Minority Opportunity News

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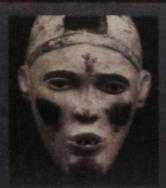
The Real Woman Is Standing Up

Ella Patterson shares her real road to success.

How To Protect
Your Kids In
Cyberspace

Fort Worth's
Kimbell Museum
Shows Hidden
African Treasures







From The Editor Chris Pryer

Shifting a par-adigm(s) for a dollar

Michael E. Porter, professor of business administration at the august Harvard Business School and founder of the Initiative for a Competitive Inner City, gave an address here a couple of weeks ago about the "competitive advantage" of conducting business in the inner city. Mr. Porter is an internationally known guru on uncovering business opportunities in inner cities, those most unlikely of places. (Everybody knows the only place to be profitable in business, at least in Texas, is North Dallas.) During his address, he emphasized that for Dallas' business high rollers to solve the dilemma of economic regression south of the Trinity, they would have to undergo a paradigm shift (pronounced par-a-dime.) Simply put, this means the local corporate brain trust must alter the time-tested ways it has assessed (or not assessed) business opportunities in that pariah, the Southern Sector.

As Mr. Porter discoursed on how inner city neighborhoods should not be looked on as recipients of philanthropy by well-meaning corporate citizens looking to exercise politically correctness, a between-the-lines message was becoming quite evident. We all know that terms like "inner city" or "poor" or "underprivileged" or "minorities" are really euphemisms for "Black." At least most of the time. And the reticence of our corporate establishment to invest in the Southern (Black?) Sector has to do with preconceived notions about the people who live there.

Conventional wisdom dictates that the low average income of inner city denizens argues against strong prospects in retailing. Oh sure, you could possibly move some product, but you would be limited in your merchandise mix. Nothing approaching upscale. Then there's the security issue. Crime all over the place. Plus, where would you get people to work in your place of business? Those folks don't really want to work. And the ones that do don't have much to offer beyond your basic minimum-wage labor. Hey, it's a no-brainer. Go to North Dallas: land of large hair and Lexuses; big houses and bigger wallets; hard workers and harder spenders.

What Porter's foundation discovered, however, is that the present paradigm thinking is not really as accurate as all would like us to believe. And the possibility of striking real gold in "them thar' inner-city hills" is pretty good.

Time to shift. It's worth it.

MON

ditorial

Southern Sector Initiative/ICIC collaboration worth a try

On November 18, a coalition of local business and civic organizations called the Southern Sector Initiative held a luncheon that featured a presentation by an expert in inner city devel-

opment. The Southern Sector Initiative, which states that its primary purpose is to "address factors causing disparities in the quality of life between the Southern Sector of Dallas and the Northern Sector of Dallas," also unveiled the results of two studies commissioned by the Dallas Together Forum that provide detailed information about the economic potential and human services within South Dallas.

Michael E. Porter, a professor at Harvard Business School and founder of a not-for-profit think his presentation that the domi- tee; City Manager John Ware nant factor in inner city stagna-

tion is more economic than social. Mr. Porter readily admits that while there are obvious social factors that prohibit the denizens of poverty-stricken urban neighborhoods — lack of education, unstable families, crime, drugs, insufficient human services — the underpin-

ning problem is economic in nature. While this is not a novel observation, Mr. Porter's philosophy in attacking the economic underachievement of inner city America may be novel — and bring



tank specializing in inner city Left to right: Mayor Ron Kirk; Minerva Rodriguez, economic development strate- Greater Dallas Hispanic Chamber of Commerce; Mal- must undergo in its efforts to gies called Initiative for a Com- com Robinson, Southern Sector Committee; Michael help inner city revitalization. He petitive Inner City, maintained in Porter, ICIC; Don Williams, Southern Sector Commit- says companies must look at it

is definitely worth closer inspection.

Central to the approach taken by Mr. Porter's organization, ICIC, is the premise that the private business sector should fuel the economic rebirth of our inner city neighborhoods. Nothing new

here. But where ICIC differs is in what it thinks should motivate investment by the corporate community. Usually corporate investment is couched in requisite philanthropy; it is money spent to

> satisfy a civic responsibility and provide good public relations. These financial "gifts" are enough to momentarily treat the "symptoms" of inner city economic and social unrest but not enough to provide the watershed of opportunity that is essential to a real turnaround. Mr. Porter's ICIC thinks business should be motivated by the one thing that inspires all successful companies — the expectation of profit.

This, says Mr. Porter, comprises what he terms the "paradigm shift" that the private sector in a new way - question and inspect long-held notions about

more positive and sustaining results. It its infrastructure and its citizens. Mr. Porter cites four "competitive advantages" inner cities offer:

- Strategic location
- Integration with regional clusters

see EDITORIAL, next page



Guest Viewpoint Raymond Nowicki

The Dallas Morning News rarely examines issues from a point of view very different from the position held by their editorial board. This is a sad situation. Since this is our only daily newspaper and is a vital voice in the concerns of this community, I wish they would have a more open policy on the Op-Ed pages than is their current policy. Since only a broad-based discussion will find solutions to myriad problems facing this city, this one section of the paper needs to become a beacon where community voices are focused rather than nationally syndicated columnists who rarely reflect the community views necessary to alter this city's future.

In a Sunday article in March 1997, The Dallas Morning News ran two arti-

Down the same road

cles that were the about the efficacy of valuable tool named statistical sampling testing and the value of TAAS testing in the state of Texas. The two articles were really the same viewpoint about testing only arguing about which test was better. Neither piece questioned the very fact of the validity of massive standardized testing in the public schools in Texas and in the various other places in America where such testing has become the norm.

What amuses me is that the conservative press, as represented by The Dallas Morning News, continually talk about how great the business sector is and that we should run public agencies, including schools, more like businesses. In this case, I agree. Only the two articles missed an important element about how the business world operates when measuring successes and figuring directions.

In the business world, they use a

to find out whether something is working positively. In the case of DISD, this would mean testing at random about 200-300 students to find out whether the system is working. Currently, we test most of the 155,000 students attending the schools. Across the state of Texas, we test one million children. Imagine the savings that could be realized if we only tested (even with a more expensive test) a few students? When you realize that these tests cost about \$200 (my estimate and I think this is fairly accurate) and an expenditure of some \$200 million to find out nothing. The savings that our state could realize by adopting a realistic approach to measuring the progress of students in a district would go a long way to altering the way we approach teaching.

see VIEWPOINT page 4

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EDITORIAL from previous page

- Unmet local demand
- Human resources

The obvious benefits of an inner city location are proximity to downtown, transportation and a concentration of companies. According to a survey conducted by ICIC, companies in Boston, Baltimore, Atlanta, and Oakland said location was the most significant advantage for a majority of businesses. In Boston, for instance, 90 percent of the 60 companies surveyed said proximity to customers was an important advantage; 55 percent said it was being close to highways; and 35 percent thought it was being close to suppliers. In Atlanta, 81 percent of the 37 companies surveyed said a good location was an important significant advantage. Mr. Porter also thinks there is a synergy created, due to nearby concentrations of competitive companies in related fields, that cannot be enjoyed in a more isolated environment. Though the mean income of inner city residents may be only 50 percent to 60 percent of that of the population at large, the tremendous concentration of potential buyers symbolizes a significantly untapped source of purchasing power. This same concentration represents an excellent source of unskilled and skilled labor.

Mr. Porter maintains that he is not unobservant of the negatives cited by corporations that dissuade them from developing business in the inner cities: high crime rate, lack of unqualified and undependable workforce, dilapidated infrastructure, etc. However, according to reliable research of companies that have thrived in inner city neighborhoods, the negatives are not as exaggerated as they seem, and the opportunity for profit far exceeds the perceived risks.

Should the Southern Sector Initiative succeed in selling the local business community on what an outstanding opportunity to make money - lots of money — the Southern Sector represents, that would be the paradigm shift of the century.

MON

Letters Policy

MON welcomes the letters of its readers. We reserve the right to edit all letters for the sake of clarity or space.

Letters should contain full name and address and daytime phone number so we can reach you for clarification or confirmation. Shorter letters have a better chance of being published.

Please send all correspondence, attention

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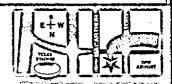


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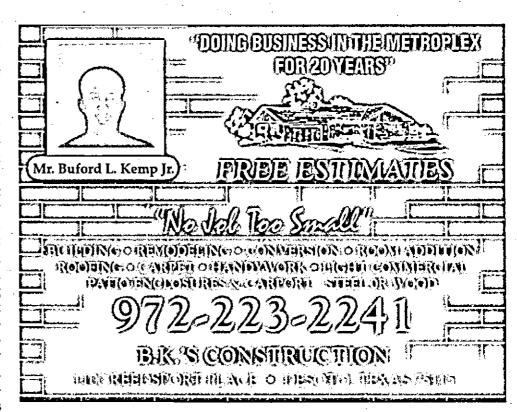
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VIEWPOINT from page 2

I work as a substitute teacher and I've had students in the fourth and fifth grade say to me that they can't learn. Asking them why, I always get the same answer, "I can't pass these tests they give every spring, so I must not be able to learn." The damage being done to our young people is unbelievable.

One of the premises behind standardized testing, and you can read about it in an excellent book called The Bell Curve Debate, is that most standardized tests begin with the premise of having three-fourths of the test takers fail. Now we wonder why some students do not do well on a test where they are not expected to succeed.

For too long we have tested and retested and compared ourselves to other parts of the world. Yet most of us have failed to appreciate some of the values our educational system engenders that may never be measured by some fill-in-the-dot, test-taking system. America was criticized when I was in school for allowing the Russians to gain the upper hand in science with the launching of Sputnik. Who developed the computers and PCs that we all use? America. The best plays, novels, short stories and written material for television and movies come from where? America. Engineers and creators of chips that run our computers? America. Best advertising and the concept of the Internet?

Maybe we don't educate like robots as they do in Japan, but we allow our children to explore and create. Instead of finding what's wrong with our system, we need to appreciate the effort and dedication of some important people in our society—TEACHERS.

Many teachers are leaving education because of an insistence upon measuring them like we do a quart of oil. Social scientists have never accepted the premise that some things are not measurable. Unlike the physical sciences, we need to understand that learning is a

Retraction

Minority Opportunity News wishes to apologize for the implication in a previous 1997 issue of this paper, in the article entitled "Liar, Liar," that Ms. Jennifer Noel lied or acted unprofessionally in some way. MON does not wish to imply that it has any knowledge that Ms. Noel was not truthful or that she was unprofessional in demeanor or conduct in connection with the facts alleged in the article. MON apologizes for any implications to the contrary and for any harm caused Ms. Noel.

process and may not be subject to the fine measurements we are attempting at this time. Think twice before you tear down the efforts of some fine profes-

The state has a right to find out if any district is doing a credible job. This can be done in a better and more efficient method-statistical sampling. The savings would be tremendous and this could well go a long way in attracting better people into the field and then our educational system would be the envy of the world at all levels. Let's talk reality and not political garbage when discussing the future of our nation—OUR CHILDREN.

Raymond Nowicki is a local educator.

Protecting your kids in cyberspace

Texas Publishers Assn. Wire Service .

"Surfing the Net" can revolutionize education (with sights, sounds and interactions with people all over the world) but it can also expose users to inappropriate materials, crime and unsecured business transactions. Newcomers to Internet must make decisions regarding access to the myriad of materials on what is called the information superhighway. Parents are especially responsible for taking control of

their children's Internet use to avoid potential problems.

Recent studies indicate that children under the age of 18 are among the fastest-growing group of Internet users, and that 85 percent of them use the Internet at home exclusively, putting the responsibility for safe access on the parents' shoulders. Southwestern Bell has launched a new service, "Safety 'Net," to assist parents in regulating Internet content their children are exposed to.

Southwestern Bell has provided a brochure covering such topics as interactions with other users, security, E-mail, being a good consumer, inappropriate materials, Internet fraud and crimes. The following list covers a few of the ways to protect your children (They are more fully explained in the Guide to Safe Surfing for Families, available on-line at www.swbell.net.):

•Use filtering software to block inappropriate sites from children; Southwestern Bell provides its Internet access customers with free SurfWatch software from Spyglass. Southwestern Bell also provides customers with a special version of the InfoSeek search engine that reduces access to inappropriate materials.

•Remember that other users are anonymous and their profiles and personal information could be more fiction than fact.

•Instruct your children to inform you immediately if someone asks to meet them face-to-face; warn them how dangerous this can be.

*Before doing business with a company on a Web site, be sure it is a well-established, reputable company. Also, check to be sure the company has good return and shipping poli-

•Web sites can gather information about your computing habits, your general geographic location -- be alert to the use of personal data. Make sure credit card information is sent on a secure server.

*If it sounds too good to be true, it

probably is. (One scam artist collected money from Web surfers by offering a college degree with credits awarded for "life experiences".)

·Beware of on-line games, contests, and other Web sites that appear to be seeking unusual amounts of personal information from your children. (Such information is often used for marketing purposes.)

• Take advantage of the facts about cyberspace with helpful links available through www.swbell.net: Southwestern Bell KIDS; Child Safety on the Information Highway; Children's Partnership; Citizen's Toolbox: Avoiding Internet Fraud; Family Computing: OUDPS Safety on the Internet For Kids; The Net Abuse FAQ; Netparents.org; Southwestern Bell Internet's Acceptable Use Policy; and World Kids Network's Internet Safety Page. ·Finally, take an active role in using the Internet with your children; be nearby, or even put the computer in a

they are getting. Computers and the Internet provide limitless opportunities for children but not all of them are beneficial. The goal of Southwestern Bell's "Safety 'Net" program, according to Steven Hubbard, President and CEO of Southwestern Bell Internet Services, is to provide every potential user with the information they need in order to use the information superhighway in a safe manner.

common place like the family room.

Pay attention to what information

For more information or for the brochure, send a self-addressed, stamped envelope to: Safety 'Net, Southwestern Bell, P.O. Box 8797, St. Louis, Missouri 63101-8798.

MON

Hattie La Shea Jackson honored

Named Student of the Month

Described by both students and teacher alike as warm and friendly, eleven-year-old Hattie La Shea Jackson was the overwhelming choice for student of the month at Umphrey Lee Elementary School in Oak Cliff. Selected for her leadership qualities, intellect, poise and positive attitude, the sixth grade honor roll student excels in many activities. Hattie is a member of the Talented and Gifted Class, participates in the Comput-



Hattie La Shea

er Club, sings in the Umphrey Lee Honors Choir, is a member of the Student Council performs and with the Umphrey Lee Drill Team.

Although she keeps busy with numerous school

activities, Hattie is dependent upon the strength of God in her life. As a member of Bethel A.M.E. Church where Marshall Hobbes Sr. is the pastor, Hattie serves on the Junior Usher Board and sings in the

Hattie is the daughter of Renee Jackson and the granddaughter of Hattie & Jack Redwine of Dallas and Lillian Jackson of Wichita Falls.

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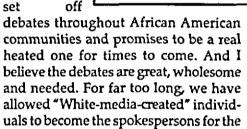
Community Pulse

Thomas Muhammad

We thank and praise almighty Allah (God) for the wonderful and successful "Million Woman March" held last month in the City of Philadelphia. The women truly transformed Philly into a "City of Sisterly Love."

If there was one issue that seemed to overshadow the march and has since surfaced time and again, it was the issue of what, or who, determines a "grass roots"

person? The term became an issue early when on march organizing sisters Phile Chionesu and Asia Coney identified themselves grass roots organizers. Nationally and locally, the term has off



... march on the White House, march on the Congress and tie it up! Bring it to a halt! And don't let the government proceed! ... lay down on the runaway and don't let no airplanes land ... That was the black revolution! It was the "grass roots" out there in the streets.

---Malcom H

many issues we've faced, especially during times when we were pissed off and felt an urge to fight (after seeing that mere talking wasn't getting the job done).

talking wasn't getting the job done).

The term "grassroots" was made famous when Brother Malcolm X delivered what many believed was his most powerful and influential speech before

GRASS ROOTS organizers are our BEST organizers

the Northern Negro Grass Roots Leadership Conference in November of 1963 in the city of Detroit. The speech was billed as "A Message to the Grass Roots." Since there seems to be so much confusion about the term, and since the term is being identified with a march, I felt that if many in the community had an example of a failed historical grass roots march, they could then understand why organizers of both the Million Man and Mil-

lion Woman
Marches
were careful
not to court
big-name
and corporate-donor
support.
They feared
loosing control to elitist,
sell-out
Negroes.

Now, I must first warn you that, as

usual, my example is one that will be seen by many as "extreme." However, extreme conditions are the very things that help to create grass roots approaches. Remember this is only a test — I mean, example.

(Editor's Note: The opinions expressed in Mr.

Muhammad's commentary are not necessarily

those of the Minority Opportunity News.)

Read what Brother Malcolm told the audience in Detroit and see if it can possibly shed some light on what can happen when you lose control of a "grass roots" movement.

"When Martin Luther King failed to desegregate Albany, Ga., the civil rights struggle in America reached its low point. King became bankrupt almost as a leader; plus, even financially, the Southern Christian Leadership Conference was in financial trouble period with the people when they failed to desegregate Albany, Ga. Other Negro civil rights leaders of socalled national stature became fallen idols. As they became fallen idols and began to lose their prestige and influence, local Negro leaders began to stir up the masses. In Cambridge, Md., Danville, Va., and other parts of the country, local leaders began to stir up our people at the grass roots level. This was never done by these Negroes whom you recognize of national stature. They controlled you, they contained you. They kept you on the plantation.

"As soon as King failed in Birmingham, Negroes took to the streets. King got out and went out to California to a big rally and raised about, I don't know how many thousands of dollars. Come to Detroit and had a march and raised some more thousands of dollars. And, you recall, right after that, Roy Wilkins (president of the NAACP) attacked King. He accused King and CORE (Congress Of Racial Equality) of starting trouble everywhere and making the NAACP (National Association for the Advancement of Colored People) get them out of jail and spend a lot of money. And then he accused King and CORE of raising all the money and not paying them back.

This happened! I got it in documented evidence in the newspaper! Roy started attacking King and King started attacking Roy and [James] Farmer started attacking both of them. And as these Negroes of national stature began to attack each other, they began to lose their control of the Negro masses. And Negroes was out there in the streets. They was talking about 'we're going to march on Washington.' By the way and right at that time, Birmingham had exploded and the Negroes in Birmingham, they also exploded. They began to stab the crackers in the back and bust them up side the head. Yes they did! That's when [U.S. Attorney General Robert] Kennedy sent in the troops down in Birmingham. So, and right after that, Kennedy got on television and said 'this is a moral issue.' That's when he said he's going to put out a civil rights bill. And when he mentioned a civil rights bill, the Southern crackers started talking about they were going to boycott it or filibuster it and tie it up in Congress. Then the Negroes started talking about what? We're going to march on Washington, march on the Senate, march on the White House, march on the Congress and tie it up! Bring it to a halt! And don't let the government proceed! They even said they was going to go out to the airport and lay down on the runaway and don't let no airplanes land. I'm telling you what they said! That was revolution! That was revolution! That was the black revolution! It was the "grass roots" out there in the streets. Scared the White man to death! Scared the White power structure in Washington, DC to death! I was there.

