make the area

safe. Ms. Tillie Baylor, president of the George Loving Resident Management

Corporation, says her heart is bubbling over with joy as she awaits the change that will take place in the West Dallas area.

Though skeptical at first, Ms. Baylor said: "I thought he (Cisneros) was here to drop a big one; I was waiting for it."

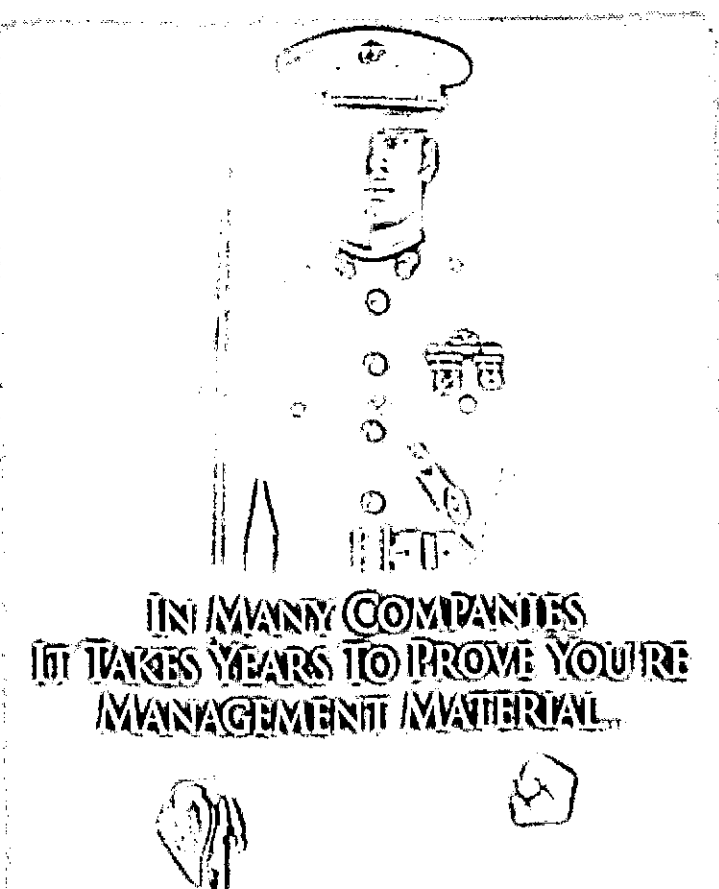
"But I learned that he is a man of his word and I love Henry Cisneros."

"I am thankful to God for sending this man to visit Dallas and turn DHA around."

HUD has invested more than \$77 million toward improving public housing across the city. Plans are being made to build at least 200 town homes and to construct elderly units.

The plans will extend to providing on-site child care, and counseling services for people who want to go a step further in trying to fulfill the great American plateau, owning a home.

"We want to teach young men standing on street corners how to do plumbing, and other trades," said Cisneros, adding that public housing needs to be a platform for self-sufficiency where children can see their parents going to work."



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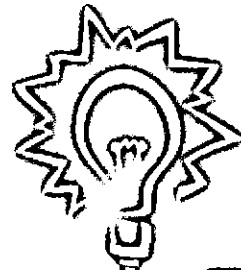
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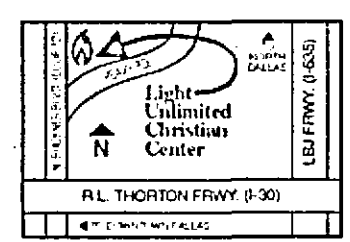


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Volunteer slavery

Nelson Tells it Like it is



**Angela
Washington
Blair**

The title at first glance appears to be an oxymoron—one of those words or phrases that upon analysis appear to be a contradiction of terms. Who would voluntarily submit to slavery? Those who need to work to pay bills and put up with corporate nonsense and game playing to keep a paycheck. Those who haven't a say at their workplace, etc.

