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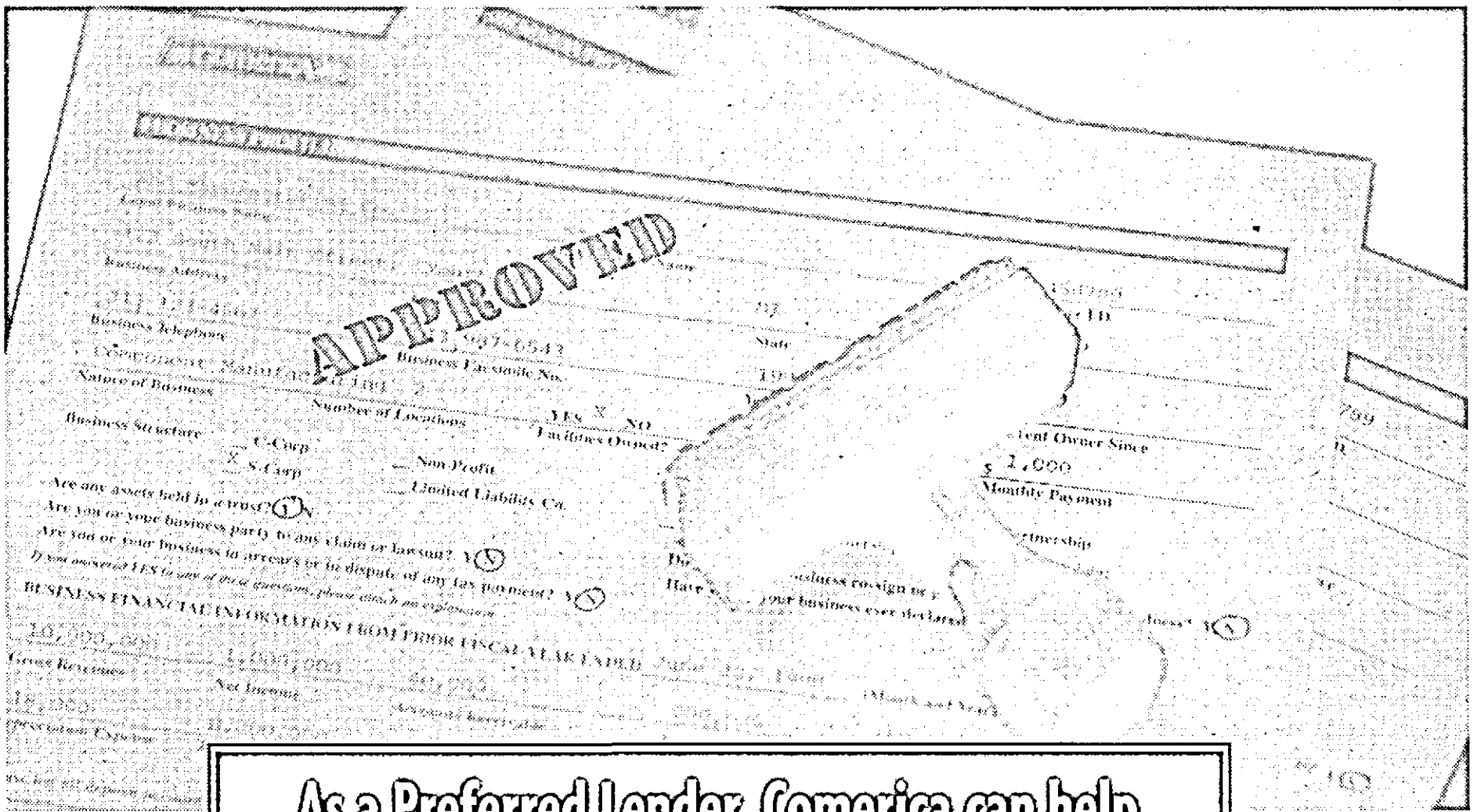
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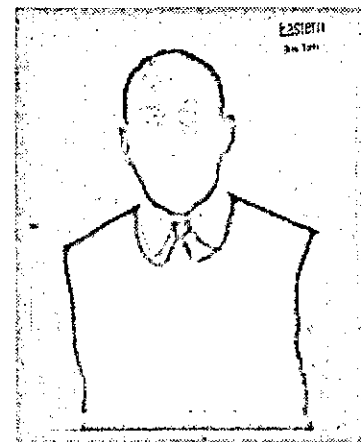
**West Dallas Neighborhood Development Corp .....14**  
*An Economic Plan ready to hatch*  
 By Allen Gray

<b>WDNDC</b> West Dallas Neighborhood Development Corporation	
Imaginuity	Airam Environmental Pegues Exquisite Home Health Care
Minority Business Development Council	

## Features

**Isaac Jackson: Dealmaker .....6**  
*Former Dallasite heads state association of Black Chambers*

**New national marketing director at MON .....8**  
*Steven Scott brings energy, savvy to new post*



8

14

Minority Opportunity News  
 2780 Stammon Freeway, Ste. 1202  
 Tower West Dallas, Texas 75207  
 (214) 905-0944 FAX (214) 905-0949  
 Email: Monoppnews@aol.com