"When they found that this Black steam roller was going to come down on the capital, they called in Wilkins. They called in [A. Phillip] Randolph. They called in these national Negroes that you respect. And told them 'call it off!' Kennedy said, 'Look, ya'll letting this thing go too far.' And old [Uncle] Tom said 'Boss, I can't stop it 'cause I didn't start it.' I'm telling you what they said. They said, 'I'm not even in it, much less at the head of it! They said these Negroes are 'doing things on their own!' And that old shrewd fox. He said, 'Well if you all are not in it, I'll put you in it. I'll put you at the head of it. I'll endorse it, I'll welcome it. I'll help it, I'll join it.'

"A matter of hours went by. They had a meeting at the Carlisle Hotel in New York City. A philanthropic society headed by a White man name Steven Courier called all the top civil rights leaders together at the Carlisle Hotel and told them that 'by you all fighting each other, you're destroying the civil rights movement. And since you're fighting over money from White liberals, let us set up what's known as the Council for United Civil Rights Leadership. Let's form this council and all the civil rights organizations will belong to it. And we'll use it for fund raising purposes.'

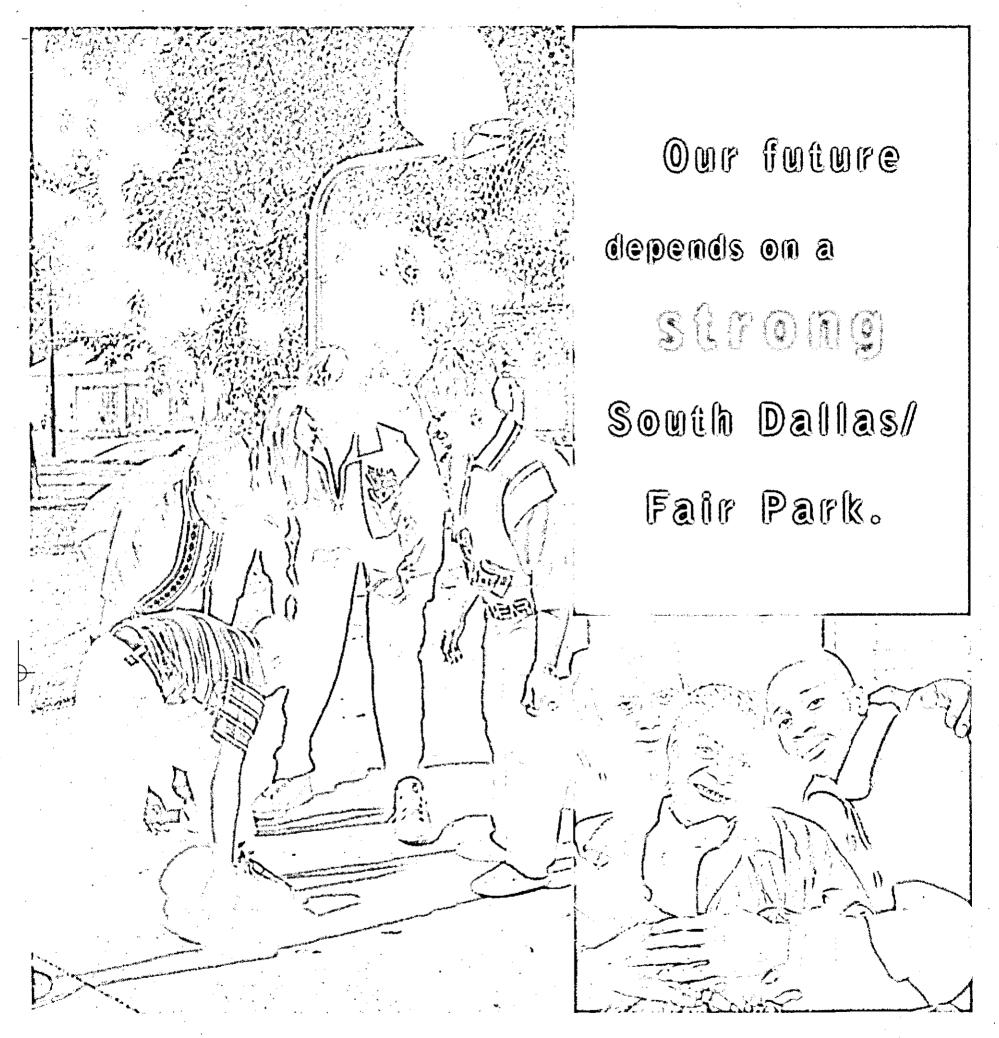
"And as soon as they got it formed, they elected Whitney Young as the chairman. And who do you think became the co-chairman? Steven Courier, the White man! A millionaire! [Adam Clayton] Powell was talking about it down at the Cobo [Arena] today. This is what he was talking about! Powell knows it happened! Randolph knows it happened! Wilkins knows it happened! King knows it happened! Everyone in that so-called big six, they know what happened! Once they formed it, with the white man over it, he promised them and gave them \$800,000 to split up between the big six. And told them that after the march was over, they'd give them \$700,000 more.

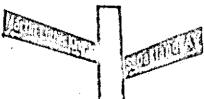
"A million and a half dollars split up between leaders that you've been following. Going to jail for. Crying crocodile tears for. And ain't nothing but Frank James, Jesse James and the watcha' call it brothers! Soon as they got the set-up organized, the White man made available to them top public relations experts. Opened the news media across the country at their disposal. And they began to project these big six as the leaders of the march. Originally, they wasn't even in the march. But the White man put the big six ahead of it. Made them the march. They became the march. They took it

Right on, Brother Malcolm. Obviously, Sisters Chionesu and Coney were listening.

Until then, the struggle continues...

MON





At Alistate, we understand that the future of our business depends on the economic viability of the markets we serve. That's why, as part of our expanding **Neighborhood Partnership Program**, Alistate is making a five-year, \$4,800,000 investment in South

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Pen On Fire
by
Cheryl Smith

Local Hyatt Hotel insults media group

By Cheryl Smith

Should media organizations, especially Black ones, feel obligated to share atrocities with other organizations, especially Black ones? Is it really a question that requires a lot of thought? I don't think so; that's why you just have to hear about an incident with the Hyatt Regency Hotel here in

Dallas.

First, let me set the stage for this little story. For years, Black organizations have been ostracized for the millions of dollars spent annually for banquets and conferences at White-owned hotels. It has always been my contention that, in the absence of

ownership by African

Americans, Black people must find institutions that are clearly interested in developing relationships and supporting their community.

Recently, while searching for a suitable facility to host a fundraiser, the Dallas/Fort Worth Association of Black Communicators approached the Hyatt about the use of its Union Station. The Hyatt's initial offer seemed a little exorbitant and was rejected, but the Hyatt was given an opportunity to lower its

Here is a synopsis of the ensuing conversation.

The Hyatt representative said the Hyatt was very concerned about the image of the hotel and the organizations they enter into projects with. The rep was asked to clarify this remark. She then asked how the organization was going to market the event. The response was, ".

.. We're going to utilize the sources available to us, namely public service announcements and flyers." The rep then explained that the Hyatt is really proud of its name and wanted to do everything possible to protect its good image. (When I think of the members of the DFW/ABC, they run the gamut from Arlington Morning News Managing Editor Lawrence Young and public relations guru Lyria Howland to AT&T's Hortense Farley to Texas Publishers Association President Thurman Jones and Fort

Worth Star Telegram Associate Editor Bob Ray Sanders. Every local African American television anchor and reporter, except for one, is a member of DFW/ABC. The editors and owners of our Black publications are members, as are some of the top PR professionals in the industry. WFAA-TV News Anchor John McCaa is a past president of the organization. Stop me when I get to the bad image folks.) It was explained to the rep that DFW/ABC has never done anything to blemish the image of the Hyatt during past years of patronage. It was also pointed out that the implication was offensive. By then the rep realized that she had stepped over a clearly defined line and she apologized profusely, as did Hyatt management, later on. The rep's

remarks were blamed on her inexperience. DFW/ABC board members told the Hyatt the conversation had racial overtones. They told Hyatt management it was clear that sensitivity training for their employees was needed.

Following a meeting with some DFW/ABC mem-

bers, hotel officials presented another proposal to the organization for the fundraiser. According to DFW/ABC board members, the proposal was in no way acceptable, and was, in fact, higher than the one presented before the offensive remarks! The organization responded to the general manager. After more than two months, there has still been no response from the Hyatt. The Hyatt has since been served notice that DFW/ABC will not be holding its 1998 scholarship banquet at the hotel, although arrangements had been initiated with them.

Although DFW/ABC and the National Association of Black Journalists (of which DFW/ABC is a local chapter) have spent over a million dollars with the Hyatt hotels, it is clear that the hotel is of the mindset that as long as they serve the members a meal or two, they will go away happy.

As a media organization, what should DFW/ABC's role be in informing the public on issues of this sort? In a city where there are numerous other hotels and institutions, should DFW/ABC remain silent when insulted, and let people continue to pour money into the Hyatt? As one DFW/ABC past president asked, "When are we going to get tired of begging White people to take our money?"

Well, there are alternative Whiteowned establishments in the metroplex,

PEN NOTES:

Well, well, well. Valerie Moore can be heard once again on KRNB. Tune in to the Morning Show, 105 dot 7 ... Congratulations to Yvette Blair. She recently joined the Good Morning Texas crow . . . Hey, Hey, Hey, puess who's pregnant? It's none other than KTYT-TY (Channel 11) ace anchor René Syler. Gosh that means she will be out there again during the DFW/ABC Banquet and the Don't Believe the Hype Celebrity Bowl-a-thon in June!!! Best wishes to René and Buff and little Casey ... Speaking of KTVT, the station has hired another sister to do the weather, replacing Brenda Teele, who is working hard on Positively Texas. Welcome, Gwen Tolbart, who comes to us from Canada!!! There's a lot of moving around going on. Ace Producer Extraordinaire Mariorie Ford leaves KDFW-TV (Channel 4) Insights to produce a new WFAA-TV public affairs show called Metro. Now I don't particularly care for the name, but the show should be good with Marjorie's help and the efforts of veteran anchor John McCaa as host and photographer Greg Primus. Many should remember Greg from his days at KXAS-TV (Channal 5). The show airs Sunday nights at 11:15 on Channel 8... Yvette Blair, former DFW/ABC scholarship winner and board member, and UNT grad, recently joined the staff of Good Morning Texas. Now she gets to work closely with co-host Paula McQure, who has one of the best fathers in the whole world, James McClure. And her mom's a sweetheart, too!!! Now you just know there are going to be some changes in television land. In 1998, KXAS-TV changes ownership and NBC will be running things. Word has it that quite a few people should be concerned about their jobs. If there is someone you especially like over at Channel 5, you'd better start your letter writing campaign. The ratings clearly show that some changes have to be made. Where? Well, we'll have to wait and see!!! Or maybe I will due you in next month!!! Congratulations to Fort Worth Star-Telegram's Ken and Kim Parish Perkins and their new son, Ky. Karen Thomas of The Dallas Morning News and Gracie Bond Staples of The Fort Worth Star Telegram both had baby showers for the threesome ... Gracie Band Staples, along with Arlington Morn-

ing News Managing Editor Lawrence Young and Dallas Morning News Executive Editor Gilbert Bailon provided a very interesting and informative forum on advocacy journalism at the Kovember meeting of the Dallas-Fort Worth Association of Black Communicators, Author Blair Walker will be the guest speaker at the December meeting held at The Fort Worth Star-Telegram on Tuesday, December 2. Blair is the author of Why do White Guys Have all the Fun and Up Jumped the Devil. It's not too late to get an application for the journalism workshop that will be held at Lincoln High School, Give KERA's Dorothy Gentry a call at 972-224-8260. Need a scholarship application? Call Ramona Logan at 214-745-5555 ... Congratulations to Rod Richardson of the Dallas of the Associated Press/Dallas Bureau on his promotion. His wife, Joyce Richardson of KYIL, has been recuperating at home after surgery. She should be back at work now ... Condolences to Emma Rodgers on the passing of her mother in November. Emma is one of the founders of Black Images Book Bazaar and she has continued to be a strong supporter of community activities . . . You still have time to make it to the UniverSoul Circus at the Starplex. Let me tell you, it is wonderful. It is expected to close on December 7, BUT it might be held over if the turnout is good. Hopefully people, of all colors, will turn out to see a fabulous show, with good, clean family entertainment. Congratulations to Dollos' own Erykah Bada on the birth of her son, Seven. He was barn on November 18 ... Remember Rhanda Guess, formerly of KTVT? Well, she left Dallas to work for a Fox station in Chicago and on November 24, her first story at her new job will air. She recently joined the staff of American Journal. And naw, I am sure we will see some more Black faces on the program!!!Also, former scholarship winner, Ms. Juneteenth, and all around great sister Priscilla Evans is working hard. She's hosting a television talk show in Chicago. So she flies back and forth, taking care of business in the Metroplex also. She is the daughter of Dr. and Mrs. Tony Evans of Oak Cliff Bible Fellowship ... I want to send an extra-special shout out to Yom Joyner. I'll tell you why - next month!!!

ୁ C:

and it is imperative that Black organizations do their homework before deciding which one gets their money. If it means modifying their programs, then so be it. In the absence of owning their own establishments, Blacks must spend their money wisely. That means holding folk accountable.

And yes, when they are aware of abuses, lapses in judgment or poor judgment, they are obligated to share the information.

—Writer's note: In the MON II October 1997 issue dedicated to Black Business, I wrote an article about the Dallas Black Chamber of Commerce. In it I mentioned an African American-owned restaurant located in Newark, N.J., called Armeta's. The story might have implied that this down-home eatery was not Black-owned. Not so!

Armeta's is a family-owned soul food

restaurant that keeps a steady stream of satisfied customers while upholding a tradition of good soul food cooking. If you're ever up North, check it out.

MON

Cheryl Smith is the host of Reporters Roundtable on Superstation Soul 73. Tune in on Sunday mornings at 8:00, immediately following Minister Louis Farrakhan's address.

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Beverly Mitchell-Brooks is taking Dallas Urban League to new heights

By Cheryl L. Williams

In 1990, South Dallas native, Beverly Mitchell-Brooks, Ph.D., became the first woman to head the Dallas Urban League since its founding in 1967. A graduate of James Madison High School, she completed her undergraduate studies in biology and English at Dillard University in New Orleans and entered Texas Women's University to complete a master of science degree in genetics. Brooks then completed course work for a doctoral degree at Texas Women's University and completed research work at the University for Texas Southwestern Medical School in the field of Molecular Biology/Biochemistry.

While pursuing her education, Dr. Brooks, then a single parent, raised two daughters. Terri graduated from Georgetown Law School in 1995 and Stacy, who graduated from UCLA Medical School, is doing her medical residency at UCLA Medical Center in Los Angeles

Although Dr. Brooks' career spans as an environmentalist for the U.S. Environmental Protection Agency and the City of Dallas to an adjunct professor in Anatomy and Physiology at El Centro College in Dallas, she found (almost by accident) a niche in the social service profession. In the past, she has served as director of the Martin Luther King Center in South Dallas, the director of the Greater Community Relations Commission and the director of Public Affairs for DART.

Currently Dr. Brooks faces a challenge vital to the future of the Dallas Urban League. This month, she will launch a second phase in a capital campaign to raise \$4.5 from community sources. The funds from this effort will finance the renovation and construction of the Dallas Urban League's future permanent home on Lancaster Avenue in Dallas' Oak Cliff neighborhood.

Recently, MON talked with Dr. Brooks about her motivation, values, career transition and vision for the Dallas Urban League.

South Dallas doesn't have the most favorable reputation regarding the quality of its schools and neighborhoods. Being a native of South Dallas, what motivated you to achieve?

South Dallas has always turned out a number of people who are successful in their own right. I don't tend to define success for everybody else. It's hard enough for me to do it for myself. In terms of just the pure definition, South Dallas has always been a hub for producing good people. There were many of us who came out of Madison, Lincoln and Booker T. Washington [high schools] and one good thing about it, we were all taught certain basic value systems. Those value systems carried us through to obtaining jobs, being

productive citizens and family members. I think, even today, the environment may have changed because young people face more than we faced during that particular time, but South Dallas is still turning out good people, good young people. They just need our support more now. ... I don't think that young people feel that support system is still there. But I do think the support is there. We simply have to



enhance that support.

How did you choose your undergraduate and post-graduate areas of study?

I was curious, and I think that was probably the strongest point about me. I still am curious. Curiosity is not relegated to science, but science is an area where curiosity can thrive. I was curious about what was happening to people. My father was blind and I was curious about glaucoma. I was curious about all the things that may affect the human organism, so I chose science. I had tremendous encouragement from my teachers at a time when African Americans — African American women in particular - did not enter the field of science. So I just chose it because it was interesting and I wanted to try and do something in science that people could

How did you balance raising your two daughters and pursuing higher education?

People say I did a good balancing job. Let's just say I tried to do a good balancing job but, in some sense, I didn't succeed because [my first marriage] ended in divorce. I was a single parent from 1976 (my kids were six and five) up until about 1990. It was a very difficult time, financially and personally. It's very hard to keep playing super mom... I finally realized myself that I was not super mom. I made mistakes. I had weaknesses. I had strengths and I had to learn to deal with it.

But when I learned to deal with it and I learned to listen and to talk to my children, then I think that weakness became a strength. And it turned pretty positive.

Initially, you were involved in career fields more in line with your areas of study. How did the transition to social service occur?

To this day, I don't think it was really a conscious decision. It was almost a subconscious one because of the opportunity that was presented to me. I did not realize that this would totally shift my career. During the early 80s when Richard Knight was city manager, the city went through a reorganization, and part of the reorganization was the addition of a position at the Martin Luther King center as director. . . . I was asked to go to the King Center as the interim director and stay there for a month. Well, that month turned into two years and that's where the transition started. It was a joy to try to build collaborations and bring people together to work for the community, and I had fun.

Why did you accept the position at the Urban League?

I saw it as an opportunity to move an organization really into the community...

I had a vision at that point that I don't

think board or staff or anybody had. I can remember the vision of really having this organization make a powerful impact on the lives of people . . . especially young people and single heads of the household.

Although the Dallas Urban League offers many social services, it was originally founded as a civil rights organization. Are you still combating racism and fighting for civil rights?

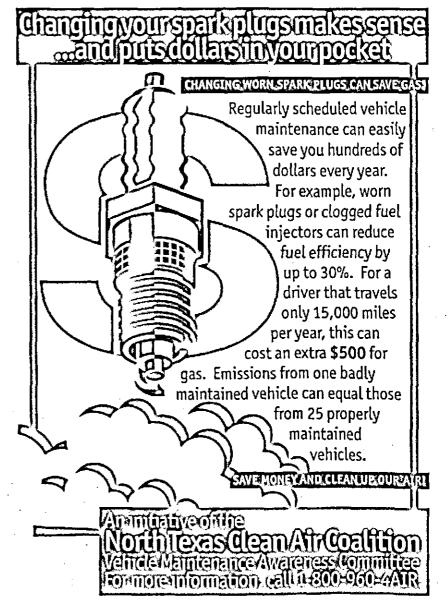
The Dallas Urban League came on line in 1967. As an advocacy organization, the Dallas Urban League prepared people to walk through the doors that were being opened. . . . It believes in fairness and . . . has a strong component that gets people ready to take advantage of what we're advocating.