Jill Nelson, award-winning journalist, addresses that and many other issues in her biography/expose that specifically chronicles her harrowing four-year stint at the Washington Post, a writing job some writers would consider to be the "pinnacle of their careers." Nelson, then 34 in 1986, felt she needed to finally have a "job-job" after years of freelancing and being a free spirit. A single parent with a young teen daughter who craves a Cosby Show existence, Jill Nelson and her daughter Misu make the move from New York City to Washington, D.C. Armed with fresh ideas, a solid education background, and years of being a magazine writer, Jill Nelson begins a \$50,000 a year job working on the soon-to-debut Washington-Post Magazine. The job is

nothing like she expected—or maybe it was exactly like she expected, only worse. Nelson's book, written after she "quit" the Post, is now published by Penguin Books after a highly successful run with Noble Press. The book was first rejected by dozens of presses before Noble House published it.

Entitled *Volunteer Slavery: My Authentic Negro Experience*, it is a brash, bold, candid memoir of her privileged upper-middle class background as the child of a librarian and dentist, of private schools, of the family and family house in Martha's Vineyard, and of desperately seeking to find the "authentic Negro experience." It is a book most people will relate to on some level—whether dealing with the stresses of working for white corporate America, or trying to find ways to overcome the Black middle-class guilt by being "more ethnic," or dealing with sexual harassment, or wanting to have affirmation of yourself, of "trying to be number one," of desiring meaningful relationships—both familial and personal.

The book is at times intense—frighteningly angry, then at other times poignantly funny. Jill Nelson is explicit in detailing her often disastrous sexual encounters, her substance abuse, her eccentric family and her strained relationships with the staffers of the Post. No one is exempt from the cutting commentary—not even herself. That life was tough at the Post is described when Nelson wrote that life there meant walking "the thin line between Uncle Tomming and Mau-Mauing." Nelson's book has gotten rave reviews, though one white reviewer for Vogue couldn't really understand this black woman's rage—so what else is new? At any rate, Nelson's book is highly recommended summer reading.



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Political think tank

African-American Legislative Summit

by Veronica W. Morgan

Texas State Senators Royce West and Rodney Ellis will act as co-chairs for the first African-American Legislative Summit being presented by the Texas Senate Black Caucus and the Mickey Leland Center of Texas Southern University.

The event will take place at the Capitol Extension in Austin and focus on the theme: Strategic Planning for African-American Leaders.

Annette Holmes, executive director of the caucus, says during the summit specific issues regarding franchising, health care reform, public education, economic development,



Royce West

ethics in government to name a few, will be reviewed by the appointed panels and in turn, recommendations will be made by the panel representatives and presented to the legislators.

The event will center around workshop discussions from Think Tank Group members who have worked diligently for months—and they will continue to work—to come up with viable points to be considered for legislation. Group facilitators selected from areas throughout Texas will speak and listen to public comments on the issues.

The summit is scheduled for Thursday, August 11 through Saturday, August 13.

Senator Kirk is scheduled to speak at the Saturday Morning breakfast session from 9:30 a.m. to 11:30 a.m.

The registration fee is \$50 for the entire event and must be made by Thursday, July 28. Special hotel rates can be obtained by calling 1-800-228-9290 for the Marriott at the Capitol. A reception will be held by Texas Southern University presentations will be made at the Mickey Leland Awards Banquet.

For more information call Annette Holmes at (512) 463-6436.