Chairman Emeritus  
 Jim Bochum  
 Publisher  
 Thurman R. Jones

Editorial Department  
 (972) 606-3890

Sales/Marketing Department  
 (972) 606-7351

Editor .....Chris Pryer  
 Contributing Writer .....Glenda Williams Goodson  
 Contributing Writer .....Allen Gray  
 Contributing Writer .....Daisey Norman  
 Columnist .....Thomas Muhammad  
 V.P., Bus. Affairs, Special Prom. Charlene M. Crowell  
 National Marketing Director. ....Steven Scott  
 Account Executive. ....Renee Bryant  
 Account Executive. ....Dolisha Evans  
 Production .....Kevin Pinell  
 Cover Art .....Christopher Bryant  
 Photographer. ....Alberta E. Strain  
 Vol. Community Publicist .....Rita White

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C I P V S

## Editorial

**School board must make right choice .....4**  
*Superintendent search must be a careful one*

## Commentary

**Editor's Note .....4**  
*DFW/ABC Journalism Workshop*  
 By Chris Pryer

## Columns

**Community Pulse.....5**  
*The selling of the "Dream"*  
 By Thomas Muhammad

## Arts & Entertainment

**Black History .....11**  
*Quest For Success honorees; Black History Month celebration at Atwell Academy*

**Ethnic Notes .....13**  
*The Assassination of Dr. Martin Luther King Jr., Pt. 4*  
 By Russell D. Shockley

**MON Library .....17**  
 By Angela Washington-Blair

**Electronic Urban Report .....18**  
*Hip-Hop Week is coming; Brandy in new film with Diana Ross called Double Platinum*

## Lifestyles

**Financial .....20**  
*Small tax break can lead to big college savings*  
 By John Dudley

**Spiritual .....21**  
*The right team players*  
 By Ron Shaw

## Departments

**City/State .....8**

**In The News .....9**

**SWB Calendar of Events .....12**

**Emporium .....22**

**Career Opportunity .....22**



**From  
The Editor  
Chris Pryer**

# Editorial

## DFW/ABC workshop grows journalists

I wasn't surprised when I heard the high school and college students respond to the question of what career path they wanted to follow. It was a Saturday morning at Lincoln High School in South Dallas. Lincoln is the Dallas Independent School District's communications and humanities magnet school. Cheryl Smith, president of the Dallas/Fort Worth Association of Black Communicators, was conducting one in a series of journalism workshops she conducts at the beginning of every year. For six or seven consecutive Saturday mornings, beginning at about the third Saturday in January, Ms. Smith implements a curriculum designed to instruct interested students in the basic tenets of journalism.

In response to the question, a few said they wanted to actually work in the print medium, either as a writer or editor. Some wanted to work in radio. More wanted to be in television. In front of the camera. Talking. Not writing. Hmmm.

On this particular Saturday, Ms. Smith was visibly irate. Peeved. Actually, she was pissed. At the beginning of the session, as always, she had the students peruse the headlines of the Saturday morning paper. Later in the class, she quizzed them on the various news stories in the paper. Ten questions on prominent stories from every section of the newspaper—first section, Business, Metro, Sports, Today. The quiz was not meant to trip them up—it was simply designed to see who paid attention to what they read. It also tested their ability to scan the papers in a relatively short period of time and retain the most important and relevant news stories. On this day, the results were less than what Ms. Smith had in mind.

"Y'all don't read enough!" she said angrily. "I don't think y'all want to go to New Orleans. Each year the DFW/ABC Urban Journalism Workshop culminates with Ms. Smith taking the students to the annual regional conference of the National Association of Black Journalists (of which the DFW/ABC is a local chapter). This year it will be held in New Orleans. The conference is an excellent opportunity for the workshop participants to rub elbows with some of the finest African American journalists in the nation, from every sector of the country, from every medium.

If Cheryl Smith sounds like she wears a gorilla suit to class, there is a good reason for it. Like most young people—I hope I don't sound like a typically

## Sometimes, the more things change, the more they stay the same

The heinous homicide that resulted in a capital crime verdict in Jasper, Texas is unfortunately only one of a disturbing number of recent race related news stories. As this nation approaches the 31st anniversary of the historic civil rights bill, race remains a divisive issue in America.

Lest anyone believe that such disturbing racial occurrences are somehow uncommon or isolated instances, let us remind our readers of other recent and equally repugnant news developments:

Last week, five White men were tried in San Diego, California for the brutal beating of an African American marine. The severity of the beating has likely left a career service man a quadriplegic, bound to a wheelchair for the rest of his life. The Black marine accepted an invitation to a social gathering. Too much alcohol was the excuse defense attorneys offered as the reason for the attack. As only one of the five confessed to the commission of a hate crime, the four other attackers received one year sentences. The one that admitted the racial motivation received nine years.

The Southern Poverty Law Center reports that hate groups are growing on the Internet. White supremacists, neo-Nazis, Aryan brotherhoods are using the information highway to spew racist propaganda and recruit members.

Results of a Georgetown University Medical Center study of 720 physicians found that even when patient symptoms

were equal, doctors were only 60 percent as likely to order aggressive cardiac treatment for women and Blacks. In the case of Black women, doctors were only 40 percent as likely to order the so-called "gold standard" diagnostic test, catheter-

ization. When one considers the disproportionate number of African Americans diagnosed with hypertension, diabetes and heart disease, this study should be a wake up call to consumers and physicians alike—the medical problems of African Americans need to be treated seriously and sooner, rather than later.

minority participation in public contracts falls woefully short of established goals. Professional services, typically the most flexible for opening procurement to small businesses, was accessed the least by minorities. When queried by city council, city officials offered the lame excuse that qualified minority businesses were either too busy or too small to participate. In the real world, all businesses want to thrive and grow. African American and women-owned businesses deserve to be a vital part of Dallas' bustling economy. Participation in public contracts ought to be an objective measure of how well Dallas is treating its minority business community.