In 1997... racism is alive and well... .it's now institutional racism.... probably the hardest racism you have to work with now.

Do you see any hope for the dissolution of institutional racism?

I'm always hopeful, but I don't see it in my lifetime. I see far too many people who are passing the attitude, mainly unknowingly, to the next generation. The media also sets a certain mentality here.

see BROOKS, page 12



MON's 1997 Year red pickup truck occupied by three white End Review

V4i6 KiH&6

By Cheryl L. Williams

Since its debut in January 1992, MON continues to deliver hard coverage of issues important to the African American community. MON stood fast in its commitment to stimulate economic development, promote racial equality and inspire its readers to action. We head-

lined topics ranging from fraud to insurance "gangsta" rap music to welfare reform and promoted business development, career and educational opportunities and community events.

In January, columnist Thomas Muhammad's rantings about the ouster of then DISD board president Bill Keever and interim superintendent Yvonne

Gonzalez seemed a bit premature. He called the two "the most deceptive duo at 3700 Ross Avenue." Many leaders asked that we give Gonzalez a chance and some did. Just months later, Muhammad got his chance to declare, "I hate to say I told you so but..."

MON Editor Chris Pryer, Jr. traveled to Bear Creek, a nearly 150-year-old African American neighborhood virtually hidden within the city limits of Irving. There he met with Anthony Bond, former Irving NAACP president and advocate for the development of the secemingly forgotten community. Bond contends that racism is behind the refusal of Irving to use federal funds to develop the area but, still, a few residents are enjoying the fruits of Irving's scant efforts to develop the community.

Entrepreneur Allen Madison did the unthinkable. He used insider information to challenge conglomerate funeral establishments and opened a newly constructed facility adjacent to the competition. His fair prices and personalized service have gone a long way to secure a stronghold in the African American community. Madison continues to thrive after slightly more than one year in business.

A moment of hate almost dashed the dreams of Dallas resident Melvin Scruggs. In February, we profiled the courageous husband and father who was paralyzed by a bullet from a white assailant's gun. While driving home from DFW International Airport in 1995, Scruggs and his passenger encountered a vehicle recklessly veering in and out of traffic. Taunts of "you niggers" came from the

males and a white female. Shortly after someone shrieked "white power," Scrug-

gs saw a flash. A single bullet tore through his chin and lodged in his spine. Doctors at Parkland Hospital surmised that if Scruggs lived, he would remain on a respirator indefinitely. Scruggs and his wife Sheila refused to accept defeat.

Scruggs battled the odds and not only was removed from the respirator but today has gained minimal movement in his shoulders and legs. And because of

Sheila's unwavering cru-Minority Opportunity News sade to apprehend his assailants, two suspects were identified. The shooter, Michael Boyd, an avowed member of a local skinhead faction, is serving a life sentence for Scruggs' assault. Scruggs and his family have not yielded to the limitations of his disability. Rather, they have carved out paths around them. Scruggs simply believes

that God may have something different planned for him now.

In March, Thomas Muhammad gave us an insider's look into the Islamic faith, dispelling misconceptions and clarifying doctrine. For one thing, not all blacks who practice Islam are members of the Nation of Islam, now led by Minister Louis Farrakhan. Christians who made the decision to convert to Islam cited a search for spiritual fulfillment.

Readers applauded "Ethnic Notes" columnist Russell Shockley for his consistently superior coverage of black history and culture. He concluded a threepart series this month on "Blacks in Television" chronicling the rise of racial equity on the small screen.

In a "State of DISD" address, Superintendent Yvonne Gonzalez promised to accelerate the achievement of all students, a goal all parents and educators should support. "We are going to succeed despite a handful of people who want to disrupt meetings for a political agenda rather than education," Gonzalez con-

Fortunately for parents craving alternatives to the embattled DISD and the prohibitive cost of private schools, charter schools offered a viable alternative. We introduced you to North Hills Charter School in Irving, a fifth-throughtwelfth-grade institution offering an international emphasis. Since then, additional charter schools have emerged, proving that the quest for a good education, not politics, governs many families with children.

Although touted as a panacea to

force welfare recipients into self-sufficiency, welfare reform left big questions as to its long-term effectiveness. In April, we asked, "Should the church pick up the slack?" Rev. Zan Holmes, senior pastor of St. Luke "Community" United Methodist church noted that "the government has a responsibility to those living on the margin . . . churches and other nonprofits will be overwhelmed." Nonetheless, St. Luke and many other churches were quick to respond to those affected by welfare reform. The African American Pastor's Coalition took control of the Common Ground Credit Union to ensure low-income residents had access to loans and other financial services. The Cliff View Church of Christ secured donations from Wells Fargo and Comerica banks to operate a food clearinghouse. Spring Lake Presbyterian Church's "Project Zero" currently provides mentoring and job training to welfare recipients in an attempt to pare welfare rolls down to zero. Without missing a beat, Dallas' African American churches are meeting the challenge to care for

Radio stations responded to the murder of rapper Notorious B.I.G., soliciting views from listeners on how to "stop all this madness." Local and national rap musicians attempted to diffuse the media-hyped East Coat/West Coast feud and V100 held a town hall meeting to uncover solu-

tions to gang violence. Mitchell-Brooks reminded the crowd of about 200 that "Rappers use their freedom of speech. We abdicate ours by not speaking up."

In May, MON examined the circumstances surrounding the death of Vikki McGruder, nationally-recognized icon in the hair care and beauty industry. Discov-

ered by her daughter Rosalyn, Vikki was found stabbed so viciously that the knife blade splintered her spinal cord. Speculation that either of her two daughters were involved in the murder were quickly dispelled, but the real murderer was never found. Family members of McGruder later expressed anger and disappointment that MON would dredge up painful rumors and memories of their beloved Vikki. But MON's intention was not to disrespect the memory of Ms. McGruder. Rest in peace, Vikki.

Ironically, columnist Cheryl Smith examined her own mortality after she learned of an aneurysm suffered by former Good Morning Texas co-host, Debra Duncan and, soon afterwards, a heart seizure suffered by KKDA-AM sports anchor, Roger B. Brown. Tomorrow is not

promised to any of us, Smith noted. We must live each day as though it is our last.

June brought us perspectives about civil rights shared by Juanita J. Abernathy, wife of civil rights leader, Ralph Abernathy. Mrs. Abernathy observed that, although she and her husband joined the fight for social change over 40 years ago, African Americans were still celebrating "firsts" as though we had just gained our freedom.

Roderick Fisher discovered that racial bias was alive and well. After a fire destroyed his home, officials from the Dallas Fire Department and State Farm Insurance Company allegedly conspired to "bring down" Fisher. An employee with the Fire Department claimed that she overheard a discussion by the two parties making disparaging remarks about Mr. Fisher's dress, mannerism and race. Soon afterwards, the once-cooperative Fire Department took a different stance on the cause of the blaze at Fisher's home. State Farm representatives began investigating Fisher, suspecting him of setting the fire that left him homeless. As a result, Fisher filed a civil suit against his mortgage holder, Knutson Mortgage (for illegal foreclosure), State Farm Insurance, and the City of Dallas. Will justice prevail? The jury is still out.

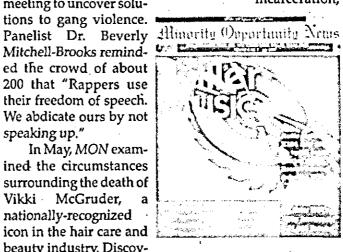
MON played watchdog in July, questioning the value of 'gangsta' rap music played on K104-FM. "Rap glamorizes incarceration, pimping, multi-partner

sex, premarital sex, and the list goes on," said Texas Christian University professor, Dr. Cornell Thomas. Readers were encouraged to write to the Federal Communications Commission to challenge the renewal of K104's license and request that offensive lyrics be removed from the airwaves. A meeting between MON and K104 officials to dis-

cuss the issue resulted in little more than lip service. The more things change, the more they stay the same.

In August, MON journeyed to the Potter's House, Bishop T.D. Jakes' multimillion dollar dynasty located in Southwest Oak Cliff. Now home to approximately 13,000 members, the megachurch beacons to the weary, the needy, the wealthy, the prosperous and everybody in between. Black, white and brown parishioners worship side by side. Offering ministry to suit the needs of the deaf, the impoverished, the young and old, Jakes' success stems from his economic prowess and his sincere desire to bring the healing message of Christ to those who require it.

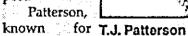
As thousands of children prepared see REVIEW, page 12



The News

Patterson named presidentelect of Texas Municipal League

Lubbock City RC Councilman, T.I. Patterson was named the president-elect of the Texas Municipal League last month, becoming the first black person elected to the post.



organizing and leading marches against drugs and gang violence, was elected during the league's annual convention in Fort Worth. He will become president in October 1998 and head the TML during the 1999 session of the Texas Legislature. Organized in 1913, the Texas Municipal League, which serves more than 1,020 members, provides training for cities' elected officials and lobbies the Legislature on behalf of municipalities' interests.

The publisher of the Southwest Digest newspaper in Lubbock, Patterson became the first black elected to the Lubbock City Council under redistricting in 1984 and is the longest serving member of the council. He has served as president of TML Region III and as president of the Texas Association of Black City Council Members.

For more information call 806-767-

American Cancer Society Opens Office in South Dallas

For the first time in Dallas, The American Cancer Society is opening a new outreach office to better serve a segment of the community. The South Dallas Outreach Center is now open and is located in the Martin Luther King, Jr. Community Center, 2922 Martin Luther King, Jr. Blvd. in Dallas. A grand opening celebration will be held December 5 from 10:00 a.m.-2:00 p.m. and December 6 from 10:00 a.m.-4:00 p.m. The public is invited to tour the center on both days.

The office will provide a continuum of cancer education and support for the community. Dee Thomas, the South Dallas community director for the American Cancer Society, will oversee the outreach

The Black American Community Connection, an American Cancer Society volunteer committee dedicated to serving the cancer control needs of African Americans in Dallas, will provide leadership to the South Dallas Outreach Cen-

For more information or to volunteer call 214-631-3850.

Dallas Black Chamber of Commerce lands National Bar Association Convention

The Dallas Black Chamber of Commerce, Dallas Convention & Visitors Bureau and the J.L. Turner Legal Association collaborated to bring another major African-American organization to the City of Dallas. The National Bar Association (NBA), the largest African American association of lawyers in the nation, will hold its national convention in Dallas in 2001.

Members of the NBA Board of Governors cited strong African American business and political leadership, Dallas' centralized location, financial sponsorship commitments and a strong local African American legal association (J.L. Turner) as reasons Dallas was selected over competing cities.

Founded in 1925, The National Bar Association boasts a membership of over 16,000 lawyers, judges and political officials in 79 affiliate chapters throughout the U.S. and the Virgin Islands. For more information contact Dvorah A. Evans at 214-421-5200.

Zeta Phi Beta Sorority member elected first vice president of National Pan-Hellenic Council

Cassandra Black, a member of Kappa Zeta Chapter of Zeta Phi Beta Sorority, Inc. has been elected to the position of first vice president of the National Pan-



Cassandra Black and Kappa Zeta Sec retary Helen Harris Manning

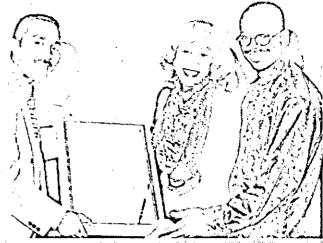
Hellenic Council, the governing body that fosters and promotes unity among the nine established historically black Greek letter organizations.

Black, who formerly served as the Southwestern Regional Director of the

council, said she was elated at the support she received for her campaign during the recent convention in Mobile, Alabama. She said this position will enable her to further strengthen the ties between the organizations and to establish more projects and programs that will promote community service across the country.

In addition to her sorority locally and clation nationally as parliamen-

tarian and has more than 25 years of dedicated service in Zeta Phi Beta Sorority, Inc. She is an active member of Concord Missionary Baptist Church and has one Award daughter, Shanda, who is also a member of the sorority. For more information call 214-941-3683.



newly elected role, the I-r, Dr. David Molapo, ICAN Foundation; State Repre-Dallas Public Schools sentative Helen Giddings; and Sonwabile Ndamase, educator also serves her President of South African Fashion Designers Asso-

South Africa Honors Helen Giddings with Vision

State Representative Helen Giddings received the "Vision Award from ICAN Foundation in Johannesburg, South

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More In The News

Africa, recently for her efforts to promote cultural and educational exchanges between South Africa and Texas. When presented the Vision Award, Rep. Giddings was affectionately given the African name, "Mmabatho," which means "Mother of the People.

Representative Giddings traveled from Johannesburg to Gaborone, Botswana, where she attended a reception at the American Embassy as a guest of U.S. Ambassador Krueger. After the reception, Ambassador Krueger accompanied Rep. Giddings to a gala dinner, hosted by the Honorable Gilbert L. Motsemme, Permanent Deputy Secretary of Trade, Industry and Commerce for the Province of Burundi.

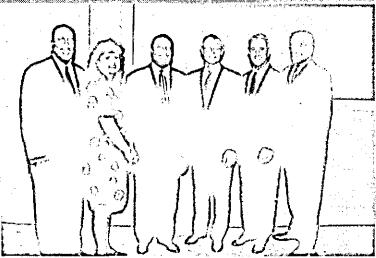
For more information call 972-224-

Arlington Mayor Elzie Odom to speak at UTA

Arlington Mayor Elzie Odom will speak at the fall graduation ceremonies of The University of Texas at Arlington School of Urban and Public Affairs and School of Social Work at 1:00 p.m. in Texas Hall, 701 W. Nedderman, Arlington.

Elected the first African American mayor of the City of Arlington, Odom was first elected to the city council in 1990. He was an active participant with both the Home Run Arlington Committee and the Heartbeat of Arlington, successful efforts to keep the Texas Rangers and General Motors in Arlington.

The native Texan attended Prairie View A&M University and worked for the U.S. Postal Service for several years until his retirement in 1987. He served in several postal service positions, including an appointment as a U.S. Postal Inspector, becoming the fifth African



Dallas Mayor Ron Kirk; Minerva Rodriguez, Greater Dallas Hispanic Chamber of Commerce; Malcolm Robinson, Cochair, Southern Sector Committee; professor Michael Porter, Harvard Business School; Don Williams, Co-chair, Southern Sector Committee and John Ware, Dallas City Manager

American in the nation to hold this posi-

He and his wife, Ruby Truvillion Odom, are active volunteers and are members of Mount Olive Baptist Church, where Mr. Odom serves as a church officer. For more information call metro 817-

Southern Sector Initiative study unveiled to business community

Local business and community leaders met recently for the unveiling of the Southern Sector Initiatives study that details how ripe Southern Dallas is for retail, office and distribution development. The study also uncovered the need for small or start-up businesses in the Southern sector to network, partner and mentor with the area's major corpora-

International consulting firm, McK-

insey & Company, spent six months surveying hundreds of local businesses and trade organizations, interviewing individuals reviewing and local and national data to compile its information on the southern sec-**Professor** tor. Michael Porter of the Harvard Busi-School addressed the luncheon audience, touting the competitive advantage of America's

Sponsoring organizations of the event include Dallas Black Chamber of Commerce, Dallas Citizens Council, The Dallas Morning News, Dallas Together Forum, Greater Dallas Asian American Chamber of Commerce, Greater Dallas Chamber, Greater Dallas Hispanic Chamber of Commerce, North Dallas Chamber of Commerce and the Oak Cliff Chamber of Commerce. For more information call Lyria Howland at 972-934-



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REVIEW, from page 9

to return to school, MON offered alternatives for parents seeking more involvement in their child's education. We discovered that more African Americans are choosing homeschooling and that Focus Centre of Learning successfully assists children with learning differences. Guest columnist, Froswa Booker-Drew advised parents to watch closely for signs of Attention Deficit Disorder, cautioning them not to jump to false conclusions.

September brought surprising revelations regarding the involvement of a handful of African Americans with the predominantly anglo Republic of Texas. Businessman Jasper Baccus and Christian evangelist Steven Crear stood accused of conspiracy to commit bank and mail fraud after failed attempts to open a minority-owned financial institution in South Dallas. Maintaining their innocence, the two remain convinced that Texas is a sovereign nation and their application for a bank charter was made legally.

In response to a July article and August editorial, passions ran high regarding the fate of rap music on Dallas airways. Some readers applauded MON's efforts to police the listening habits of our youth. Others believed us to be advocates of the censorship that media works so hard to protect against. However, MON simply was positioning itself as a "catalyst for progressive, productive action in combating the insidious message promoted by a certain type of rap music."

Surprisingly, the rap music debate proved to be the most controversial topic MON covered this year. In October, more readers wrote and concurred with MON that K104 needed to display more responsible programming. However, reader Rod Brown, called us hypocritical for not taking on other radio stations, suggesting that we "preferred our filth sung and not rapped." Touché, Mr. Brown.

Charles Johnson shared his plight of obtaining retail distribution of the product he developed, Ashaway lotion. Many retailers wanted to "ethnicize" his product, which is manufactured for a broad audience, by relegating it to shelf space primarily occupied by black hair care products. Oops! We all know to look for our skin care products there. Right? Fortunately, ten years of effort has landed Johnson national distribution in one large retail chain and has brought to the forefront the difficulty manufacturers face in getting their products on retail shelves. He continues to push for the involvement of national civil rights and business organizations to champion the cause.

In November, MON resurrected the memory of Father J. Von Brown, leader of the Dallas' Lighted Church of Prayer in the 1950s and 60s. Revered by his followers and thought to have the power to heal, Father Brown made a pledge to his followers to rise after his death. Brown died in 1965, just prior to his 40th birthday, and some followers remain convinced that he indeed rose from the dead. Regardless of the lack of evidence to substantiate that claim, the flamboyant leader convinced a large population that he was legitimate.

Small business owners learned how to qualify for micro-loans, which supply working capital for operating expenses, inventory, machinery or equipment. Administered for the past five years by the Southern Dallas Development Corporation (SDDC), these loans of \$5,000 to \$25,000 are available to businesses with as little as six months operating history.

MON columnist Cheryl Smith helped coordinate three special MON II issues (our theme-oriented mid-month publication) as editor-at-large. The Winter/Spring 1997 edition heralded Black History Month and profiled KKDA-AM radio personality Willis Johnson. The Summer/Fall 1997 edition revived the debate over celebrating Juneteenth, questioning whether the event merits a national holiday. MON II lauded black enterprise in Fall 1997, examining women in business, black businesses that give back and the challenges facing the Dallas Black Chamber of Commerce.

As MON attempts to deliver timely and informative topics to its readers, we look to the community to provide the real news. MON continued a partnership (that included the U.S. Air Force) with Umphrey Lee Elementary School in Dal-

las, conducting a writer's workshop and essay contest and providing coverage of volunteer efforts. In July, MON introduced its monthly Question & Answer feature profiling African Americans who have made a difference in our community.