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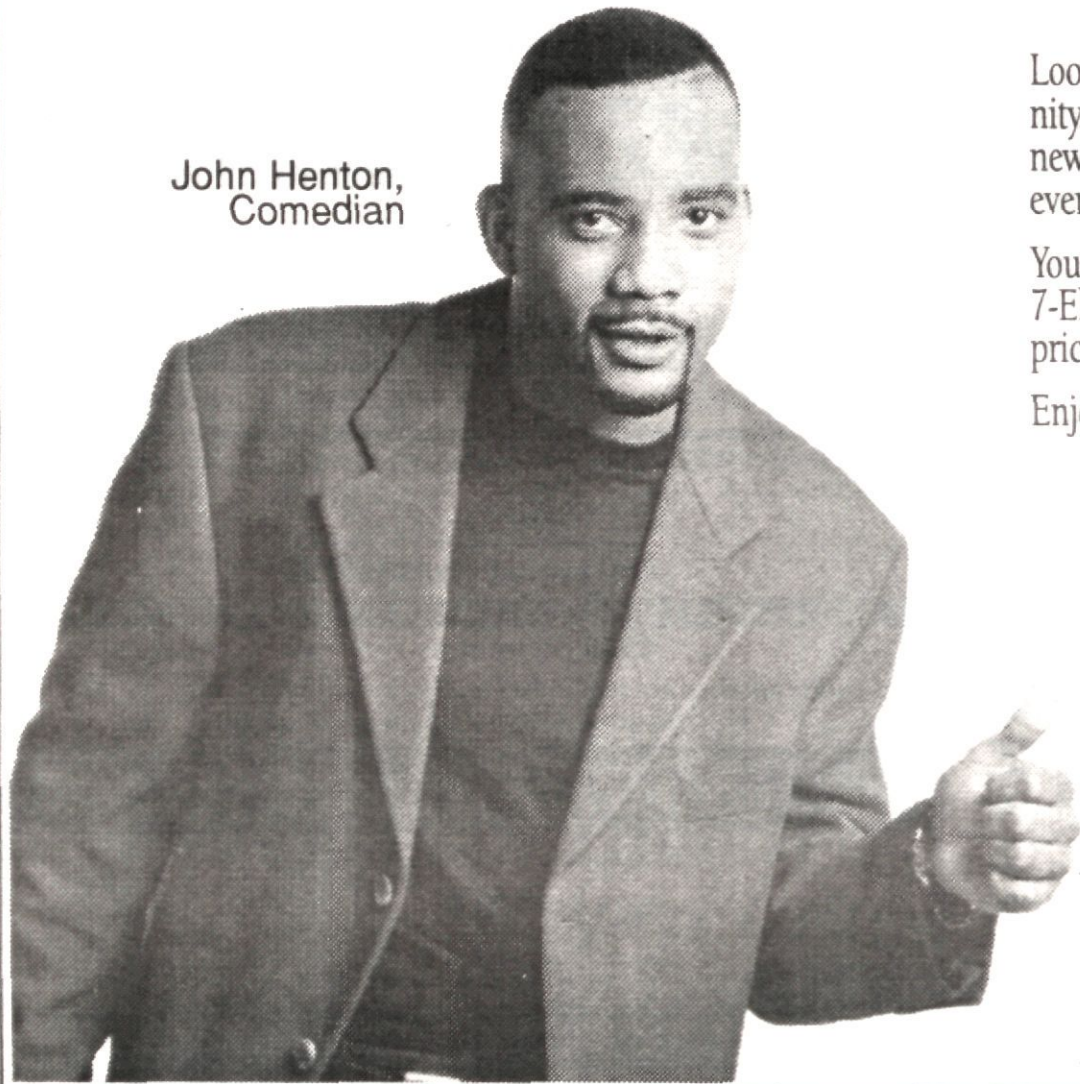
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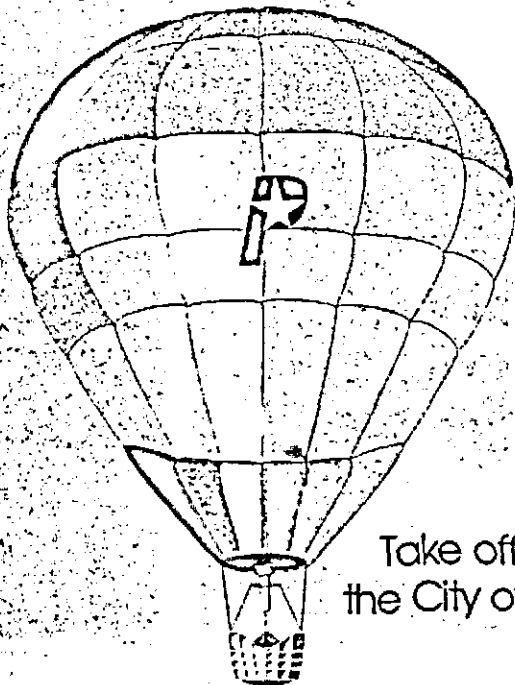
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The University of Texas Southwestern Medical Center at Dallas is seeking a Vice President for University Relations. We require a Bachelor's Degree with fifteen years administrative and management experience in a health care environment. Must have demonstrated leadership skills and the proven ability to develop and bring to conclusion new programs. Fax resume to (214) 648-9874. Please refer to Job #941257.