These and other news developments tell us in no uncertain terms that race remains a serious issue in America. From education to the environment, from healthcare to welfare, from the court room to the community—the racial factor restricts our opportunity to share in all that this nation has to offer.

Minority Opportunity News urges its readers to recognize that freedom's battle fronts are many. As a people, we face not one problem, but a myriad of problems. Our quest for freedom, be it economic, educational, social or political—demands that each of us make a vigilant effort to share in this nation's bounty.

It's not about taking a chance. It's about creating opportunities.

MON



condescending over-forty-year-old—many of these workshop students seem to have a misperception of what it will take to achieve their professional goals. And that misperception consist of not taking reading and writing seriously. Journalism has come to mean entertainment more than communication. As Marshall McLuhan was wont to say, "The medium is the message." And that, I think, is antithetical to real journalism.

I have encountered on many occasions young, first-year journalism students who think they don't need to achieve a reasonable level of proficiency in writing because they want to be Pam Oliver or Downtown Julie Brown or Clark Kellogg or James Brown (the one from FOX, not the Godfather). They figure they will be doing play-by-play or

analysing or interviewing. Not writing. They don't realize that good communication skills are the bedrock of not only carving out a career in journalism—whether it be in television, radio, print—but that those skills will stand them in good stead no matter what they finally decide to do professionally.

As part of a panel discussing the role of the Black press during a workshop a few weeks ago, I tried to impress upon the workshop students the extreme importance of them developing their writing skills. I talked about vocabulary and grammar. About conciseness and precision. I told them that they should not underestimate the importance of being able to write well, even if they had no intentions of becoming a journalist or writer. I told them how the great, old-

school, network television anchors, some of whom are now deceased, cut their teeth as print journalists before the advent of television: Walter Cronkite, Max Robinson, Eric Sevareid, Dan Rather, Tom Brokaw and Bernard Shaw.

I'm sure that there will be that certain few in the journalism workshop that will catch on to what Ms. Smith is trying to instill in them. (Some already have.) Those will be the ones that, in the not too distant future, will begin to make their way in the world of media; the ones that understand the power of words, spoken or written, and the joy of mastering them. The future reporters and editors—producers and anchors—authors and commentators. Maybe even a Pam Oliver or two.

I can hardly wait.



## Community Pulse

Thomas Muhammad

This annual march and parade recently held in Dallas honoring the birthday of Dr. Martin Luther King Jr., like those of years past, is a great time for the metroplex to reflect and remember one of the giants of the civil rights movement.

The city of Dallas enjoys a unique place in the King dream. The city has the Martin Luther King Center, which truly embodies the principals King espoused. The King center houses nearly every service a community needs to assist area residents, many of whom are seniors, single parents, youth, disabled, and/or homeless. The center houses a full-time clinic (complete with dental assistance), a child care center (with a state-of-the-art children's play park), a senior citizens complex and a huge gymnasium. Residents seeking jobs can attend the center's employment office, as well as qualify for their GEDs by completing the school training program; they also can pay gas, light, water and phone bills at the center. The center maintains a full-service library as well. Various city, county, state and federal agencies are housed throughout the main building. The center is so popular and vital that when any state or national figure comes to North Texas, he or she finds their way to the King center for press conferences to highlight their support of human service programs.

The Dallas King Center is the only center of its kind in America. Every other King Center, including the one in King's hometown of Atlanta is primarily used as a museum or a recreation center. The Dallas center is the only center that provides a one-stop shop concept of services. Each year the King center, the city of Dallas and area organizations sponsor King observance programs during the King holiday season.

It is with this backdrop that rumors of the King family seem to surface. Many in the African American community are forced to sit on the sidelines and watch in silence as Dr. King's widow, Coretta, and son, Dexter, try some of the craziest deals you can think of in their attempt to profit from "the dream." To be sure, I have always maintained that Coretta (Betty Shabazz she's definitely not) was never in the struggle for the poor and underclass as was Martin. It has been my belief, as well as the belief of many other movement-watcher's, that Coretta really only cared about herself and what she could get as a result of being associated with Dr. King. (And yes, I know many of you reading this will probably give me a piece of your mind the next time you see me. But much like Brother Malcolm X I believe

# The selling of the "Dream"

that you should "tell it straight.")

Many of us remember the power play in Atlanta, when the King family tried to force poor African Americans to move from their homes in an attempt to expand the King center. The family wanted to expand the center so it could attract more tourists. With more tourists, more money could be made. (I must point out

*Pulse*

(Editor's Note: The opinions expressed in Mr. Muhammad's commentary are not necessarily those of the Minority Opportunity News.)

here that it seems that only Dexter and Coretta are involved in these ventures. That's a relief — I would hate to believe that such a socially conscious person as Dr. King would have left an entirely greedy and shameless family to carry out his legacy.)