Moving further into the electronic age, MON added an e-mail address MinOppNews@AOL.com to enhance communication with our readers and with other publications. But our readers are the real "pulse of the community." Write, call, e-mail us; let us know your concerns, your struggles and your triumphs. Remember, we are judged by what we finish, not by what we start.

MON

BROOKS, from page 8

So, if all the media shows [is] black people being arrested, black youth in gang violence, black females, the images permeate the mentality. That mentality is carried into the workplace, and so I see [institutional racism] as being the hardest to eliminate. I'm hoping one day that we can box it in to where it is no longer acceptable.

During the 80s, and now in the 90s, we saw an attack on the civil rights movement. People who did not believe or did not want to see equality put this spin on affirmative action . . . and called it preference. Most people are terrified by preference because it's more of 'if I win you lose, if you win, I lose.' They don't realize that affirmative action or equality is not only morally right, it's pragmatic. We can't do without each other. If you benefit, everybody benefits.

Being involved in housing, health education, employment, needs of senior citizens, volunteerism, community development and youth initiatives, do you ever feel like the Urban League has its hand in too many pots?

The Urban League takes a holistic approach. One person does not drive the total life. To be a productive citizen and give back to the community, all of the pieces must be in place. So we now have to work with certain needs that are immediate and also try to establish long-term success.

It is important to have education but, when I speak of education, I also speak of

talent.... We're not training young people with interests in carpentry, plumbing or electrical. These are entrepreneurial professions. I don't discourage routing everybody to post-secondary education, but there are young people who would make great entrepreneurs if we would simply train them in the trades.... To me, a trade is a higher education.

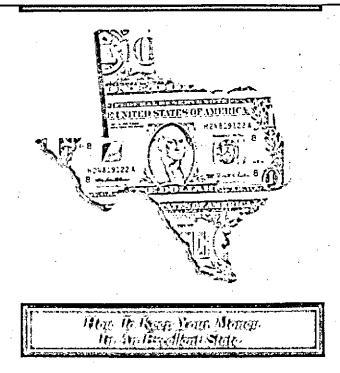
What is the ultimate mission of the Urban League and how long will you work to ensure it is accomplished?

I have short-term and long-term goals. In the short term, I'm taking [the Urban League] back to the community—that is to raise \$4.5 million so that we can make the transition into a permanent facility on Lancaster Avenue in Oak Cliff. . . . I see owning this building — a beautiful building with a high technology center capable of truly performing and helping the persons in this community — as a legacy that the whole community will be able to use when I'm long gone. In the building, we're including an archival library that will trace the contributions of African Americans in Dallas.

The short-term goal is to complete the renovation and construction of the new facility. Long term . . . I still see the Urban League as a premier organization that will continuously take the lead in pushing for equality

MON

The Dallas Urban League is located at 3625 North Hall Street, Dallas, TX 75219. To volunteer, make a donation or for more information about services and programs call 214-528-8038 or visit the Dallas Urban League office.

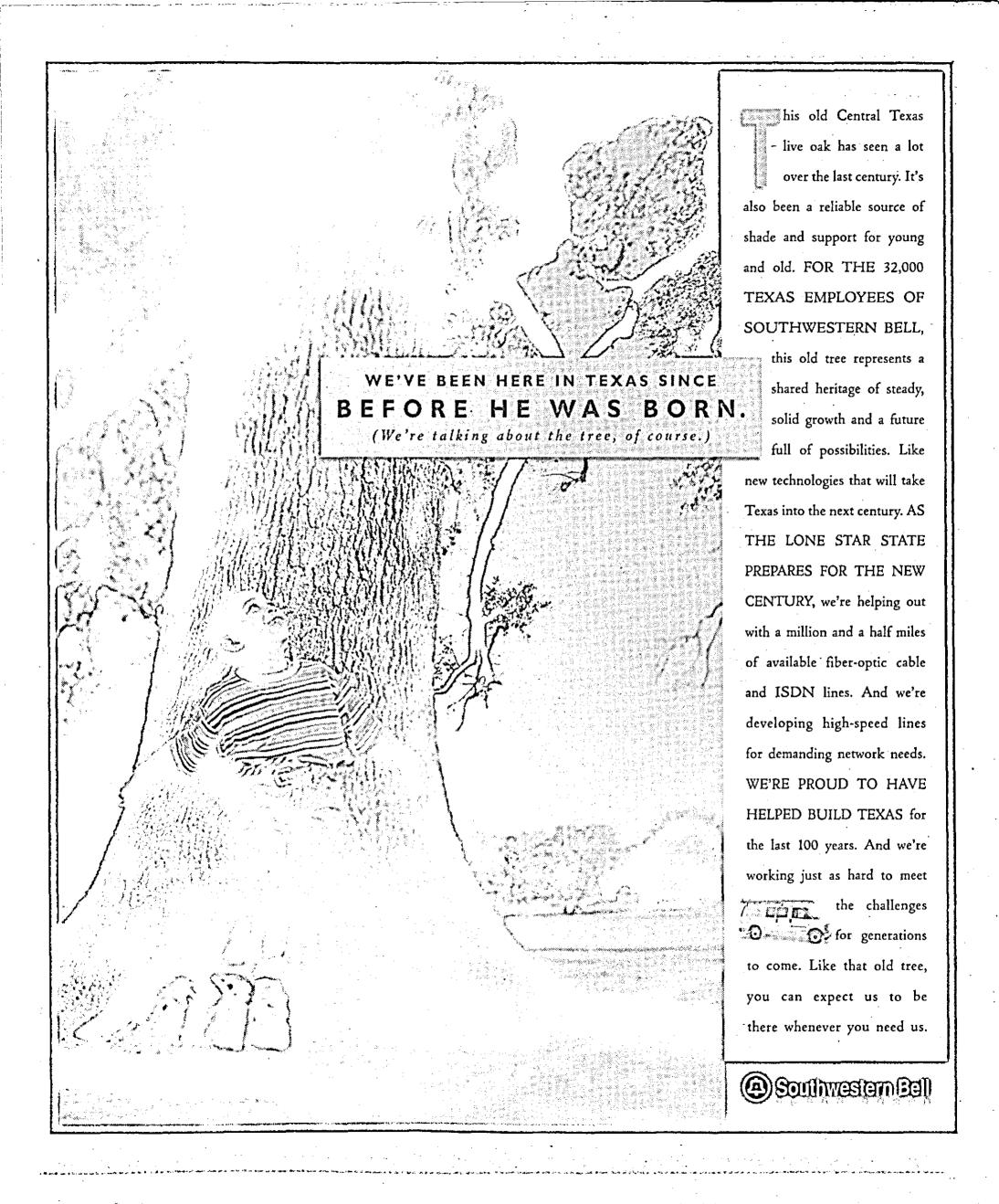


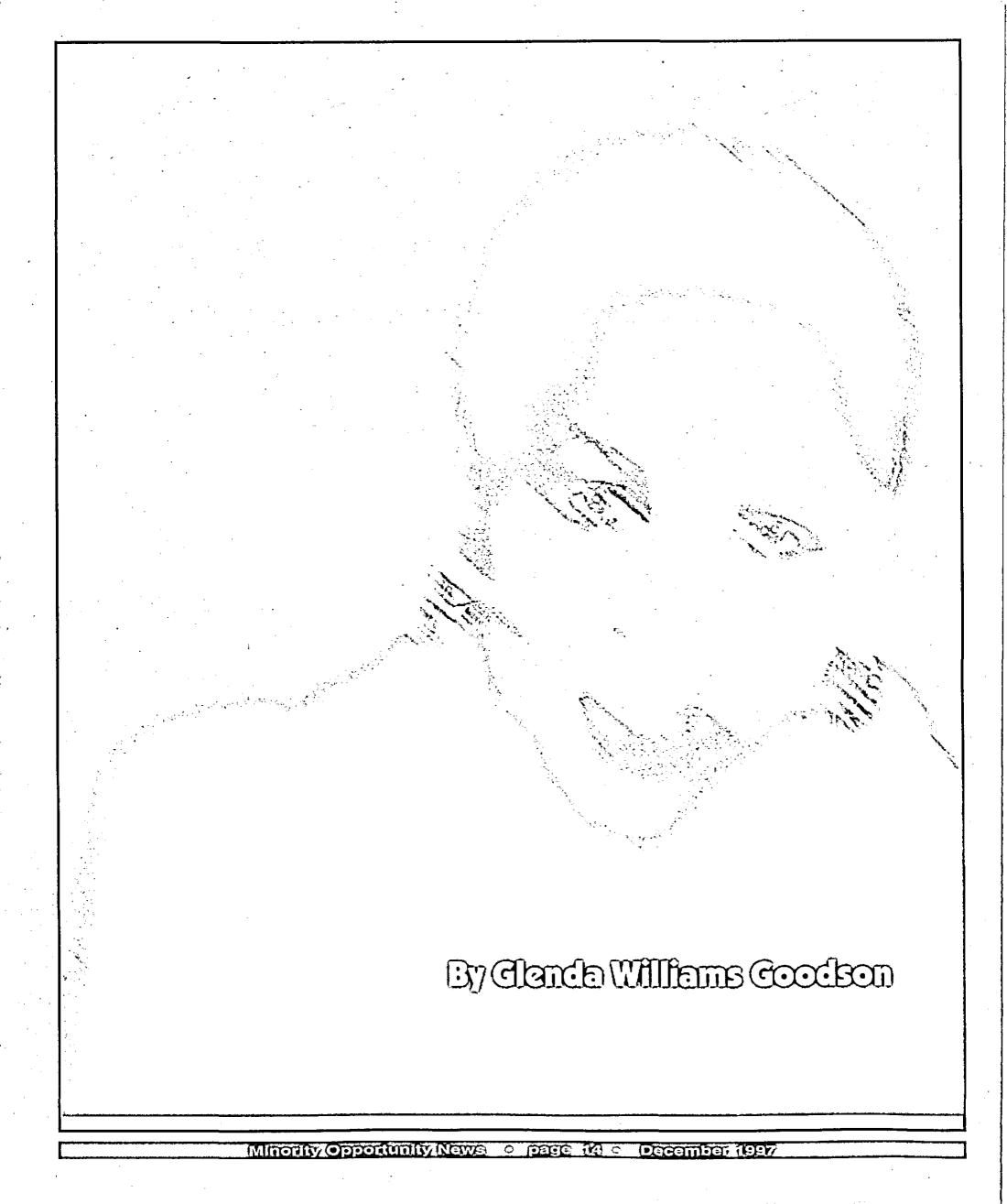
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The Real Woman Is Standing Up

Ella Patterson shares her real road to success

lla Patterson stirs her drink and introduces me to a local family doctor who's having a relationship crisis. By now, Patterson is becoming used to these impromptu counseling sessions. Her signature bestselling book, Will the Real Women . . . Please Stand Up!, has struck a resonant chord with readers from McCall's to Essence magazine. And while it seems that everybody whom author Ella Patterson knows says that they can write a book, few have achieved the success this self-proclaimed "Goddess of Love" has in such a short period of time. For Patterson, it was writing the right book at the right time.

Books written by African American females have surged in the last decade. In a recent phone interview, Clara Villorosa, whose Denverbased Hue-man Experience is the country's largest African American bookstore, noted that the primary book buyers within Black communities are women. "Although [Black] men buy more non-fiction, empowerment, or books that model behavior to be emulated, the female buys those books which entertain, distract, and those which fall into the genre of inspirational or self-help."

Since she self-published Will the Real Women ... Please Stand Up!, Patterson has criss-crossed the country, inspiring women to know more about themselves. Since its re-issue by monster publisher Simon & Schuster, she has offered a ton of advice from her local radio show on KKDA as well as television venues such as the Leeza show. Chapter titles from her book include: "Becoming A Real Woman"; "Getting the Man You Want"; "Becoming a Sensuous Woman"; "Office Relationships"; and "Taking Care of You." Patterson has traveled to Jamaica, and accompanied singer Chaka Khan to England, preaching her gospel of self-help to women.

According to local bookselling icon Ashira Tosihwe, who with partner Emma Rodgers has made Dallas' Black Images Book Bazaar a must stop on the literary circuit, Patterson came to them for advice on being published when she first had the idea for Will the Real Women . . . Please Stand Up! Recalls Ms. Tosihwe: "We told her what we advise many would-be authors — first to try self-publishing, and that the key to success is marketing." The American Booksellers Association convention, a yearly event usually held in Chicago, provided Patterson with the precise opportunity to do just that. The annual convention is where many of the major booksellers, authors, publishers, agents and other key marketers and literary executives convene. Patterson took the advice of her mentors and attended. Says Ms. Tosihwe: "She was a hit at the booksellers convention. She worked it." And she has been working her brand of book magic ever since.

After two or three misses, I caught up with the busy littérateur on a misty Monday night for dinner at a local restaurant. Between martinis

(sparkling soda with lemon for me), Patterson offered a tidal wave of advice for everyone from the family practitioner (he's in the throes of a divorce) to one of her former students on the wrong end of a bottle.

By now many Dallasites have heard that the former high school teacher has crafted what was a part-time hobby into a seven-figure, burgeoning business. "Believe it or not," the shortly-coifed blonde says with a chuckle as she dangles her Rolex, "I wrote Will the Real Women . . . Please Stand Up! because I was angry!" The project began as a personal hygiene book. It seems some of the girls at her high school would leave campus during lunch and have sex. "I could tell exactly which ones when they came back to class. Something had to be done." Other teachers saw that their open, earthy colleague had a rapport with the girls and sent them to her to talk. "They would come in and I'd ask, 'What did you do good today?' and give them a little package of deodorants and other personal items. This built their self-esteem."

Dr. Phyllis Simpson with DISD's Health Department also asked her to design a basic hygiene book. "There were some hotel employees who did not traditionally practice the same standard hygiene as we did and this helped them."

All these tidbits of advice rolled in Patterson's head. When the school district put her on administrative leave with pay (she had been out on sick leave), it provided the catalyst she needed. She began writing as therapy, and the first of many books, 1001 Reasons to Think Positive (re-released by Simon & Schuster, \$10.00), was born. Patterson didn't stop, but began writing what would become Will the Real Women . . . Please Stand Up!

When Will the Real Women . . . Please Stand Up! was ready, she took it to 20 of Dallas' major publishers to get it printed, but they all proved to be prohibitively expensive. "They wanted to overcharge me," Patterson maintains, and she dismissed them outright. But what would the native East St. Louis (IL.) go-getter do now? At first, the notion of her

continued on page 16

continued from page 15

own company seemed incongruous. However, after giving the idea careful thought, she "created my own publishing company, Knowledge Concept Educational Systems, from the proceeds of the DISD money and published it myself!" She says she is just a Black woman trying to make it, but it took both guts and perseverance to take the book to the next level. Says Tosihwe, "Ella is Dallas' success story."

For some, figuring out their life's dream takes a lifetime. Not so with Patterson, who says she had found her calling. "Seven months into the venture, I knew I had something going. The book had evolved into something about empowering women. In fact, every one of my books is about self-empowerment, self-esteem and self-motivation." Patterson was a woman unafraid to speak bluntly, and the titillation of sex talk between the covers also sweetened the selling power.

In a recent interview, Hugh Hefner, the 71-year-old founder of Playboy magazine, stated, "America remains a truly sexually Puritan culture that is very schizophrenic on the subject of sex, fascinated by it and at the same time guilt-ridden." Some of the ideas and language of Will the Real Women . . . ! are also controversial. For instance, when Patterson says, "I believe in self-indulgence and I don't see anything wrong with a woman masturbating," it is sure to raise eyebrows. The book is replete with statements that raise the bar for shock. Even so, Patterson says, "We are a sexual people, and the book has sexual overtones because it is about men and women. My [fellow] church members were entirely supportive of my writing."

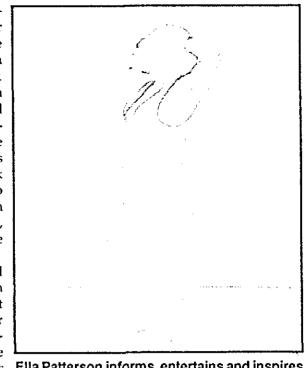
Noting that there is a difference between sex and sexuality, Patterson says that embedded in the psychology of sexuality is how you feel about yourself. "Women have to throw off some of the past inhibitions in their quest to fulfill themselves as individuals. We have a history of thinking selflessly of others, but it's time for us to put our issues on the forefront. Our problems are universal. When it comes to bleeding, it comes from the same vein." As a motivational speaker, she tells women that sexuality is more than taking off your clothes. It's also about getting to know you. "What I want to do . . . my biggest concern, is for women to be true to themselves." Ella Patterson was a woman with a personal mission and, with that determination, she sold over 70,000 copies through selfpublishing. Spurred by the success of her efforts, the next step was to concentrate on finding a major publisher.

Patterson's success as a first-time author is rare. The business of making books involves manufacturing, distribution, marketing, overhead, author's royalties (usually ten percent of the cover price, increasing to fifteen percent after the first 10,000 are sold, according to The New Yorker, October 6, 1977). Patterson knew she needed to collaborate with someone with industry savvy. That's where current media darlings Dupree, Miller and Associates stepped into the picture. Says Patterson, "The Dupree, Miller and Associates agency of Dallas/New York was the first in the business to place faith in me as a writer. Jan Miller, one of the principals, flew me to New York and we made the rounds.

From those intense and hopeful meetings, Patterson signed a three-book contract with Simon & Schuster for seven figures and (high on Patterson's priority list), creative and I saw that we had a winner, women to accept their sexuality. creative control became very

important. There was another publisher who would have given me more money up front, but I would not had the creative control I wanted, so I made a trade-off." Patterson claims that she is now negotiating with two major entertainment/communications companies for infomercial and talk show production. "We've just signed a contract with the Japanese to have the book translat-

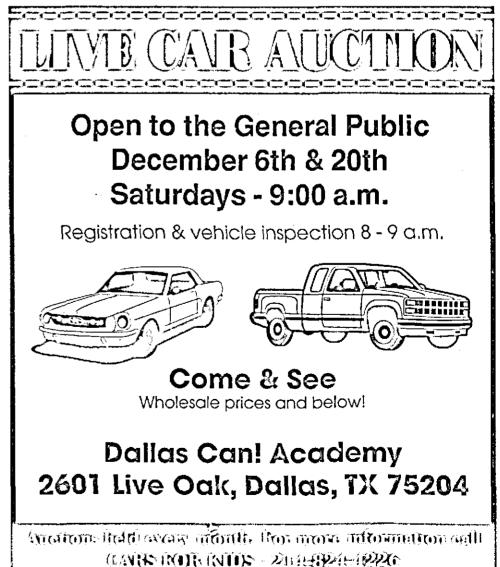
Patterson is also a contributing



control. "When Jan, the lawyers, Ella Patterson informs, entertains and inspires

writer for Essence, Upscale, Black Elegance, JET, Cosmo, and McCall's, and traveled this year with the Essence Mall Tour. So what does her family think about her rapid rise in the publishing industry? "My husband, Martin, has been very supportive. There has been some adaptation because I've gone from a teacher making \$30,000 a year to having an income in the seven-figure range, but we've managed. We also have three children, Juanna, T'Juanna and Martin, who





have also been helpful, although my daughters said that I was a trip for writing the book.'