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City of Plano

Position: ENGINEER
Department: Municipal Drainage
Salary Range: \$3,203 to \$4,325

Closing Date: Open

Review FEMA submittals with HEC 2 analysis for adequacy of design and compliance with City requirements. In-depth knowledge of civil engineering techniques, Hec 1 & 2, FEMA requirements and construction practices and a working knowledge of standard engineering design principles and techniques required. Bachelors Degree in Civil Engineering (BSCE) plus a minimum of two (2) years experience, after registration as a Professional Engineer, in design and review of floodplain hydraulics and engineering plans for conformance with municipal design and regulations as well as experience in design and project management of related projects. Registration as a Professional Engineer in the State of Texas required. Texas Class C driver's license.

Resumes/applications to Human Resources Department, PO Box 860358, 75086-0358. For additional information call 214-578-7115. EOE/AA/PC



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Apply: Ft. Worth Training Center
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24 Hour Job Line



POSITION OPENING

CITY SECRETARY

Bachelor's Degree in public business administration, library science or political science. Eight years experience in administrative office work, preferably in a City Secretary's office, including six years of supervisory experience is required. Salary range from \$3,853 to \$5,164 per month. Salary commensurate with qualifications. Closing date October 12, 1994. Request application from: City of Irving, 825 West Irving Boulevard, Irving, Texas, 75060. Resumes accepted with completed application only.

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COMMERCIAL LOAN SERVING ADMINISTRATOR

Will Be responsible for all aspects of commercial loan serving including calculation of principle and interest, escrow disbursement, payment processing, payoffs and charge offs, research and customer service. Two years of commercial loan servicing experience and Lotus and WordPerfect skills required

Qualified candidates should mail their resume and salary requirements,

INDICATING POSITION OF INTEREST TO:

Guaranty Federal Bank
8333 Douglas Avenue,
Human Resources Department
Dallas, TX 75225

An affirmative action/equal opportunity employer

We are currently searching for historically underutilized businesses with experience in the following areas:

MARKETING RESEARCH.

Research firms experienced in conducting focus group studies from start to finish as needed. Please submit a detailed company history and a capabilities statement. Fees must be competitive.

CORRUGATED CARTONS.

Suppliers of RSC corrugated carton packaging materials are needed. Must be able to deliver orders of 4,000 to 9,000 boxes to Oakwood, Georgia, within 10 working days of order date. Prices must be competitive.

SHEETFEED PRINTING.

Printers with a four-color press capable of printing on 10-point stock.

Experience with large quantities and quick turnaround is necessary. Prices must be competitive.

FOIL LAMINATED PAPER STOCK.

Companies capable of delivering large quantities of foil laminated CIS SBS paperboard on short notice. Must be able to laminate foil to 10-point CIS paper. Prices must be competitive.