The original mission of Atlanta's King Center was to serve as a training ground for future civil rights workers, workers who could pick up where King, Rev. Joseph Lowery, Stokely Carmichael, H. Rap Brown and Ralph Abernathy left off. When son Dexter took over, the child-care center (the only service the center offered) was closed and the center's staff was cut in half. In 1995 Dexter got involved in a nationally-publicized argument with the National Park Services over a site he wanted for an interactive museum. Dexter won the argument (being the son of Dr. King has the advantage of rallying Black folks to your aid it seems, even if you're wrong). However, to this day no museum has been built!

Even the name "King" and the "I have a Dream" speech have become the family's sole property. To utter the name King around Coretta or Dexter could cost any citizen, Black or White, hundreds of dollars, if it is said without the family's permission.

When I heard this one, I quickly recalled a time when I would have probably gotten close to Coretta or Dexter and said, "Man did you see how badly they beat King. He was defenseless, unarmed, peaceful, and still they kept beating him. We should rise up and speak out about this!" And Coretta or Dexter would say to me, "Mister, that's five dollars for using my husband/father's name." To which I

would coolly respond, Excuse me, but I was talking about RODNEY KING!"

You see how trivial such a policy is? First of all, the "I Have A Dream" speech belongs to all of us, particularly African Americans who participated in the civil rights movement. Plus, consider the fact that Dr. King was not even the keynote speaker at the March on Washington in '68. He was invited by A Philip Randolph, who's idea it was to march in the first place; King just happened to be the most articulate speaker there that day. Just as Martin overshadowed Rosa Parks, who was the real hero of the Montgomery bus boycott, so too did he overshadow the Washington marchers. It is my belief that Martin has been promoted over many of the other civil rights icons because he is dead and can't speak for himself. Therefore, we are left to believe Coretta, Dexter and the hidden-agenda White racist Jewish liberals.

Many of the elder civil rights leaders who marched, sang, prayed, were jailed and beaten with Martin are beginning to speak out against the surviving King family's selling of Martin's legacy. This is what Rev. Joseph Lowery told a group: "People don't feel the impact of the center's (in Atlanta) programs to improve the quality of people's lives. Since Dexter has been running it, you get the feeling it's nothing more than a money-making machine." About the newly-released animated video cartoon show, My Friend Martin, featuring son Dexter's voice for Martin's caricature, Lowery said, "I'm afraid and I tremble knowing that Martin will probably be going the way of Fat Albert and Mickey Mouse."

Recently, Dexter even boasted about how proud he was that he was not an activist, which come's as no surprise to many of us. His total forgiveness of his father's assassin, James Earl Ray, pro-

voked criticism from even the weak Julian Bond. It's obvious that Dexter inherited many traits from his mother, Coretta, who was never a true-hearted activist either. (Okay, occasionally she would show up at a rally or make sandwiches and coffee, and she made sure that the children were cared for in Martin's absence. But that was it.) She was never, according to many observers, happy about Martin's role in the civil rights struggle. Coretta was a middle-class Black woman who wanted what most middle-class Negroes involved in the civil-rights movement wanted in those days — to live as close to Whitey as possible.

It has become very apparent to many that Coretta Scott King is finding that being the widow of Dr. Martin Luther King, Jr. has its monetary/star advantages. The latest firestorm involving the family may prove to be their worst nightmare, however. Dexter recently cut a multimillion-dollar deal with Warner Books to produce a book titled "The Autobiography of Dr. Martin Luther King Jr." The book's editor is history professor Clayborne Carson, a King scholar at Stanford University. Critics argue that this writing cannot qualify as an autobiography when, obviously, Dr. King didn't write it.

I can hear many of Dr. King's admirers cautioning me after reading this column and saying, "Thomas Muhammad, you have no idea what the struggle is until you have paid the ultimate price as the King family has, and that is with a life! That would be true and I strongly appreciate their sacrifice. I only wish to caution them not to let their greed destroy one of the greatest legacies of our time. I think a close friend of the family summed it up best when he said, "I don't think anyone can challenge the family's right to make money. But the reputation damage the Kings have suffered in recent years can't be worth the money they've made. It's a matter of degree, scale and style."

Let the church say, "Amen!"

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# Isaac Jackson: Making of a Dealmaker

By Glenda Williams Goodson

Special to the Texas Publishers Assn. Wire Service

It is the early 1960s and Isaac Jackson wanted to make a difference in the world. But there was one problem: being a poor Black boy from West Dallas in the '50s and '60s did not exactly qualify him as a candidate for an Horatio Alger story.

"I'm a native Dallasite," says the handsome father of two, "and my journey has been evolutionary" With steely determination, Jackson fought the odds and, armed with a brand spanking new high school degree



Isaac Jackson

from L.G. Pinkston, he entered the University of Houston's labor studies program.

"Working with the United Steelworkers prepared me to represent workers in grievances and arbitration," says Jackson. His philosophy of having a strong work ethic and combining compassion for the workers he represented and rapt attention to detail paid off when he was endorsed by Senator Lloyd Bentsen to serve as special assistant for the Labor and Small Business department.

By 1991 the combined Black population in Houston, Dallas, Ft. Worth, San Antonio and Beaumont had topped one million. It also marked the year Jackson made one of the most important moves in his career: he went to work for the Texas Comptroller of Public Accounts as an executive assistant. In that capacity he directed research and intergovernmental services and was eventually promoted to deputy chief of staff.