Her mother still resides in East St. Louis and told Patterson, "Child, I could have written that book." On the day after our meeting, Patterson would be on her way to meet her brother to purchase an extravagant surprise. "We're going to buy my mother a house!" she said with obvious delight. "I'm still a daughter and I'm glad to be able to do something for my mom." She speaks fondly of her parents and says she owes them a debt of gratitude. "My father had a good job when the eight of us were young," recalls Patterson. "He took care of us, and our family experienced some quality times. The best thing that they gave me, and what I want to pass on to my children, is a sense of values."

When I asked her if, as I had read, having been poor and on welfare translated into a heightened sense of having made it, she responded with a bristle. "I don't know where the story came from that my parents were on welfare. If my mother read that, she would wonder what in the world I was talking about. I want to set the record straight right now. My parents were never on welfare. "I received welfare when I had my daughter and was trying to make it on my own." Using those resources as a bridge for a brief period, Patterson enrolled in college and graduated with a degree in teaching. "I want women to know that we all experience some type of challenge in our lives. That's okay. If you get tired, sit down and rest awhile. But never give up, never give up, never give up."

What is on the horizon for this highenergy self-styled sex therapist and motivational speaker? "I'm currently working on the infomercial deal. and I am also negotiating for my radio program to go into syndication. After that, more TV (she's appeared four times on Leeza). She has a new book coming out in the spring of 1998 called Woman With A Past. It will deal with homosexual relationships.

People from all 1996 walks of life call her to tell

her something about themselves or ask her advice. The local family doctor says that his wife read Will the Real Women . . . would take more than a book for your wife to leave you," she says with a frown. He admitted to other problems in the relationship. "Some people take my bluntness offensively," said Patterson as



Ella Patterson, as she appeared in JET magazine, July

she left the table, "but I believe in being

According to Patterson, being real Please Stand Up! then divorced him. "It means giving others a hand up as they climb the ladder of success. Tosihwe, of Black Images, says Patterson has returned to the bookstore many times. For the aspiring writers who attend her speaking engagements and book sign-

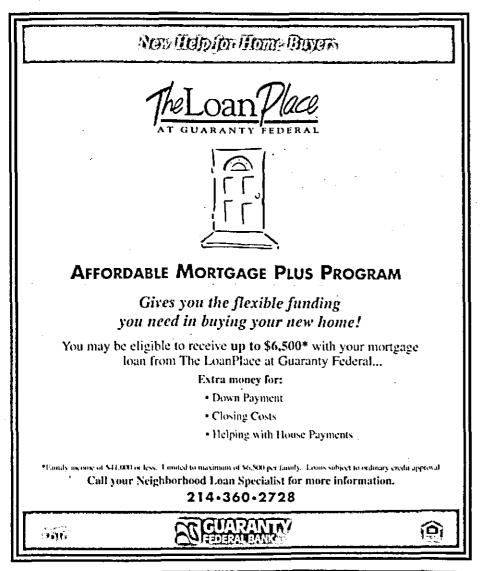
ings and quiz her, she offers hope that they, too, can make it. "I tell them not to become frustrated ... and angry ... playing the blame game. Don't play the blame game. As much as you can, make adversity work to your advantage."

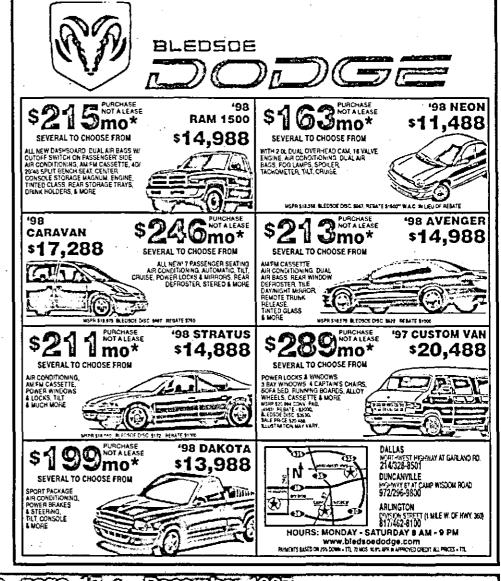
Many brothers and sisters will take her advice to work hard, take advantage of opportunities and also take ownership of their destinies. If their success is half as astounding as Patterson's, many will see themselves leap to new levels, of economic maturity and personal fulfillment.

Using her cell phone, Ella Patterson interrupts our meeting to call and check on one of her "children," a man who was to meet her to discuss some problems. "I heard that he has been drinking too much and I want to meet with him," she explains. It seems that the man, a college football player, had been a likely candidate for a professional career in the National Football League until an injury blew his chances. "I tell them to keep their options open. You can't [blame] yourself." The young man enters the restaurant and takes a seat. "Wait until this lady leaves. I'm going to give you a good cussing out," she threatens with a laugh. The handsome, muscular linebacker ducks his head, clearly enjoying the attention.

I leave, and Ella Patterson works on yet another problem of the masses

MON







December 1

Help the Queen's Refuge Foundation, Inc. by donating usable clothing and household items. The nonprofit organization, located at 2535 Hatcher St. in South Dallas, provides shelter, food, clothing and counseling services to displaced females. Donations can be dropped off at the Friends of Redbird Airport, 5125 Voyager, Dallas or call 214-339-

* * * * *

The Dunbar Community School will hold Fall registration in the cafeteria at Dunbar Community School, 5700 Ramey Avenue, Fort Worth. Late registration will be held December 2-11. For more information call the school at 817-496-7688

The MGT class at Muhammad Mosque #48 is sponsoring its 2nd annual fundraiser, "Star Search 97." Auditions for singers, dancers, musicians, poets, rappers and more will be held from 2:00 p.m.-4:00 p.m., December 6, 13, 20 and 27 at Muhammad Mosque #48, 2429 Martin Luther King, Jr. Blvd, Dallas. For more information call 214-421-4848.

The Science Place, Fair Park, Dallas, is holding classes and workshops for children ages 4-11 during the holiday break, December 20, 1997-January 3, 1998. Call 214-428-5555, ext.

December 2

Hollywood Enterprises International Star Search Tour of '97 (Big Pay Back Tour) is holding auditions for the hottest talent in town, singers, dancers, musicians and more. Final auditions are scheduled December 14 at 1:30 p.m. at Steppers, 2155 Great Southwest Parkway, Grand Prairie, Texas. Those selected will perform for top record producers, managers and promoters December 20 at the Junior Black Academy of Arts and Letters, 650 South Griffin St., Dallas, For more information call the Hotline at 817-355-5004

The Center for Nonprofit Management, 2900 Live Oak St., Dallas, presents the seminar "To Be Or Not To Be a 501(c)(3) from 9:00 a.m.noon. This class will walk you through the

Around Town

critical topics that must be considered in setting up a 501(c)(3) charitable organization. The cost is \$45. For more information call 214-826-3470, ext. 200.

Looking for year-end tax savings? By donating a car to the Dallas CAN! Academy's Cars for Kids program, you can claim the blue book value of your vehicle as a tax donation. For information on donating a car or the public auctions, call the Dallas CAN! Academy at 214-824-I-CAN.

The Texas Minority Health Conference, sponsored by the Texas Department of Health, will be held at the Red Lion Hotel, 6121 North IH35 in Austin, December 2-4. The conference is designed to improve the health and wellbeing of Texas' minority populations. For more information call the TDH Office of Minority Health at 512-458-7629.

December 3

The public is invited to attend Michael Irvin's Holiday SportsFest, a charitable fundraiser and toy drive from 7:00 p.m.- 9:00 p.m. at the Food and Fiber Pavilion at Fair Park, Dallas. Proceeds from the event benefit the Martin Luther King Jr. Center in South Dallas. For more information call Ovilla Phillips at 214-

New Image Business Associates, Inc. cordially invites you to its Small Business Luncheon held every Wednesday from noon-1:00 p.m. at the Bill J. Priest Institute of Econo Development, 1402 Corinth, Room 202 A&B. Dallas. Lunch is \$5.00. For more information call 214-350-9590.

Join Black Images Book Bazaar at a Book Club Mixer, 7:00 p.m. at Bodean's Jazz'n Bluz'n Club, 3304-B Camp Wisdom Road, Dallas, as they continue to celebrate their 20th anniversary of selling books. For more information call 214-943-0142.

The University of Texas at Arlington Africa Program continues its lecture series to increase awareness about several African topics with the lecture "Ethopia: The Land of Sheba," facilitated by Martha Melaku, 6:30

p.m. at the Martin Luther King Center, 2922 Martin Luther King Blvd., Dallas. For more information call the Africa Program at metro 817-272-5302.

Thinking of adoption? Learn about the practices and philosophies of adoption at the Catholic Counseling Services' Adoption Orientation, 7:00 p.m.-9:00 p.m. at 3725 Blackburn, Dallas, For more information call Linda Christianson at 214-526-2772.

The Center for Nonprofit Management, 2900 Live Oak St., Dallas, presents the seminar "ABCs of Grantwriting" from 9:00 a.m.-noon. The cost is \$35 for members and \$55 for nonmembers. For more information call 214-826-

December 4

Do your holiday gift shopping at the South Dallas Cultural Center, 3400 South Fitzhugh, Dallas, December 4-7. Handcrafted items made by African American artists will be available for purchase. For more information call 214-939-ARTS.

The Dallas Theatre Center presents A Christmas Carol, Charles Dickens' classic tale of hope and redemption. Performances run through December 28. For tickets and more information call 214-522-8499.

December 5

The Black Academy of Arts and Letters, 650 South Griffin Street, Dallas, will feature the film, Never Turn Back: The Life of Fannie Lou Hamer at 8:00 p.m. A discussion follows the film. For more information call 214-743-2440.

The Board of Directors and Black American Community Connection of the American Cancer Society invite you to the grand opening of the South Dallas Outreach Center at the Martin Luther King, Jr. Community Center, 2922 Martin Luther King, Jr. Blvd., Dallas. An open house will be held December 5 from 10:00 a.m.-2:00 p.m. and December 6 from 10:00 a.m.-4:00 p.m. For more information call 214-631-3850.

You're invited to network at DFW Networks for its "First Friday" happy hour mixer, 5:00 p.m. at Creative Events, 129 W. Irving Blvd., Suite 100, Irving, TX. Network and meet with African American professionals. Admission is \$10 in advance and \$15 at the door. For more information call 972-871-0338.

Jubilee Theatre, 506 Main Street, Fort Worth, TX, will feature the production of A Joyful Noise, a holiday treat blending Negro spirituals with inspiring poetry. The musical, featuring the sensational New Arts Six, runs December 5, 1997-January 4, 1998. For ticket prices, show times and more information call 817-338-4411.

The Dallas Children's Theater presents The Christmas Witch December 5-21 at El Centro College Theater, Main and Market Streets in own Dallas. Tickets are \$12 for children and \$14 for adults. For performance times and more information call 214-978-0110.

December 6

"For Sisters Only" returns to the Dallas Market Hall, noon until 8:00 p.m. December 6 and 1:00 p.m.-7:00 p.m. December 7. The event produced by adult R&B station V-100 and gospel station Heaven 97, will feature workps, exhibits and entertainment of interest to women and their families.

The Black Academy of Arts and Letters, 650 South Griffin Street, Dallas, sponsors Righteous Readers, a reading circle for young people in the 10th and 11th grades. The group, which meets at 1:00 p.m., seeks to foster a passion for the literature, history and culture of African people. For more information call 214-743-2440.

The J.L. Turner Legal Association Foundation will sponsor its Scholarship and Awards Banquet. For more information call 214-744-

The North Texas Ballet Theatre, Fernando Schaffenburg, artistic director, presents The Nutcracker, 2:00 p.m. and 7:30 p.m. at the Uni-

versity of Texas at Arlington, Texas Hall, 701 W. Nedderman Drive, Arlington. Tickets are to better prepare minority and women-\$10.00 for adults, \$7.00 for children, students owned businesses to compete for Airport and senior citizens and \$6.00 for groups of 20 or more. For more information call 817-478-

December 7

The Music Department of St. John Missionary Baptist Church cordially invites the public to the 5:00 p.m. free performance of Handel's Messiah, at the church located at 2600 S. Marsalis Ave., Dallas. This holiday classic oratorio will feature the choirs of St. John with guest string ensemble, soloists, and choristers. For more information call 214-375-

December 9

The Music Department at the University of Texas at Arlington presents the UTA Suzuki Strings December recital, 6:30 p.m. at the Irons Recital Hall, Fine Arts Building, 700 W. Second St., Arlington. The recital will feature violin students ages 3 - 14. For more information call Christine Butler at metro 817-272-

December 10

Would you like to purchase a home of your own? Learn how at the Texas Federation of Home Counselors first-time home buyer seminar held December 10. Registration includes a confidential review of the potential home buyer's credit file with a certified counselor. To register or for more information call Ed Harris at 214-421-8342.

December 11

Jubilee Ministries, Inc., of Grand Prairie will hold its first annual benefit luncheon, 11:00 a.m. at the Pavilion of the DFW Medical Center-Grand Prairie. The guest speaker is Della Clark, chairperson of the board of the National Business Incubation Association and president of the West Philadelphia Enterprise Center. Individual tickets are \$22. For more information call 972-237-9943.

The Minority and Economic Affairs Department of the Greater Dallas Hispanic Chamber

of Commerce presents quarterly workshops contracts. A Construction Service Workshop will be presented 2:00 p.m.-4:00 p.m., December 11 at the Administration Building's Board Room, 3200 E. Airfield Drive, DFW Airport. For more information call Reginald Cleveland at 972-574-8150.

December 12

The Dallas/Tarrant County Minority Business and Independant School District organizations present a Mix and Mingle Network Happy Hour, 4:00 p.m.-8:00 p.m. at Steppers, 2155 S. Great Southwest Parkway, Grand Prairie. For more information call 972-988-

In-Unity Inc., which provides tutoring to economically disadvantaged schools in South Dallas and scholarships for students at Paul Quinn College, is sponsoring its annual Christmas fundraiser at the Ramada Inn in Dallas. Tickets are \$25.00 each. For more information call Bridget Jones at metro 817-467-0584 or Ramona Sawyer at 972-709-2566.

December 13

St. Luke Community United Methodist Church is sponsoring St. Luke Day at the Henrietta Marie. Buses depart from the church at 9:30 a.m. and return at 1:30 p.m. The Henrietta Marie, which runs through January 4, 1998 at the Fort Worth Museum of Science and History, is an exhibit of the most complete slave ship ever excavated in the new world. Several works from local artist Augie N'kele will be shown with the exhibit. To reserve a space for the excursion call Randy Luster at 817-885-7600. For more information about Mr. N'kele call Dorothy Hamm

Author Ellen Cooper-Edwards discusses and autographs her book, God Will Rebuke the Devourer For You, from 3:00 p.m.- 5:00 p.m. at Black Images Book Bazaar, 230 Wynnewood Village, Dallas. For more information call 214-

The Black Academy of Arts and Letters, 650 South Griffin Street, Dallas, presents I Believe I Can Fly: Dallas Public Schools in Concert at 7:00 p.m. Seven DPS choirs will perform with the Cameron Chamber Orchestra of St. Louis

December 14

Author Angela Shelf Medearis shares recipes from her book Ideas For Entertaining From the African American Kitchen, from 3:00 p.m.- 5:00 p.m. at Black Images Book Bazaar, 230 Wynnewood Village, Dallas. For more information call 214-942-0142.

Missouri. For more information call 214-743-

The Black Academy of Arts and Letters, 650 South Griffin Street, Dallas, will hold a book review of the book, Black Labor/White Wealth. The Search For Economic Justice by Claud Anderson at 3:00 p.m. For more information call 214-743-2440.

Arlington Mayor Elzie Odom will speak at the fall graduation ceremonies of The University of Texas at Arlington School of Urban and Public Affairs and School of Social Work at 1:00 p.m. in Texas Hall, 701 W. Nedderman Arlington. For more information call metro 817-272-3363.

December 16

Dallas Convention and Visitors Bureau will host an Outreach & Networking Open House for minority and women owned businesses seeking access to the hospitality industry from 4:00 p.m. to 7:00 p.m at the Dallas Convention Center, Room A420. There will be an information session held in conjunction with the Open House on "Making the Connection to the Convention & Visitors Industry in Dallas." Seating is limited. Call 214-746-6653 for more information.

December 17

The University of Texas at Arlington Africa Program continues its lecture series to increase awareness about several African topics with the lecture "The Congo Formerly Known As Zaire," facilitated by Cyrus Buhake, 6:30 p.m. at the Martin Luther King Center, 2922 Martin Luther King Blvd., Dallas. For more information call the Africa Program at metro 817-272-5302.

December 19

The St. John Christian Theater Ministry pre-

sents The Prodigal Son's Christmas, an original Christmas production written and directed by Selmore Haines. The production will be held 7:30 p.m. in the Family Life Center of St. John Missionary Baptist Church, 2600 S. Marsalis Ave. For more information call 214-

The African American Museum, Fair Park, Dallas is hosting a 20 Something Mixer, 7:00 p.m.-10:00 p.m. For more information call

December 20

Hollywood Enterprises International Star Search Tour of '97 (Big Pay Back Tour) is finally here, for two shows at the Junior Black Academy of Arts and Letters, 650 South Griffin St., Dallas. Youth and teens will perform at 5:00 p.m. and adults will perform at 8:00 p.m. Advance tickets are \$12.50. Tickets at the door are \$15.00. For more information call the Hotline at 817-355-5004

December 26

Join the staff, friends and family of the South Dallas Cultural Center as they celebrate Kwanzaa at the center, 3400 South Fitzhugh, Dallas, December 26, 1997-January 1, 1998. For more information call 214-939-ARTS.

December 31

Soul Rep Theater Company is currently accepting submissions for its 3rd Annual New Play Festival. Playwrights are encouraged to submit a one act play, no longer than 30 minutes and with no more than five characters, to Soul Rep by March 1, 1998. Six new plays will be chosen. Send scripts to Soul Rep, P.O. Box 15175, Dallas, TX 75201. For more information call 214-565-0186.

ATTENTION:

If you're interested in placing your event in our events calenda send it to us by mail or fax no later than the 21st of the month preceding publication to:

> Minority Opportunity News 2730 Stemmons Frwy 1202 Tower West Dallas, TX 75207 (214) 905-0949 Fax

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Black Indians Part 3

By Russell D. Shockley, B.S.Ed.

In 1522, Europeans in the Americas learned that slavery did not easily lead to enormous wealth. On Christmas Day, African and Indian slaves on a plantation owned by a man named Diego Columbus revolted and murdered their masters and overseers. Nearby Native Americans joined the rebels. The beautiful island of Hispaniola shook with the first recorded slave rebellion in the New World.

The conspiracy had spread across the sprawling sugar plantations in the weeks before Christmas Day, when the planters and their families would be bloated with food, soaked with liquor, and too weak or sleepy to offer much resistance. Then the malcontents struck, plunging into the night to kill Whites and find freedom.