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To cash in, apply in person Monday-Friday, 8:30am-4:00pm, at: 3361 Boyington, Ste. 100. (Off Midway just north of Beltline) Carrollton, TX 75006. Look for the Application and Testing office sign. Please allow additional time to complete employment testing and application. Bilingual (English/Spanish) and minorities candidates are encouraged to apply.

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Comerica is committed to extending career opportunities to the residents of the communities we serve. We operate a 24-hour job hotline, which lists all full-time and part-time positions currently available. Please call (214)828-8810 for a listing of positions in the Dallas area.

We reward our employees with a competitive compensation and benefits package and promote an alcohol and drug-free work environment. Comerica Bank-Texas is an equal opportunity employer and does not discriminate in hiring or employment on the basis of age, race, sex, color, religion, national origin, disability, or veteran status.

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The Texas Department of Public Safety is now accepting applications for its December 1994 recruit school. If you are at least twenty (20) years old and are interested in a career with a prestigious law enforcement agency, this may be just what you are looking for. Head to the nearest DPS office for more information about what it takes to become a state trooper. DPS is an equal opportunity employer. DPS will be taking out-of-state applications until July 15, 1994 and taking in-state applications until August 19, 1994.

TESTERS Region 1

Corporal IV T. C. Hawkins
Trooper III Robert White
350 West IH 30
Garland, Texas 75043
214/226-5290

Trooper IV Gary Alfred
PO Box 130040
Tyler, Texas 75713
903/566-4810

Trooper IV David Luedke
624 Northeast Loop 820
Hurst, Texas 76053
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Trooper applicants selected on the basis of merit.

Applicants must be at least twenty (20) years of age on the date of probationary appointment to the position of Trooper-Trainee. There is no maximum age limit.

Applicants must have a minimum of sixty (60) semester hours from an accredited college or university. Required semester hours may be substituted for by prior law enforcement experience at the following ratios:

Semester Hours	Plus	Law Enforcement Officer Experience
0-15	Plus	24 months or more
16-30	Plus	18 months or more
31-45	Plus	12 months or more
46-59	Plus	6 months or more

Twenty-four (24) months military experience may be substituted for the entire sixty (60) semester hours.

a. Military experience is defined as having received an honorable discharge from the Armed Forces of the United States after at least two (2) years of active service.

b. Law enforcement officer experience is defined as time spent as a full-time paid employee performing police duties in a position which requires a license as a Texas Peace Officer or its equivalent in another state.

Good moral character

Before employment, each applicant will be examined by a physician.

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Males 2-3 pounds per inch of height
Females 1 3/4 - 2 1/2 pounds per inch of height

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Starting salary of \$41,808 per year, or above, based upon qualifications include retirement, vacation, sick leave, and health benefits. Apply in person or call for an applications at 214-205-2475 (no resumes accepted without a complete application).

City of Garland
Personnel Department
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INVITATION TO BIDS

The Housing Authority of the City of Dallas (DHA) is accepting bids for a two (2) year contract for the rental of uniforms. Bids will be accepted until 11:00 a.m., August 10, 1994 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 Office, 2075 W. Commerce, Building #100, Dallas, Texas 75208 or by calling (214) 741-7790. We reserve the right to reject any and all bids.



INVITATION TO BIDS

The Housing Authority of the City of Dallas (DHA) is accepting bids for a one year contract for the SALE OF JACKETS, MASTERSUITS AND CAPS

Bids will be accepted until 11:00 a.m., Wednesday, August 10, 1994 at 2075 W. Commerce, Building #200, Dallas, TX 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 #200, Dallas, TX 75208 or by calling (214) 741-7790. We reserve the right to reject any and all bids and to waive any informality in the bids.