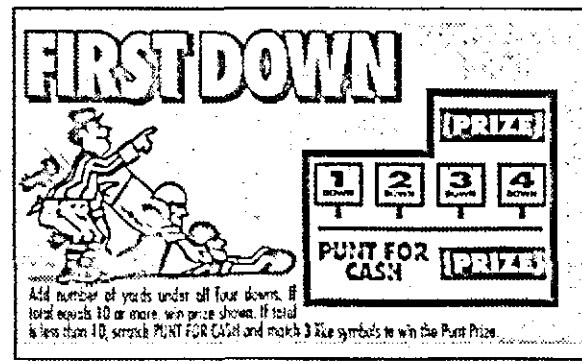
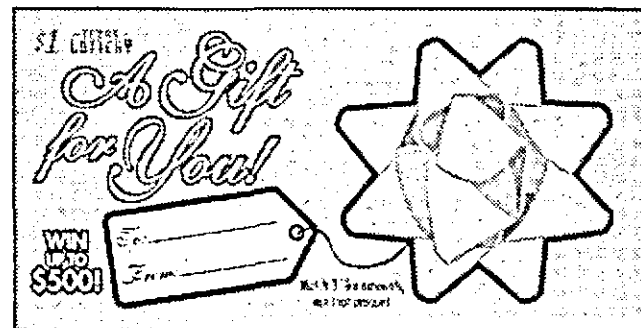
With a reputation as a cool, solid powerhouse, Jackson turned his attention to impacting the economic prowess of African Americans when, in January 1999, he accepted the position of executive director of the Texas Legislative Black Caucus. "We are going to be very aggressive (in securing) basic economic and human rights. We'd like to see more of our citizens involved."

Jackson likes to win and the seasoned veteran has moved quickly in formulating an action plan. "The Leg-

islative Black Caucus will have a conference March 10-12, 1999, at the Doubletree (Hotel) in Austin so that the legislature can see and hear from Black people. We will address every issue from saving Black

colleges to helping African Americans develop health care for children. During the conference, Black county commissioners from around the state, local NAACP and Urban League chapters, Black city council representatives, sororities, fraternities, and all levels of African American leadership will converge [on] Austin for this historical meeting."

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The conference welcomes both African American business owners and private citizens to come and make their voices heard. Says Jackson: "There are two million Black folk (in Texas) and yet we have not realized the potential of the legislature to look at issues we care about affecting the people in our community." Jackson believes that partnering must begin because "we have not participated in the system."

According to Jackson, the Caucus will work closely with other organizations because "not one organization has the total resources to be very aggressive on all fronts. The Caucus will partner with sororities and fraternities to make sure every African American is counted in the 2000 census. Although the Caucus favored sampling the reality is that federal funding formulas are determined by our population and we will work with local governments and others to ensure that everyone is counted."

Jackson sees an opportunity in his other role as director of Texas Association of African American Chambers of Commerce to champion the cause of both large and small chapters around the state. Stating that the chamber will rely on the strength of the local organizations to play a direct role in effectuating change in the business climate, he says, "We have chambers in Denton, Lubbock, Abilene, Midland, Odessa, El Paso, Austin, San Antonio, Victoria, Ft Worth, Dallas, Arlington, Texarkana, Tyler, Longview, Ennis, Waco, Port Arthur, Galveston, Houston, and Corpus Christi. I will work to enhance the services of the chambers to become more user friendly for our members... In this vein the chambers will create e-mail addresses and web pages so that local Black businesses can have access and use our web address or e-mail address."

Thinking about doing business with the State? The Chamber has recently negotiated with the University of Texas and MHMR a Memorandum of Agreement to facilitate the contracting of awards totaling \$25,000 or less to Historically Underutilized Businesses (HUBs). Jackson's goal is that when there are smaller contracts, they will work as agent to get the agency to make a deal. But what about changing attitudes with larger contractors? "We will negotiate partnership arrangements for primes to adopt HUBs as contractors," he says.

The Chamber is on the move in a number of ways. The organization has recently relocated to new space, shared with the state NAACP. Jackson also met with the Hispanic Chamber of Commerce directors to discuss common interests and issues.

Jackson says he is concerned with building a better Texas. Look for the kid from across the tracks to continue to implement strategy to assist the people of Texas in realizing their goals.

You can contact the organizations at the following e-mail addresses: Texas Legislative Black Caucus HYPERLINK mail to:TEXASLBC@aol.com TEXASLBC@aol.com or the Texas African

American Chamber of Commerce on the world wide web at HYPERLINK <http://WWW.TAACC.com> WWW.TAACC.com or HYPERLINK mailto:Taaacc@worldnet.att.net Taaacc@worldnet.att.net.

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## New national marketing director at MON

Steven Scott brings energy, savvy to African American newspaper

By Glenda Williams Goodson

It all looks so easy. You take an exemplary product line, like providing news and information germane to the issues of African American and other minorities, and you sell, right? In the real world where giant conglomerates gobble up weekly newspapers, becoming a stand-out in the field of information processing is a whole lot tougher than that.

In February Steven Scott stepped into the role of national marketing director for Dallas' *Minority Opportunity News*. The respected print and broadcast media professional immediately challenged himself to push ahead to win the battle for advertising dollars.