Masters and slaves learned some important lessons from this first bloody confrontation. Enslaving Indians and Africans was not going to be free of pain. Masters in a slave land would not sleep easily each night. Europeans concluded it was absolutely necessary to remain armed, and use one race to fight each other. A French colonial dispatch later in the century put the matter simply: "The law is hard, but it is both wise and necessary in a land of 15 slaves to one White. Between the races we cannot dig too deep a gulf."

The enslaved also learned some lessons. Their owners would rise to any level of violence and arm anyone to protect the institution of bondage and their grip on the Americas. Europeans would throw their own soldiers into the fray or hire Indians living nearby. Slaves began to reason that their success might depend upon their ability to make friends with neighboring Indians. "Friends" do not hunt "friends."

On Christmas Day in 1522, the European policy of "divide and conquer" introduced elements of deep racial division to the Americas. Slavery and its cruel legacy left a bloody trail across the grass and soil of the Americas. But another American tradition also took root. Men and women enslaved in the New World began a pattern of resistance. The first enslaved were the first to flee, the first to rebel, the first to announce that chains were meant to be broken. The spirit of rebellion spread like a wildfire that no European power could put out. In the next ten years, revolts spread to the Latin American countries of Colombia, Panama, Cuba, Puerto Rico, and Mexico. In 1537 a major insurrection threatened Spanish headquarters at Mexico City. Viceroy Antonio de Mendoza reported that Africans "had chosen a King, and

had agreed to kill all the Spaniards, and that the Indians were also with them." Terrified Mexican officials agreed to halt any further importations of Africans. Slave resistance had temporarily halted the African slave trade.

By the 1570s, the flames of revolt were burning brightly in Mexico. One in every ten slaves was living a free life in hiding. Alarmed about the safety of Whites, Viceroy Martin Enriquez (1568-1580) wrote the King of Spain:

"Your Majesty, the time is coming when these (African) people will have become masters of the Indians, inasmuch as they were born among them and their maidens, and are men who dare to die as well as any Spaniard in the world. I do not know who will be

in a position to resist them."



John Horse was Wild Cat's right-hand man.

It was in Mexico that Europeans their made strongest effort to keep Africans apart from Native Americans, Black men far outnum-Black bered women, and so sought. Indian wives. A Native American wife meant, if she was free, that children

born to her would be free, not slaves. So extensive was the contact between red and Black people that Spanish law prohibited the two races from living together or marrying.

From the time of Christopher Columbus (15th century), the gravest threat to European domination of the Western Hemisphere came from outlaw communities of former slaves. These maroon colonies, as they were called, were considered a knife poised at the throat of the slave system. Some fearful Europeans saw them as a sword pressed against the entire colonial system in the Americas. Some colonies were begun by a single African or Indian, and others were the result of many slaves fleeing together. The history of the Saramaka people of Surinam in South America started around 1685 when African and native slaves escaped and together formed a maroon society. For eight generations Dutch armed forces tried to crush their community, but today it is still alive and boasts twenty thousand members. For the Saramakans liberty came in 1761 when Europeans abandoned their wars and sued for peace.

From their first day, maroon colonies faced enormous problems. They had to quickly find a safe location, plan a defense, feed and clothe their people, and plan the life of a stable community. The planning of defense and agriculture in most Black Indian settlements drew largely on African models and experience. However, no type of influence was discarded, and these colonies grasped aspects of Indian, African, and even slave life, considered vital for survival. A leading defense technique — planting sharp sticks in a pit and covering it with thick grass to trap intruding armies — was African. It not only inflicted terrible damage, but terrified any invading army with the thought that a sudden, painful death could occur at any moment. These pits were almost impossible to detect.

Men and women, once starved and beaten by their masters, grew strong and vigorous in these hidden communities. Maroon self-esteem seemed to grow with each month of liberty. It also sprang from the knowledge that Europeans were often afraid to march out and challenge their communities' defenses. "Their self-respect grows because of the fear Whites have of them," wrote a Portuguese colonist to King Joao of Portugal in 1719.

Maroon music also reflected the confidence settlements had in their military strength. A maroon song, preserved for generations in Brazil, assured villagers their enemies were doomed:

Black man rejoice
White man won't come here
And if he does,
Devil will take him off.

Generations before Thomas Jefferson sat down to write the Declaration of Independence, Florida's dark runaways wrote their own. It did not consist of paper or ink; instead, it was constructed of spears, arrows, and captured muskets and issued a warning of "keep out!" and "leave us alone, or else die." It said "liberty or death."

Around the time African settlers arrived in Florida, refugees from the Creek Nation also settled there. This group called themselves "Seminoles," or runaways, and their Muskogee culture accepted a variety of Indian ethnic groups — Youchi, Hitchiti, and Alabama. For Seminole people used to admitting those who were different, it was easy to accept Africans.

Africans proved far more familiar with Florida's tropical terrain than Spaniards or Seminoles. They transplanted a rice cultivation method practiced in their native lands of Senegambia and Sierra Leone. Used to a more moderate climate, Seminoles began to learn how to survive in Florida from these ex-slaves. "From the beginning of Seminole colonization in Florida," writes Opala, a Seminole Indian taught to read and write by

Christian missionaries, "the Indian may have depended upon African farmers for their survival."

The Seminole Nation offered its new friends some valuable gifts in return. Africans and other ethnic groups enjoyed an independent village status. Their only obligation was to pay a small agricultural tax to be used for the common defense.

If Africans needed something besides freedom, it was a strong defense against slave hunters from the north, so their tax was well spent. Georgia slave holders were soon invading Florida, seeking their runaways, and were soon meeting a united resistance by red and Black armed forces.

Black Seminoles tried to live a peaceful life in their towns and around the ceremonial plazas ruled by their own chiefs. While they were shaping a sturdy agricultural community, British officers to the north provided weapons and military advisors for desperadoes ready to raid Florida for slave fugitives.

With hostile British forces closing in on its Florida border, Spain recruited anyone willing to fight these invaders. Florida became a Spanish buffer zone protected by Native American and African warriors, assisted by a sprinkling of pirates, smugglers, and others. By the nineteenth century, Black Seminoles had become key advisors and valuable interpreters for the nation. They were familiar with English, Spanish, and the Muskogee or Hitchiti Seminole languages. Not all African runaways from slavery lived among the Seminoles, for some had formed their own maroon settlements. Against slave holders, however, all united.

In 1835 warfare erupted again between U.S. troops and Seminoles. One alleged cause was the seizure by a U.S. officer of Chief Osecola's Black wife. A more basic cause of hostilities was the continued U.S. use of tricks and force to have Seminole chiefs sign treaties agreeing to leave Florida for reservation land in Arkansas and Oklahoma. When Seminole leaders were tricked into signing a treaty, hostilities broke out. Most alarmed were Black Seminoles. They reasoned that under any U.S. agreement, they would be forced into bondage. Before this conflict was over, the United States had fought its most costly Indian war, spending over \$40 million and losing 1,500 soldiers as well as many civilians.

In December 1836, General Sidney Thomas Jesup, who had recently assumed command of U.S. forces, decided, "This, you may be assured, is a Negro, and not an Indian, war." General Jesup became the first commander to recognize the crucial role Black Seminoles played in the nation: "Throughout my operations I found the Negroes the most active and determined warriors, and during the conferences with the Indian chief, I ascer-

see BLACK INDIANS, next page

Black Indians

from previous page

tained that they exercised an almost controlling influence over them."

During the final months of his Florida effort, General Jesup resorted to fullscale deceptions and hostage seizures, and by the fall of 1837 he had captured King Philip and his Black Seminole son, John Philip. This brought forth King Philip's key son, Wild Cat, to negotiate.

In May 1838, Jesup was recalled to Washington, his military and peace campaigns a failure. Brigadier General Zachary Taylor, who later was elected the 12th president of the United States, assumed the U.S. command in Florida. It was not until General Worth, in 1841, that peace finally came to most of Florida's lush battlefields. For more than 40 years, men and women in Florida had died trying to live free. Worst of all, Seminoles became targets of slave hunting raiders, particularly Creeks and Whites.

In late 1849, the Wild Cat Seminole party received another blow. The U.S. attorney general ruled that Black Seminoles were still slaves under U.S. law. These veterans, fighters of many a battle to live free as one people, quietly gathered up and loaded their rifles. When Wild Cat returned to the Indian Territory in September 1850, he discovered that Black Seminoles who had remained behind were being kidnapped daily by slave hunters. Wild Cat negotiated for his sovereign nation with President Santa Ana of Mexico. In return for Mexican Army pay and some farmland for their families, Seminole men agreed to serve as "military colonists" along the turbulent Rio Grande border.

Seminoles arrived in a country that had ended slavery in 1829 and had welcomed slave fugitives ever since. Some 3,000 U.S. Blacks lived peacefully in Mexico, most of them far from the Rio Grande border. Periodically, slave hunting posses plunged across the river to seize Black people for sale back home. Some Mexican politicians conspired with these desperadoes, using the proceeds to finance their political campaigns.

U.S. outlaw John "Rip" Ford, in 1851, rode into Mexico with a band of 400 men. Wild Cat and John Horse were called upon to drive out the bandits, who were former Texas Rangers and various unemployed Texans. Sixty Seminole fighters drove back the Texans without a casualty. However, nature dealt the remaining Seminoles a cruel blow in 1857 when smallpox swept through their villages, leaving 50 dead. Black Seminoles, seemingly endowed with a type of "African" immunity, were spared. But the plague carried off Wild Cat whose force and wisdom had held his nation together. He was 45 years old. Becky Simmons recalled how her people mourned Wild Cat's

death: "... Wild Cat took sick with de pox and he die. We all was crying, fur we done lost him. He was so good.

After Wild Cat's death, his remaining red followers began to trickle back to the Indian Territory. The Black Seminoles were now alone. Recalls Becky Simmons: "John Horse [became] our next head man, but dem others been gone back to

de territory."

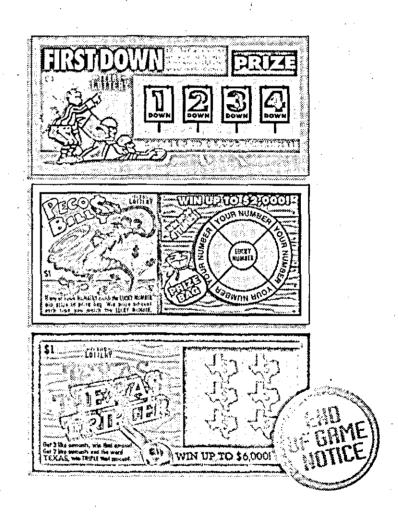
As soldiers guarding the Rio Grande against rustlers and assorted desperadoes of every shade, the Black Seminoles rolled up an impressive record. In 20 battles they captured 432 horses and mules and killed 38 intruders. Not a single Seminole was killed or wounded. Some considered this a miracle.

But the greatest accomplishment of all was the Seminoles' preservation of their nation as they moved from one country to another.

MON

Russell D. Shockley is the director of Ethnic Notes. For lecture or presentation information, call or write Ethnic Notes, c/o MON.

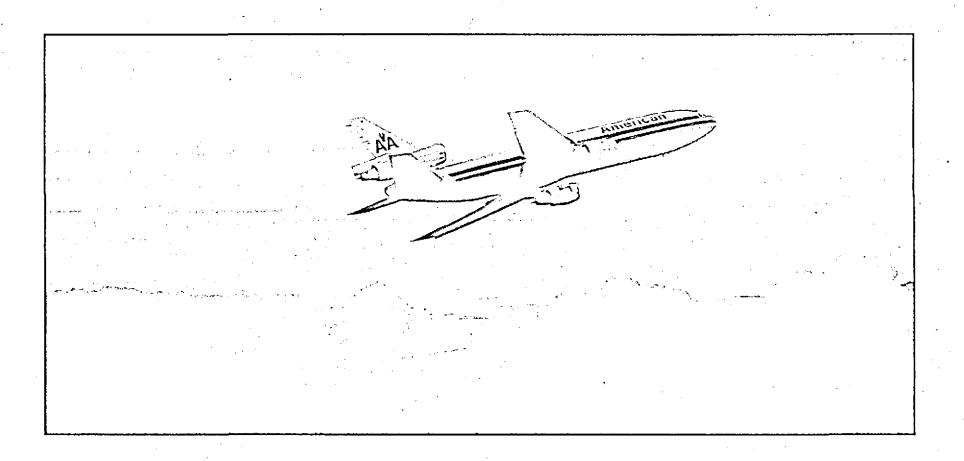
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Overall odds of winning First Down, 1 in 470. Overall odds of winning Pecos Bills, 1 in 4.77. Overall odds of winning Texas Tripler, 1 in 4.94. Must be 18 years or older to play. ©1997 Texas Lotter,



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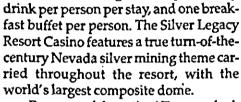
one city - can you see a volcano that erupts every few minutes; a tropical rain forest; sparkling waterfalls; a gigantic roller coaster; Chilean flamingos and African penguins; live sea battles at treasure island; Siberian tigers; gourmet delights of Paris, Rome and the Orient; more than 1,000 shops, boutiques and five malls; the tallest free-standing observation tower in the U.S.; world-famous casinos; desert scenery; New Letting the chips lie in Reno York skyscrapers; a

Roman street; an interactive aerial parade; underwater rock and roll; and a non-stop party atmosphere? In addition, daily tours of the Grand Canyon and Hoover Dam originate from Las Vegas, and the spectacular scenery of Lake Mead, Red Rock Canyon and the Valley of Fire are within an hour's drive of Vegas.

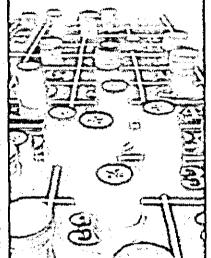
The American Airlines Vacations Las Vegas packages include a \$500 value book of coupons, a two-for-one lunch buffet at the Sahara Hotel & Casino and your choice of two-for-one admission at The Improv or "Spellbound" at Harrah's. The selected 15 hotels include, among others, Caesars Palace, Flamingo Hilton, Golden Nugget, Hard Rock Hotel & Casino, MGM Grand Hotel/Casino & Theme Park, The Mirage and New York, New

There are five hotels among the Reno package. These packages offer the following "extra" features: Harrah's Reno guests will receive admission to Sammy's Showroom, including one complimentary drink per person, per stay; John Ascua-

ga's Nugget guests will receive complimentary admission with one cocktail to the Nugget Celebrity Room Theater plus a \$20 value Funbook: Reno Hilton guests will receive up to two complimentary tickets per room to the Hilton's Spectacular New Production show in the 2,000-seat Theater, plus a \$75 value Funbook; Eldorado guests will receive a Treasure Hunt voucher per room, per stay, a Cabaret show including one complimentary

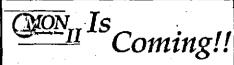


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MON



For Advertising Information Call 972-606-7351

INVITATION FOR BIDS

The Housing Authority of the City of Dallas (DHA) is accepting bids for a one (1) year contract for the acquisition of personal computers.

Bids will be accepted until 1:00 p.m. Monday, December 15, 1997 at 2075 W. Commerce, Building #100, Dallas, Texas 75208, at which time and place all bids will be openly and publicly read aloud.

Specifications and bid documents may be obtained from the Purchasing Office, 2075 Commerce, Buildin #100, Dallas, Texas 75208 between the hours of 9:0 a.m. and 3:00 p.m. To obtain bid documents pleas call (214) 672-0226 for directions.

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Bidding Documents may be reviewed at the Department of Engineering, Municipal Office Building, 1000 Throckmorton Street, Fort Worth, Texas 76102 and at the Engineering Office of the Fort Worth Water Department, Room S-113, City Hall, 1000 Throckmorton Street, Fort Worth, Texas 76102.

Bidding Documents will also be available for review in the plan rooms of construction information services companies such as Dodge Reports, Texas Contractors, and Associates General Con-

All interested and qualified disadvantaged, minority and women business enterprises should contact Robert K. Stineman, Sr. or John M. Kennedy at 817-263-7084 to discuss the subcontracting opportunities. All negotiations must be completed prior to the bid opening date,



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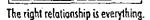
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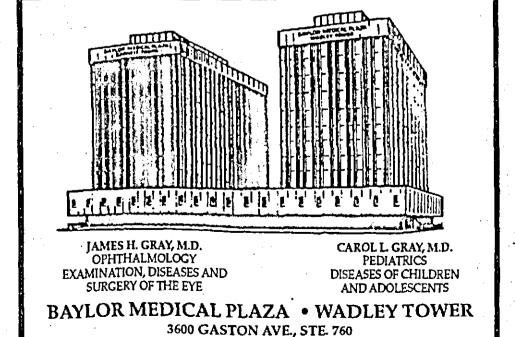
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826-6110

North Texas Links hold gala affair

Raises funds for UNCF, Paul Quinn College

By Joy Tillerson

The Links, Inc., held its second annual gala November 1 in The Great Room at the International Apparel Mart in Dallas. More than 1,400 people attended the gala where proceeds benefited the College Fund/UNCF, Paul Quinn College and other local community services projects.

The a final total amount from the \$75 per person event has not been determined, gala organizers said.

"We know this year's event was a huge success. Nordstrom has already committed to underwriting our next year's gala," said Carol Little, Mid-Cities Chapter president and one of the evening's speakers.

Several area business were part of the gala event including Nordstrom who underwrote the gala and sponsored the fashion show. Other sponsors included, Diamond sponsor, EXXON Corporation, and Emerald sponsor, American Air-

Ruby sponsors were A.H. Belo Com-

pany, Accommodations, Inc., AmeriServe Food Distribution, Inc., B & B Home The North Texas Cluster Chapters of Healthcare Management, Columbia Plaza Medical Center of Fort Worth, Community Home Health Care Services,

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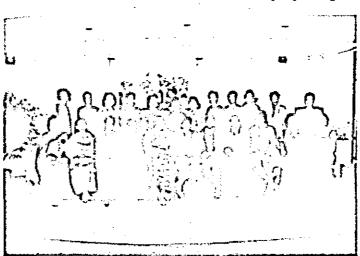
Company, Texas Commerce Bank, Texas Instruments, The College fund/UNCF, The Cottrell Foundation, THE MOSAIC GROUP, INC., Total Wellness Home

Health Care, TU Electric and XEROX. An international women's service organization, The Links has the reputa-

tion of being the world's most prestigious groups for African American

The Links, Inc., celebrated its 50th anniversary in 1996. The organization, founded in 1946 in Philadelphia, Pa., now has 267 chapters in 47 states plus the District of Columbia, Nassau and Germany and more than 10,000 members.

Photo by Floyd E. Ferguson



America, Southwest- Distinguished ladies of the North Texas Links

The founders were the late Sarah Strickland Scott and the late Margaret Roselle Hawkins, both from Philadelphia. The goal for these women was to support

their community.