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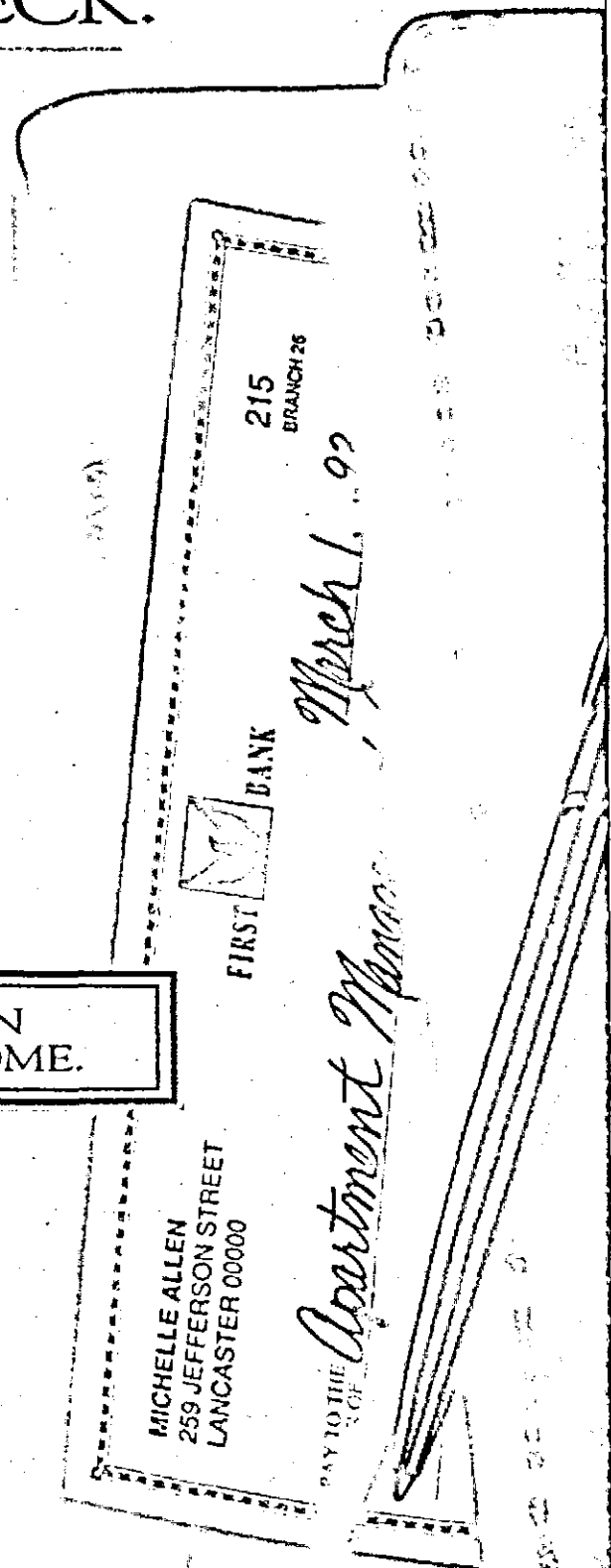
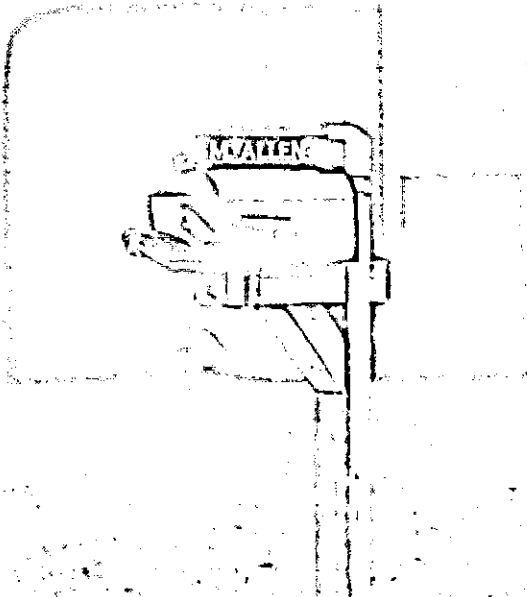
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