Scott has an appreciation for the role of the African American press but acknowledges that many question the need for so many area weeklies. He rues the consolidation trend that some say will strengthen the Black press, calling it short-sightedness.

"Conventional wisdom would have us believe that [there is an advantage in] consolidating the many community newspapers into one single voice. While I understand that thought process...I believe is impossible to have too many

venues to voice our opinions because everyone has a right to bring their own perspective to the table."

Scott acknowledges that, as a Black man, he is blessed to work, live and grow by serving his own through the African American press and sees the proliferation of the weeklies as a positive in the community. "I enjoy working for an African American-owned company" says Scott. "I'm hell bent on succeeding because once I've made my mind up that it's going to be so, I do everything to make things happen."

He outlines part of his strategic plan to bring MON to the forefront as the premier business publication in the DFW marketplace. "Although it's still early, I will add value as part of the management team by generating dollars for the company." What puts this vision within reach is that having worked in this market for 13 years and having spent time as general manager for another well-known African American weekly, he brings both expertise and clout to the table because of his access to decision makers.

"We have to make people aware that both corporations and businesses can benefit by addressing our audience through [their] exposure to MON. The

first order of business is to make those contacts." Long-term, he sees his role as bridging the economic fault line to effectuate change for African Americans and other minorities.

"The management at MON is geared to demonstrate to minority businesses and large corporations that there can be a marriage to positively impact the economics of this area. Regardless of the color of my readers, business generates green, and that means money. It doesn't matter what color you are, individuals must grow their business and the proven avenue is through advertising and marketing."

The South Bend, Ind., native understands that there are those whose interests do not align with the economic empowerment of the African American community.

While Scott thinks it is appropriate to be professionally skeptical, he refuses to become cynical.

"That does not mean that I don't, and won't, confront those who have rose-colored glasses. But I caution any entity that would hinder our progress: we will be accepted as viable means to reach any and all consumers" through an aggressive approach to the marketplace.

"MON will ensure that we reach our constituents in the most expeditious manner possible, from going directly to the

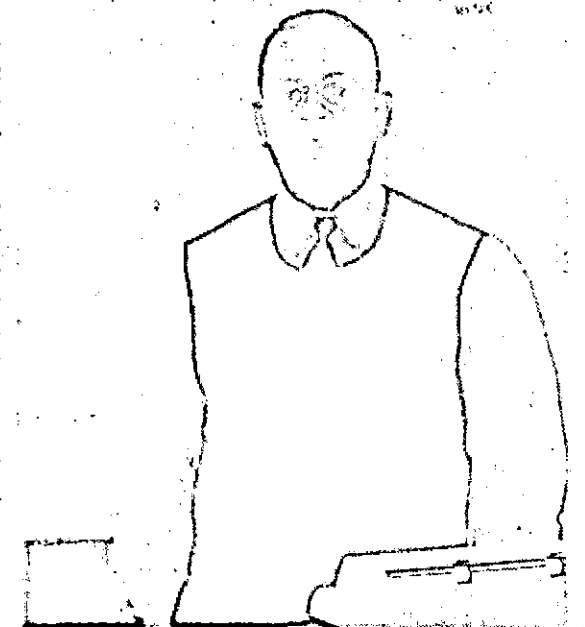


Photo by Chris Pryer

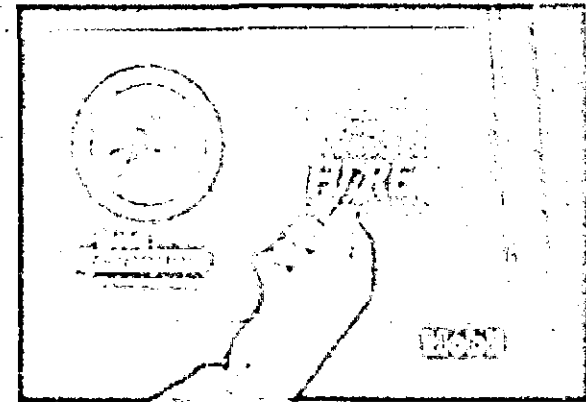
Steven Scott

consumer through door to door campaigns, to making the paper available at the retail outlets where they shop. Once we make ourselves more accessible, those that take the time to review the content of MON will respond in kind."


I plan to work with MON management in whatever ways they deem feasible to spur the growth of this publication through aggressively touting the advertising potential."

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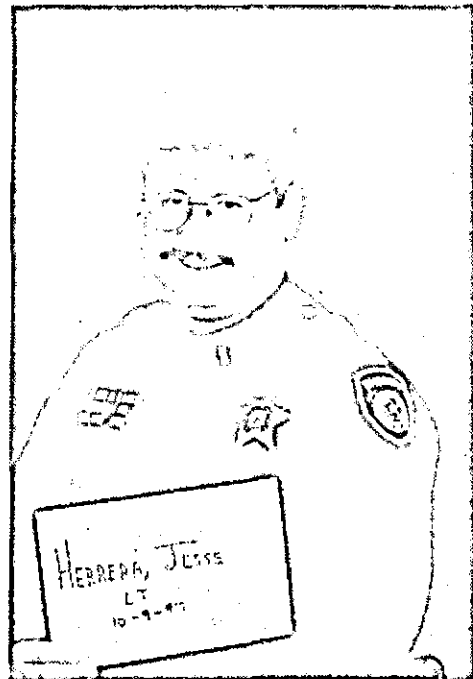
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# In The News . . .