The international group has donated to various charities and programs more than \$15 million since its inception. The volunteer hours are just as impressive, topping more than a million each year. The philanthropic arm of The Links is the Links Foundation, Inc. This subgroup was created in 1979 to work with the most urgent problems. The Foundation is a non-profit corporation operated exclusively for charitable and education-

"The main goal of the Links is providing community service with empha-

sizes on youth," said Ms. Little.
The North Chapter Clusters consist of the Dallas Chapter, Mid-Cities Chapter, Plano North Metroplex Chapter and the Trinity Chapter.

"We have always focused on education of our youth, but now our focus is to start early with the children, beginning with preschool and kindergarten. This gives us an opportunity to help us mold these children at an earlier age to become successful," Ms. Little explained.

The Links continued its charitable works throughout November when more than 100 members traveled to Africa for "Education Across the Miles." The women are there until December 11 helping set up schools in [that] country, said Ms. Little.

Kimbell Museum exhibits stunning collection

Quality, variety and beauty make Hidden Treasures from Tervuren an artistic treat

By Earnestine Cole

LaVida News Staff Writer Texas Publishers Assn. Wire Service

Hidden Treasures from Tervuren: Masterpieces from the Royal Museum for Central Africa, Belgium will be on exhibit at the Kimbell Art Museum in Fort Worth through January 25, 1998. It will feature 125 objects of the most important works of art from Africa, many never seen outside of Africa and Europe. The collection has only been open to the general public for five years.

Approximately 15 ethnic groups will be represented. Most pieces date back to the late 19th and the early 20th centuries, but there is a piece in the exhibit that was designed as early as 1891. All of the works are selected from the galleries and storerooms of Belgium's Tervuren Museum, which is renowned not only for the outstanding wealth of its encyclopedic collections, but for the venerable age of many of its objects.

"This is the most extensive and best collection of African art in the world," said Jennifer R. Casler, curator for Asian and non-Western art for the Kimbell Art Museum. "We hope people come away learning about and experiencing the art of a great culture."

The Hidden Treasures from Tervuren exhibit at the Kimbell will not focus on the ethnic groups, but enough information will be given about the groups to satisfy the curiosity of the museum goers. Casler is approaching the material through function rather than ethnic groups. She will divide the art objects into five sections: 1. Power figures; 2. Masks; 3. Female Figures; 4. Ceremonial Implements and Regalia; and 5. Ancestor Figures.

In the Female Figures section, sculptures of young girls at puberty will be displayed. In Africa, scarification is a sign of beauty. During initiation rituals, women in the group teach young girls about being a wife and mother. Before the girls pass into womanhood, their skin is cut. As the cut heals, ointment is applied to the wound. The scar is raised and cut into decorative patterns. To Americans, scarification might look like part of the female clothing or facial blemishes. When viewing the pieces on scarification, keep in mind beauty is in the eye of the beholder. In Africa, it is scarification.

(left) Nkisi figure,

Kong (Vill) peo-

ple, Lower Congo

metal, pigments,

mirror, leopard

wood.

region;

claw.



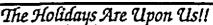
(right) Face Mask,

Kongo (Yombe) people, Lower Congo region; wood, pigments.

There will be a couple of photo murals in the exhibition. Look for a photo of three women with their backs in view to get a unique perspective on the technique of scarification.

The exhibit started its North American tour earlier this year. Its first stop was Ottawa, Canada. It has already stopped at the Smithsonian in Washington, D.C. The

Kimbell Art Museum is the third tour stop. The exhibit must still travel to San Francisco, New York, St. Louis and Chicago before going to Europe.



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Family Life

Fairy Street Mama

R-E-S-P-E-C-T — Where did it go?

"Back in the day," we heard the inspiring, talented and rhythmical sounds of Aretha Franklin bellowing out the tune "R-E-S-P-E-C-T." It was one of the most popular songs of its time because "back in the day," respect was one of the most important things we demanded.

What happened? Have we forgotten, after only a few decades, what the simple rules of respect really mean? Have we forgotten our roots and our essence of life? What about the respect of property and, more importantly, the respect of human life? How did we lose our way from this most simple form of good will to our fellow man? What happened?

Within our daily routines, we think of respect as maybe having not cursed someone today. Or maybe we didn't talk about anyone in a negative way. But respect goes much deeper and means so much more than not being unkind. Before pondering the ways we show disdain for one another, let's discuss what possibly could be the cause.

We could conveniently place the blame of our lack of respect on television programming because television shows so much disrespect in the way of nudity, violence, offensive language and dangerous living. Even some cartoons and children's shows (with the exception, maybe, of "Barney") exhibit more violence than necessary, adding a negative image that shows the twisted yet humorous justification for violence. It took some of us awhile before we caught on to the "Mighty Power Rangers" (it was probably the cute, colorful suits!) but soon, most of us realized that the Power Rangers were just a little contrary to our established beliefs and values. However, this blatant, vulgar display can only be used as a symbol of an extremity in this body of negativity that seems bound and determined to help enforce the idea that rape, murder, mayhem, drugs and disrespect is justified, depending on how or why it was carried out.

There are some who would like to place the blame for our lack of respect on our radio stations or newspapers, because they explicitly depict our realistic images in music and/or pictures for us to constantly hear and see and remember. By the time the song "Me and Mrs. Jones" (which conspicuously spoke of infidelity) hit our streets, our moral values had so declined that our attitude toward adulterous behavior was apathetic, to say the least. Our newspapers

inflict permanent pictorial and editorial damage to our offspring, sending messages of our teachings while the radio stations employ announcers who repeatedly play music with negative, destructive lyrics. This profound hatred and insolent disregard for integrity and human life did not begin with our television, radio or newspapers, although their constant negativity is a reminder of just how deteriorated our society has become. But, where did it start? And what happened?

Still others would argue that our school systems are to blame because possibly our children are not being taught properly. They say our kids are within the school walls far longer than they are in their own homes. While we have heard many stories of our children being abused, assaulted, raped and murdered while at school, we must admit that our problem with disrespect lies not just with our teachers and educators. Nor should the problem be charged completely to the media.

I'm afraid that the blame for our lack of respect lies with everyone and with every aspect of our lives: businesses, social entities, political and religious organizations. We are in need of better and more wholesome programming on TV and radio. We need more informed, sensitive and motivated teachers, as well as role models in the media and sports industry. They need to understand that they are being watched by our young off-

spring; they must "reach back" into the community and "give back."

I'm sure most of you would agree that we also need parents who teach their children what is right, act as an example for them and show them that others should be valued just as we value ourselves. If we teach our children while they are at home, when they venture off into the world they will act responsibly by showing respect to all they come in contact with. There are many ways that we show disrespect to others that are blatantly recognizable, such as foul words and actions. But there are other small ways that we also show disrespect to others, ways that have obviously become just a "sign of the times."

I invite each of you to search yourselves for solutions for the problems that lie not just with our media, schools, ministers and politicians. We all need to learn to be responsible enough to recognize that our problem of lack of respect has caused so many other crimes and insensitive and negative feelings to grow and ripen. We must stop pointing fingers and saying "YOU" and be responsible enough to say "the problem is also within "ME."

4ON

Fairy Street Mama can be seen on cable Channel 23b on Tuesday at 4 p.m., Thursday at 5 p.m. and Saturday at 10 p.m. Also, viewers can see her live or call every 4th Wednesday from 8-9 p.m. For more information, call (214) 561-2002.

When pampering your body makes scents

Entrepreneur finds sweet smell of success

By Kamron L. Barton

Have you ever dragged into your home exhausted and stressed? Did you wonder if there was a cure for all your fatigue? These symptoms can be taken care of by a trip to Bodyscents.

In 1993 JoAnne Brunson decided to put her degree in microbiology to use in a creative way. Hence, she started her own company, BodyScents, Inc. and went into the bath and body business. Her products are all-natural, ecologically friendly, and are not tested on animals. "A good science background is useful in any field. It helps me to understand the chemical makeup of the products I sell," Brunson says. Her minor in chemistry assists her in choosing products. "There is a lot of hype in the beauty industry ... my background gives me an edge in determining which products I want to buy for my customers."

Among the items offered at BodyScents are aromatherapy oils, eye

pillows with accupressure, foot care goods, candles, scented soaps, colorful sponges and flavored lip glosses. Her taste in products isn't the only thing that's sweet; she also loves pound cake and lemon chess pie.

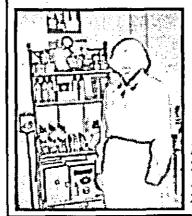
Not only is Brunson trained in the sciences, she also earned a master's degree in urban studies at Trinity University at San Antonio. Her academic pursuits causes her to know people as well as products. What she most enjoys about her job is "meeting people and being able to be creative in designing gift baskets.". Brunson isn't in it just for the money; she actually cares about her customers.

This Howard University graduate is motivated by her "desire to be in control and succeed." She adds," Also, I love what I do." Brunson has five goals for her business: "... five stores in Texas in the next five years." She already has stores in the Plaza of the Americas and in Las Colinas.

Name:	JoAnne Brunson
Birthplace:	San Antonio, Texas.
Favorite Food:	Mexican
Last Book Read:	How to Succeed in Business Without Being White
l	

My friends don't know that: "I like watching cartoons"

Advice to would-be entrepreneurs:



"Prepare by taking courses on business ownership, reading business-relatedd books and talking to other entreporeneurs."

Plaza of the Americas 700 N. Pearl, #H205 Dallas, TX 75201 214-777-6494 391 E. Las Colinas Blvd., #135 Irving, TX 75039 972-402-0996

After retiring, Brunson says she'd "like to travel around the world." But until then, she'll follow her favorite saying: "Never give up."

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Kamron L. Barton is a senior at Carter High School in Dallas. She will be a regular contributor to this column. Get those PROFITS

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One Night Stand

On the surface, Max Carlyle (Wesley Snipes) has it all: a happy marriage, two healthy children and a successful career as a commercial director. Until one night while on a trip to New York City, a chance encounter leads to a passionate and uncharacteristic affair with a beautiful, seductive and very married woman named Karen (Nastassja Kinski). Although each vows to forget the psycho-sexual ballet that has consumed these formerly faithful spouses, Max is plagued with memories of this scorching tryst. When he returns home, he slowly begins to withdraw from the people closest to him, as his wife (Ming-Na Wen) struggles to understand her changed



Wesley Snipes

husband, his new attitude, and the distance that has so quickly grown between

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One year later, Max's best friend, Charlie (Robert Downey Jr.) is hospitalized as he battles the last stages of AIDS. When Max returns to New York with Mimi to comfort his ailing friend, he finds himself face-to-face with Karen, who is married to Charlie's conservative brother, Vernon (Kyle MacLachlan). Thrown together by fate, Max and Karen try to resist their mutual feelings, but ulti-

mately they are forced to confront an undeniable truth . . . and the unsettling and unexpected consequences that erupt from a One Night Stand.

One Night Stand, released by New Line Cinema opened November 14 at theaters everywhere. It is rated 'R' for strong sexuality and language, and for drug content.

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Book Review Angela Washington-Blair, Ph.D.

What's Going On!

By Nathan McCall Random House/\$21

Have you ever read something that makes you say, "That's right, I agree with that," or "I've said that before?" Those were my reactions after reading Nathan McCall's book of essays entitled What's Going On (Random House, \$21). This is the same writer who wrote the autobiographical Makes Me Want to Holler. (Marvin Gaye fans will readily recognize those as lines from a song.)

I thoroughly enjoyed reading McCall's book of essays. They all dealt with race — pertinent because race will always be an issue in America. If you enjoy reading editorials and enjoy stretching your mind and coming out of your comfort zone, then McCall's gritty, yet literate book will tell you exactly what's going on, and make you clamor

McCall is uncanny in his ability to bounce back and forth between his vulgar street talk and his well-read, educated journalistic prose. Yet he seamlessly meshed the two together for a book that is anything but dull. This book is insightful, its tone energetic, even though the topics are harsh and painful.

For instance, McCall begins his book with a section called "Mixed Messages." The first chapter is about basketball, "The revolution is about basketball," to be exact. How Black boys want to be like Mike (NBA basketball superstar Michael Jordan). How they feel "White America" will accept them if they play basketball. How winning a game on the local b-ball court makes everything all right with the Black world. McCall then talks to Blacks, admonishing us that it's ok for us to write about the Black experience and it all doesn't have to be rosy. That we shouldn't attack the messengers (McMillan and Walker to be exact) for daring to write a piece of fiction with some truth behind it. Then, in the most revealing, shocking section of the book, McCall tells of his boyhood exploits with girls - gang rapes. This chapter is aptly called "Men just don't get it." He says they had no idea of the devastation of their acts of sexual

aggression, but he now knows that a woman has the right to say no whenever she wants. (And the man should accept that.) Bravo!

The section of the book on the negative affects of gangsta rap should be read by every adult Black citizen. McCall admits to enjoying rap --- he finds it creative. Like many of us, he does, however, have problems with the powerful influence of this music on our youth and Black society. He offers ideas on how we can put an end to the insidious nature of negative rap. And to the naysayers who say

that rap is only words, he shouts "Only words? Only words? Words, my man, run the world! Words start wars, and words start peace!" Couldn't have said it better. McCall lets us know about the White record companies profiting from the racist and destructive rap songs, while violence the occurs in our communities as a result.

McCall debunks the myths of "White America," tackling tough issues like George Washington being thought of as the father of our country. He talks about dead-beat dads. Not Black men, but all of the White slave masters who sired children with slave women and never took care of them, or treated them as little more than animals. He talks about the Black middle class in Prince Georges County (a Washington, D.C. suburb). He talks about White flight back to inner cities --- which in turn dislocates Blacks there. He writes of White Christians. He writes of White fear.

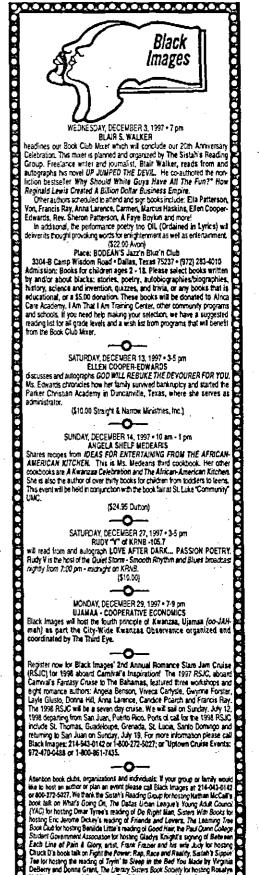
He also writes of the loss of our hero



Muhammad Ali (as we knew him) and the death of a friend who died in prison while serving time for a murder conviction. McCall met the victim's mother at the funeral, who then told him of forgiveness and redemption. He then poignantly accepts that there is forgiveness for himself, as well. And there the book ends.

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Sarurday mornings, Mary Hopkins-Navies lets local students transform her three McDonald's parking lots into car washes. Last year alone, the Clinton, Maryland teens raised over \$8,000 for groups like the Boys and Girls Club. Mary also donates 10 yearly PSAT scholarships, offers weekly senior citizen bingo games, tutors math, and has helped raise over \$22,000 in the last two years for neighborhood causes.



As founder of the Jackson, Mississippi chapter of "100 Black Men,* LeRoy Walker, Jr. serves as a role model by mentoring to disadvantaged black teens. As owner of 10 McDonald's and Chairman Elect of the Jackson Chamber of Commerce, LeRoy is dedicated to the economic development of his community and to improving local education and race relations. This former high school teacher and football coach is a true community activist, leader and visionary.

Louis C. Henry, Jr. is about *getting kids productive and giving them a chance." Louis meets with local police, clergy and schools to identify needy "at risk" teens in St. Paul, Minnesota, and helps teach them work and life skills at his four inner-city McDenald's. He's also Vice-Chairman of the Mayor's Workforce Development Council, supporting student programs which provide lutoring and jobs. Last summer alone, Louis' dedication and commitment helped find 1,000 jobs for the youth in his community.

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On Real Estate

Curtis Yates

Home buying assistance programs

Many of you have written me letters stating that you're confused as to all the many different home-buying assistance programs being marketed today. So I've dedicated this column strictly to five areas of home buying and improvement assistance programs most commonly marketed today.

Single Family Bond Programs. The Single Family Bond Programs promote homeownership for very low-and low-income individuals and families as well as families of moderate income. The programs provide below-market fixed-interest-rate loans and promote the development of affordable housing stock.

First-Time Homebuyer Program, the most commonly advertised program, channels low-interest-rate mortgage revenue bond funds through participating Texas lenders to eligible families and individuals who are purchasing their first home, or who have not owned a home in the past three years. Eligibility is determined by a variety of factors, the most important being income level and whether you are a first-time buyer.

Although income limits may vary with each bond issue, the program is designed to serve very low- to moderate-income (60-115 percent of Area Median Family Income) Texas families. From 1979 through 1996, the program has financed approximately 28,589 mortgages worth over \$1.44 billion. Demographic information for calendar year 1996 reported an average household size of 2.7, an average home purchase price of \$67,279 and an average borrower annual family income of \$29,595, which is slightly below the statewide median income. Down Payment Assistance Program.

The Down Payment Assistance Program assists very low- and low-income families (80 percent AMFI or less) in purchasing a home by providing an interest-free loan for a down payment and allowable closing costs. From program inception in 1992 through August 31, 1997, the Down Payment Assistance Program has assisted 1,463 families with loans

totaling almost \$4.5 million. When repaid, these loans will be recycled to additional needy families.

Program provides low-interest interim loans to developers and nonprofit organizations for the creation of affordable housing for resale or lease/purchase to low-and very low-income families. The program was first made available in 1995 as a pilot project in the Houston area. As of February 1997, the Single Family Interim Construction Program has provided financing for 67 affordable homes and has approximately 50 low-income families with approved contracts.

A second pilot project was initiated in January 1996 for approximately 300 homes in Austin. The program has also been encompassed by the TDHCA's "Neighborhood Partnerships for Texans" program (please refer to the HOME section for more information).

Texas Home Improvement Loan Program assists with home improvements. The Texas Home Improvement Loan Program was launched in February 1997 and provides low interest rate home improvement loans to very low- and low-income Texas homeowners. Through a federal home grant, TDHCA is able to buy down the interest rate on FHA Title 1 home improvement loans to 6.99 percent. The typical interest rate for this type of loan ranges from 12 percent to 16 percent. The program is targeted to the "colonias" (unincorporated areas located along the Texas-Mexico border that lack adequate infrastructure, such as water and waste water treatment) and rural Texas communities. Approximately \$13.3 million in home improvement loans will be made available to qualified applicants.

MON

Curtis Yates is the owner/operator of REAL ESTATE STATUS QUO; 8111 LBJ Frwy, Ste. 787bb, Dallas, TX 75251-1333; Ph. 972-702-0151; Fax 972-934-2706; E-mail statusqu@flash.net; Promotion Web Site: http://www.flash.net/-statusqu/.

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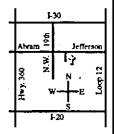
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You and God
Ron Shaw

Give Yourself

Romans 12:1

As we approach the Christmas season, when our generosity seems to be highest, I am struck by something one of the kids at our church said. As I was talking to the children about giving, and what they wanted from their parents, one cute little girl said to me, "I want my daddy." She didn't ask for dolls or clothes or toys, or any other item. She was specific. She was serious. She was sad. As I thought about her, it became obvious that her dad was missing the point. He wanted to give her stuff. She wanted him.

I've often said the way to make sure someone is satisfied with a gift is to first find out what they want, and then give them that. It's selfish to give someone something you think they should like. Usually, when the person on the receiving end of a gift doesn't display the kind of enthusiasm expected, the giver is offended. If I told you I liked blue cars, it's arrogant of you to give me a red one

How often we parents make the same mistake. We try and pacify our kids with stuff, when all along what they really want is us.

and demand that I like it. It easy to please someone who tells you honestly what they want and like. All you need do from that point is to give them that. The sweet, cute little girl I was talking to had expressed what she wanted from her dad. You know what happened? He bought her expensive toys and then felt she was ungrateful when she didn't exhibit the enthusiasm he thought he deserved. How often we parents make the same mistake. We try to pacify our kids with stuff, when all along what they really want is us.

My son is in his second year at Southern Methodist University. Even though he's not far from home, I'll go and pick him up and take him to dinner from time to time. Recently, during one of our dinners, I asked him what more could be done to help him while in school. He said, "offer money from time to time." I took my daughter out on a date (I had determined to be the first guy to ever take

her out) to show her how she should be treated. Recently she said, "Dad, I have you and there's nothing more important to me."

When are we ever going to get it? God doesn't want our presents. He wants us AS a present. Let's look at our text. It says to make ourselves a present to God. We send our children to church and send our money to church, but what God really wants is us. Like any loving Father, there's nothing more important to Him than to have his children give themselves to Him without condition, without always having a hand out, without always begging or complaining about something.

Our church members recently asked me what I wanted for Christmas. I've said repeatedly that unless they can write a good check for a million dollars to finance our latest project, the most important gift they can give me is THEM. Their service, their time, their talents, their friendship, their wisdom, their knowledge. Them!

Think about it. God didn't give us toys or trinkets to play around with. We celebrate Christmas because He gave us Himself! The reason we give stuff is because it's less expensive than giving ourselves. A trinket or clothing or some other material possession costs far less than giving ourselves to someone. I know several wives and husbands who would trade the stuff their spouses have given them for a spouse who has been made new. I know children who would trade in all their high-tech toys for parents who were loving and attentive. Children want parents more than presents.

So, as you contemplate your Christmas list this year, at the top of it, first put yourself there as a gift to God. He wants you. ALL of you. He will not accept your money as a substitute for you. As Paul says in the 12th chapter of Romans, make a gift of yourself to God. Give Him your life, your thoughts, your time, your affections, your emotions. Don't try to pacify Him by sending your kids or your spouse or just your money. What God really wants is you, and for you to give yourself to someone. God has blessed me with wonderful people in my life. I'd like to think that I have been a blessing to some of those people as well. This Christmas, and for the rest of your life, GIVE YOU!

MON

Ron Shaw is the pastor of LightChurch and can be reached at (214) 320-5744.

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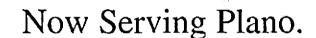
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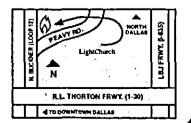
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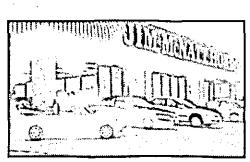
Nothing less than great deals at McNatt-South

By Mirshish Massey

In 1989, the growing suburban city of DeSoto witnessed the opening of its first Honda dealership. Almost a decade later, McNatt-South is still the only facility in DeSoto that sells new Hondas.

Of course, its inventory is not limited to Hondas. A sufficient selection of pre-owned cars is among about 400 vehicles the dealership has in stock. Customers should expect nothing less than great cars at great prices at McNatt-South.

The dealership is equipped and ready to handle all types of financial situations. McNatt-South does business with several major lenders across the country. "We get almost every deal done in one way or another," explained Larry Howe, sales consultant. Even if you have damaged credit, the staff at McNatt-South will



help you finance a vehicle. General Electric offers a program that will allow first-time buyers and college graduates to establish a credit history.

It goes without saying that behind every successful deal-

ership are outstanding lease specialists and sales consultants. At McNatt-South, the staff is experienced and accommodating. Everyone is more than glad to provide you with any guidance you may need when selecting an automobile.

There should be no excuse not to visit McNatt-South if you are in need of a new car or just want an additional one. The dealership that can lead to your automobile bliss is located at 909 S. Beckley. Showroom hours are 8:00 a.m. to 9:00 p.m. daily and 8:00 a.m. to

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Call 214-746-6653 for more information

Opportunities exist through our clients and member suppliers in hospitality markets which include (subject to change): Accommodations, banners/flags/signs, business professional services, catering, child care services, courier services, decorating services, entertainment, exhibits design/decorations, florists, formal wear, gifts, models/hostesses/demonstrators, of fice services, photographers, rentals, special effects, tour/travel service, translators, valet, car rentals, transportation, dining and others.

Please Fax RS\	/P to: 214-746-6693 by	/ December 11, 1997
Company Name: _		·
Company Contact: _		
I will attend	Number of Guests	I will not attend

There will be an information session held in conjunction with the Open House on "Making the Connection to the Convention & Visitors Industry in Dallas." The session is scheduled from 4:15p.m. to 4:45 p.m. and will be held on a first-come, first-served basis. Inquire at the Open House Registration Desk for details.

Note: Dallas Convention & Visitors Bureau is the official resource for the hospitality industry. Actual contracting opportunities exist with our clients and other suppliers.



Career **Opportunity** Kathleen Goolsby

Be-Attitude

I was surprised to see the way things appeared, looking down to the street from my office on the 55th floor of one of the highrise buildings forming Dallas' skyline. People who are very tall, or very short; people who wear skirts and people who wear pants; and people with brown skin and black hair or people with white skin and red hair amazingly all looked alike. From that lofty perspective, only one thing was noticeable — they were either walking down the sidewalk, or they were standing at a corner.

From the perspective of an employer, what distinguishes one employee from another? It is attitude. Other employees may have more education and experience than you, or even have more money to help them look better than you. But when it comes to the bottom line, or what employers seek, you have an equal opportunity to distinguish yourself as a "winner." But it requires the "right" attitude.

That attitude is more than being punctual, orderly, loyal and pleasant to fellow employees. It means doing your job (or any task) with enthusiasm and to the very best of your ability to help your boss and your company reach their goals. It means taking pride in your work . . . and accepting responsibility for mistakes. It means being cooperative and helpful. . . and giving credit to those who also support and help you. It means acting as you would if you CHOSE to do a task... not as though you HAD to do it. It means being willing to do all that you can and putting forth the maximum amount of effort, instead of just the minimum to keep from being penalized. It means being in the right place at the right time;

Raikūline idlei

We are seeking a candidate with superior customer service skills. 6 months cash handling experience and ten-key/calculator skills preferred.

Bank One offers a competitive salary and benefits package. Interested candidates, please call our Jobline: 1-800-690-0904, then press 4,



Bank One is an EOE committed to diversity in the workplace and promotes a drug-free environment.

and it's saying the right things and not complaining. The "right attitude" is really the same thing as being a "team play-

Perhaps the most interesting aspect of attitude is that we awaken in others the same attitude that we display toward them. So be a team player, that attitude will make you stand taller than your "teammates" in your employer's eyes. Be all that you can be!

Guaranty Federal Bank 8333 Douglas Avenue Dallas, TX 75225 (214) 360-4894 (fax)

Call our job line for career opportunities (214) 360-2750

Join our winning teams!

Teamwork for Excellence

Plano Independent **School District** Blue Ribbon Team

972-461-8288

City of Plano All-American Team

972-461-7135



Working together for a quality community



NOTICE OF ENTRANCE EXAMINATION

Please be advise that the City of Lancaster will be administering Civil Service Entrance Examinations for Police Officers on Saturday, January 10, 1998.

- Applications & study guides may be acquired at the Police/Fire Department—1501 N. Dallas Ave. (972-227-1813). (Office hours are 8-5 Monday-Friday)
- The following are required for exam eligibility:

 1. Must be Certified or Certifiable by TCLEOSE (Texas Commission on Law Enforcement Officers Standards and Education). Must be certified before you can be employed.
 - . Must possess a current valid drivers license.
 - 3. Must be at least 21 years of age and meet all eligibility requirements of Section 143.023 of the Texas Fire and Police Civil Service Law.
 - 4. Must meet all physical requirements.
- The Police Officers Examination will be administered from 9:00 A.M. to 9:45A. M. A second exam schedule, if needed, is set for 10: 30 A.M.
- The Entrance Examinations will be administered at Cedar Valley Community College—3030 N. Dallas Ave.; Lancaster, TX. 75134 (972-372-8118) in Building C, Room 005 (downstairs).
- Proper Identification will be required in order to be admitted to the Examination.
- The Entrance Examinations will consist of language skills. Study guides may be acquired at the Police/Fire Department.
- A ranked eligibility list will be maintained for one year unless the list is exhausted.
- All applications must be returned in person during normal office hours to the Police/Fire Department, 1501 N. Dallas Ave., by 4 P.M. on Monday, January 5 in order to be included for the Examination.

NEWSPAPER ADVERTISING

Seeking motivated people with excellent communication skills. Previous telemarketing or sales experience preferred; Reliable transportation necessary; Light computer experience preferred.

Fax resume to 214-905-0949 or Call Kathleen at 214-905-3260

BEGIN A NEW & REWARDING CAREER!



JOBLINE

(972) 230-9698

TO BE INCLUDED ON **VENDOR BID LIST CALL** JOHNNY SUTTON AT (972) 230-9685



City of Plano, Texas For information on Job Opportunities, Call Career Line (972) 461-7116 AA/EOE/ADA



TIME FOR A **CHANGE WITH** A WORLD OF **SOLUTIONS**

A position with LRJ offers a challenging, stimulating and ever-changing environment and the sure knowledge that you are someone special. At LRJ, you are part of a team dedicated to offering top-notch customer ser-

POSITIONS AVAILABLE:

Administrative Assistants Management Trainees Receptionist Assembly Shipping And Receiving Warehouse | Certified Public Accountants Part-time Customer Service

If you are looking for a change, look into LRJ. We offer high-spirited, success-oriented individuals, solid opportunities and room for advancement. For consideration, please call us at (972) 488-2143 or fax your resume to Angie at (972) 488-1500.

> EOE/AA M/F



Dallas Public Schools
maginaline leachers with high expeditions are needed for the Datas Public Schools.
Does your certification, background, or degree quality you to teach in a pluralistic under setting? It so, War Ward You!

Minority applicants are especially encouraged to apply.

Now accepting applications for teaching positions in: Special Education, Blingual, Math, Mysto-Fine Arts, Elementary Education, Spanish, Composte Science, Computer Literacy, Secondary Bracking, Industrial Technology, Literaran, Home Economics, Special Therapy, and Latin for 1997-1998 current vacancies.

Also accepting applications for projected vacancies for the 1998-1999 school year

ALL CERTIFICATION AREAS

Salary Range: \$27,000 to \$47,920 Billingual Stipend \$3,000 yearly + \$1,000 Signing Bonus Advanced Study Program + Attractive Benefits Program

On-site Interview Required

Write or call Applicant Office Dailas Public Schools + 3807 Ross Ave. + Dailas, Texas 75204 214-389-5582 or 800-443-6181 ext. 5582

Equal Opportunity Employer M.F.H.





Accepting applications: 2121 Cross Timbers Rd. Flower Mound, TX (972) 539-7378 ext. 212

POSITION: MAINTENANCE WORKER

POSITION: MAINTENANCE WORKER
Public Services/Utility Line Maintenance
Starting Salary: \$1,476/month
Performs general maint. & repairs on water sewer lines.
Checks manholes to ensure proper flow. Prepares equipment, vehicles & tools for work assignments. Responds to emergency calls as req. HS/GED preferred but not req. 6 milts exp. in maint req. Proper use of hand tools & operation of equip used for assigned work area. Basic knowledge of carpentry, electrical & plumbing work as req. for assigned work area. Ability to work effectively with others. Ability to perform heavy manual labor & to work in adverse weather conditions. Must have valid Class C TX DL w/good driving record as defined by City policy. Able to obtain Class ACDL w/in 45 days of hire date. Testing Req.: Must submit to employment exam. Must pass post-offer physical & drug test. Work Hrs: 7:00a.m.=330p.m. Mon - Fri & overtime as reqd. Open until position is filled. Job #1997-0123. EOE Applications / Resumes may be sent to: City of Lewisville; Human Resources Department; 1197 W. Main / P.O. Box 299002; Lewisville, TX 75029-9002.

PROMOTIONS COORDINATOR

(Part-time)

CONTACT JIM OSBORNE KAAM 620 RADIO

972-881-0620



Faameas Baanck

City of Farmers Branch Call today for job opportunities 972-919-2556

AIR PERSONALITY

CONTACT: V.P. PROGRAMMING JAAN MCCOY KAAN 620 RADIO

972-881-0620



SEEKING A NEW CAREER? **TEACHING IS IN A CLASS BY ITSELF!**

Are you a college graduate who may or may not have a teaching certificate and would like to pursue a career in education through a teacher training program? It so, the Dallas Public Schools' ALTERNATIVE CERTIFICATION PROGRAM IS FOR YOU!

PROGRAM REQUIREMENTS FOR ALL POSITIONS:

Four-year college degree from an accredited university, 2.5 overall grade point average on a 4.0 system. Two official sets of transcripts from each school attended. Submission of completed application form all requested

- ELIGIBLE PARTICIPANTS MUST HAVE A GENUINE DESIRE TO WORK WITH YOUNG ADULTS./CHILDREN IN ONE OF THE FOLLOWING AREAS:

 1. Special Education (Pre K-12) Bilangual Education (Pre K-6),
 General Elementary Education (Pre K-6)
 24 semester hours in a combination of courses, 3 in each of the following:
 English, math, social studies, natural science, Bungual applicants must read, speak, write English and Spanish fluently.
- English as a Second Language (Pre K-12)
 Semester hours in English of which 6 hours must be upper division.
- Secondary Mathematics (7-12)
 24 semester hours in math, 12 hours upper level.
- Secondary Reading (7-12)
 12 semester hours in English, 6 hours of which must be in composition.
- 5. Composite Science (7-12) Composes Science (**12)
 48 semester hours in a combination of science courses which must include biology, goology, chemistry, geology, and physics/physical science, with 24 hours in one of the above areas, 12 of which must be upper level. A minimum 6 semester hours should be completed in each of the remaining areas.
- 6. Life Earth Science (7-8) 24 semester hours in life/earth science. Life science may include biology, roology, and botany. Each science must include geology earth science and may include work in oceanography, methorology or astronomy. Hours must include, but are not limited to six semester hours in each area (i.e., life or earth science) with a minimum of six hours of upper division courses.

for an application, please call: (214) 302-2433 - leave name address for application packet. Attemative Certification Office: (214) 302-2470 APPLICATION DEADLINE: March 31, 1998, 5:30 p.m. (Two official transcripts reflecting all coursework must accompany application)
IF SELECTED, YOU MUST BE AVAILABLE TO BEGIN Aw 27, 1997 2:45 a DALLAS PUBLIC SCHOOLS

Freelance Writers Needed

MON is looking for experienced and competent freelance writers. In addition to offering regular story assignments, our editors welcome story ideas and proposals from writers.

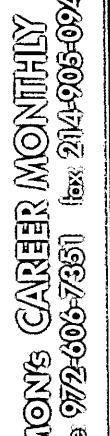
We offer a writer's pay scale with competitive rates paid for cover stoies, feature stories, gen-eral news stories and photographs accompa-nying stories

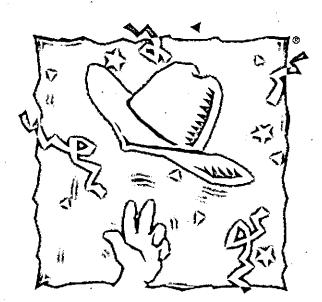
Please send portfolio/resume with clips to MON Editorial Dept. at:

Minority Opportunity News

2730 Stemmons Frwy. 1202 Tower West Dallas, Texas 75207 Fax: (214) 905-0949

For more information call MON's Community Access Line at (972) 606-3890





WE GIVE EVERYONE A CHANCE. AFTER ALL, WE'RE THE LOTTERY.

A Texas Lottery vendor is currently searching for Historically Underutilized Businesses (HUBs) certified with the State of Texas and experienced in the following areas:

ACRYLIC FINISHING

Acrylic finishers with capabilities to die-cut and print on acrylic. Please submit examples of work, a detailed company history and a descriptive equipment list. Prices must be competitive.

STATIC CLING PRINTING

Printers with capabilities to print four-color process or flat color onto static cling material. Please submit examples of work, a detailed company history and a descriptive equipment list. Prices must be competitive.

WHITE VINYL PRINTING

Printers with capabilities to print four-color process or flat color onto .010

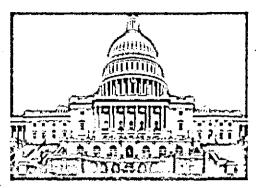
white vinyl material. Must also have die-cutting capabilities. Please submit examples of work, a detailed company history and a descriptive equipment list. Prices must be competitive.

METAL SIGN PRINTING

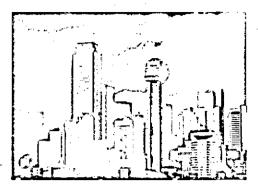
Printers with capabilities to fabricate metal brackets and print on metal wall signs and curb signs. Please submit examples of work, a detailed company history and a descriptive equipment list. Prices must be competitive.

Please respond in writing to: Melissa Villaseñor-Dye Minority Development Coordinator Texas Lottery-GPP P.O. Box 16630 Austin, TX 78761-6630

01997 Texas Lotters



Washington, D.C.



Dallas

WHO SHOULD MAKE DECISIONS FOR THE METROPLEX?

Thirty years ago the cities of Dallas and Fort Worth agreed to end competition between their airports and to work together to develop and support the Dallas/Fort Worth Airport.

It was a great decision. The agreement produced one of the world's largest airports and a major domestic hub. It created an economic development machine that has made the Metroplex one of the fastest-growing economies in the world.

Having airports in Dallas and Fort Worth compete with each other and DFW is just as bad an idea now as it was in 1968. Multiple airports only a few miles apart will create congestion in the air, and pollution and delays on the ground. Even worse—three small airports won't offer the Metroplex nearly as many total flights, nor anywhere near as many nonstop destinations as DFW.

There is no reason to cripple DFW. Every city in America has "proprietary power" to decide how its airport should be used. New York, Washington, D.C., Kansas City, Orange County and lots of other cities make their own rules about their own airports – and Dallas is entitled to do the same.

It doesn't matter what Washington thinks. How we use our airports is a local issue. It can – and should – be resolved by the city councils of Dallas and Fort Worth.

This isn't about the Wright Amendment.

It isn't about fares.

It's about sticking with a commitment that built one of the world's great airports. It's about keeping the economic engine that is driving North Texas running on all cylinders.

And it's about deciding - for ourselves - what's best for Dallas.

IT'S NOT BROKEN. DON'T FIX IT.

A Message From American Airlines