## Sheriff's Department promotes first Hispanic Captain

Jesse Herrera will become the first Hispanic captain in the history of the Dallas County Sheriff's Department. In addition to becoming the first Hispanic to earn the rank of captain, he is also the first



employee to achieve that rank after joining the Department as a non-sworn Detention Service Officer (DSO). A 17-year veteran, he has been assigned command of the five-county Automobile Theft Prevention Authority grant.

Capt. Herrera is a graduate of the prestigious FBI National Academy in Quantico, Va and graduated from a S.W.A.T. management course in August 1993.

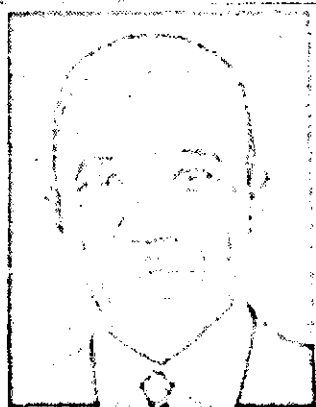
In January 1998, he was awarded a Certificate of Merit for convincing a teenager who was threatening suicide to surrender his rifle. Capt. Herrera, who also holds safe driving and marksmanship awards, is a TCLOSE certified instructor and holds a Master Peace Officers' license. He holds a degree in Criminal Justice from Dallas Baptist University and an associate degree from El Centro College.

Capt. Herrera's promotion comes eight months after another significant promotion. On June 15, 1998 Sheila Carter Jones became the first African American female to earn the rank of captain in the Sheriff's Department.

## NationsBank/Bank of America to receive 1999 NAACP Corporate Image Award

The National Association for the Advancement of Colored People (NAACP) has selected NationsBank/Bank of America to receive its 1999 NAACP Image Awards' Corporate Award.

The award is among several presented by the Association as part of its 30th NAACP Image Awards: 30 Years of Celebrating—90 Years of Courage. The NAACP Image Awards are presented to



Kweisi Mfume, president & CEO of NAACP

those individuals and organizations that strive for the portrayal of positive images and meaningful opportunities for African Americans. A two-hour television

broadcast will be presented on the Fox network on Thursday, March 4.

In 1992, the NAACP entered into a unique partnership with NationsBank to increase the use of bank products and services by African Americans. This led to the creation of the NAACP Community Development Resource Centers (CRDC)

in cities served by NationsBank.

NAACP professionals staff the centers and provide financial counseling and education to Association members as well as the larger African American community. Using several million dollars in operating funds resulting from the seven-year partnership, the CDRCs funnel capital to African Americans providing counseling on bank products and services and information on qualifying for loans, purchasing a home or expanding a business.

Through referrals from the centers, NationsBank has made more than \$100 million in mortgage and consumer loans and small business loans to African Americans.

Bank of America (which merged with NationsBank) is the largest bank in the United States with \$618 billion in assets. It has full-service operations in 22 states and the District of Columbia and provides financial products and services to 30 million households and 2 million businesses.

The NAACP is the nation's oldest and largest civil rights organization. Founded in 1909, it has an active membership of 500,000 people throughout the U.S. and around the world. The principle mission of the NAACP is to ensure political, educational, social and economic parity for people of color. For more information call Sheila Douglas, NAACP, at 410-486-9227.

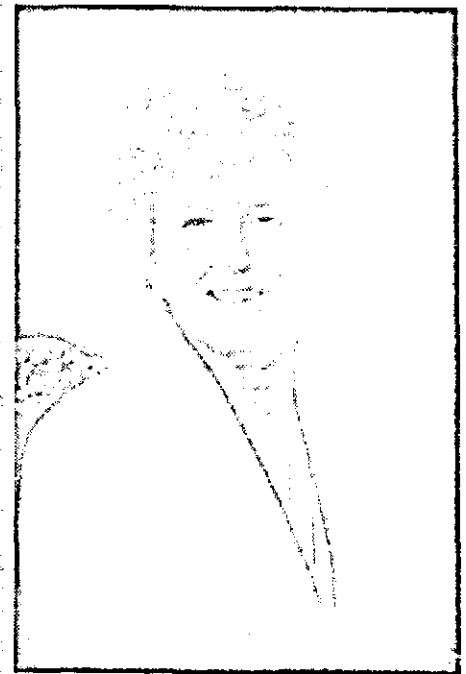
## Dorothy E. Moore

Dorothy E. Moore was born in Illinois and grew up on the outskirts of New York City. She attended Sweet Briar College in Virginia and Northwestern University and holds a B.S. degree from Gulf Coast Bible College in Christian Counseling. Dorothy is a member of the American Association of Christian Counselors and is ordained as a minister through the Full Gospel Fellowship of Churches and Ministers International (FGFCMI).

Mrs. Moore is the director of an inner-city mission program for homeless men, women and children. She is a former New York City debutante who grew up wealthy, married a lawyer from Texas and had four children, all now adults. With less than \$5,000, she started the non-profit Reconciliation Outreach Ministries which began with the East Dallas Crusaders inner-city teen program.

The Moores' family church is Hillcrest Church where they serve as District Pastors for the Inner City.

Mrs. Moore has appeared on TBN and several local television programs along with interviews on local radio stations. A former 700 Club counselor, Moore was founding president of the Houston Night Chapter of Women's Aglow and is now president of Dallas Inner-City Women's Aglow. She has

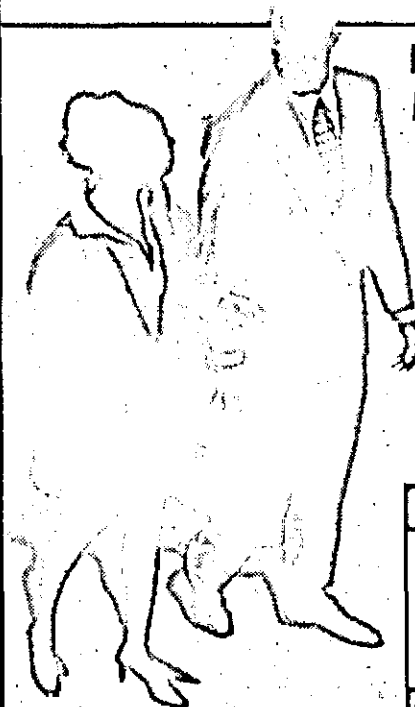


Dorothy E. Moore

served on the advisory board of Southern Bible College in Houston.

Rev. Moore received the JCPenney Golden Rule Award in 1996 for her volunteer work in gang prevention, Women of Excellence Award from Heavean 97 KHVN, Certificate of Appreciation from Spence Middle School for her volunteer service and an award from DISD for her involvement with their alternative program for students.

## Learn How To Do Business With DART



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March 3, 1999 9:30 AM - 11:30 AM

HOW TO PREPARE FOR TAX TIME

Amir Morani, Certified Public Accountant  
Bill J. Priest Institute for Economic Development  
1402 Corinth Street, Dallas

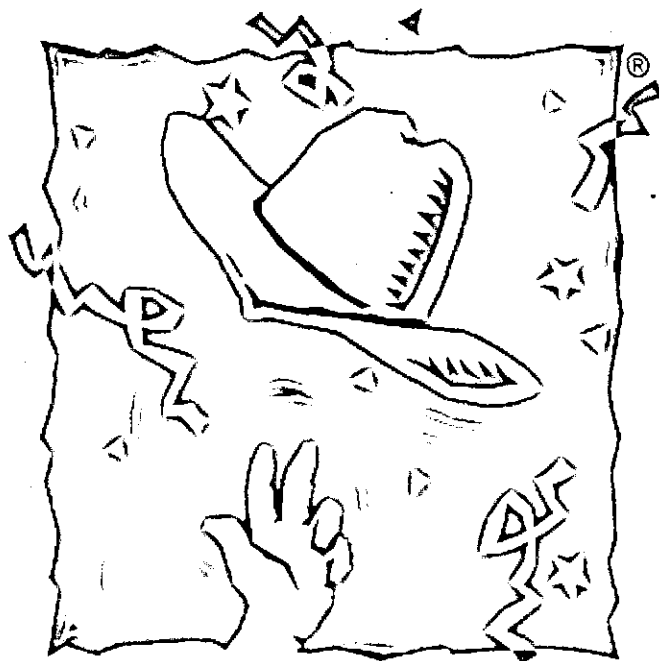
March 17, 1999 9:30 AM - 11:30 AM

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Dr. Joyce Johnson, Bill J. Priest Institute  
Bill J. Priest Institute for Economic Development  
1402 Corinth Street, Dallas



For more information, contact DART's Office of Minority Business Enterprise 214-749-2507.



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Please respond in writing to:  
Minority Business Development Team  
Texas Lottery - GT  
P.O. Box 16630  
Austin, TX 78761-6630

**—TEXAS—  
LOTTERY**

# Mayor attends Black History Program at Atwell Academy

*Gives message of education and achievement*

By Daisey Norman

The faculty, staff, students and guests of William Hawley Atwell Fundamental Academy in Dallas cheered and extended a warm welcome to Mayor Ron Kirk, the guest speaker for their "African American History Celebration" recently.

Students roared enthusiastically as the mayor was introduced to speak on "The Legacy of African American Leadership for Present and Future." Mayor Kirk reminded the students that "American history would never be complete without an addendum recognizing the contributions of African Americans."

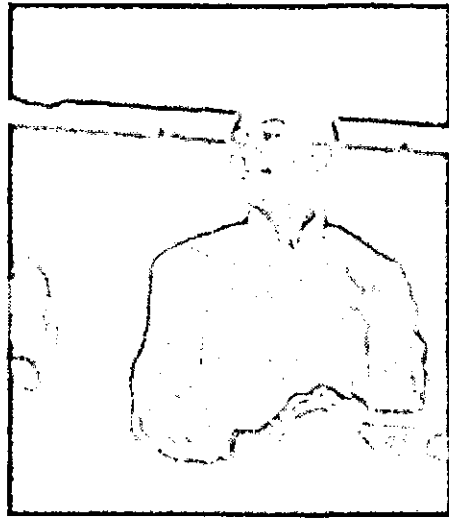


Photo by Chris Pryer

An Atwell orchestra member in repose during Black History program.

Kirk further reminded the student body that none of America's African American heroes started out as history makers. He added that no one is born a hero but, rather, each of us must live out our dreams and aspirations to be of service, and that each of us has the ability to make history.

Said Mayor Kirk, "Dr. King's dream challenges us to take notice of what we

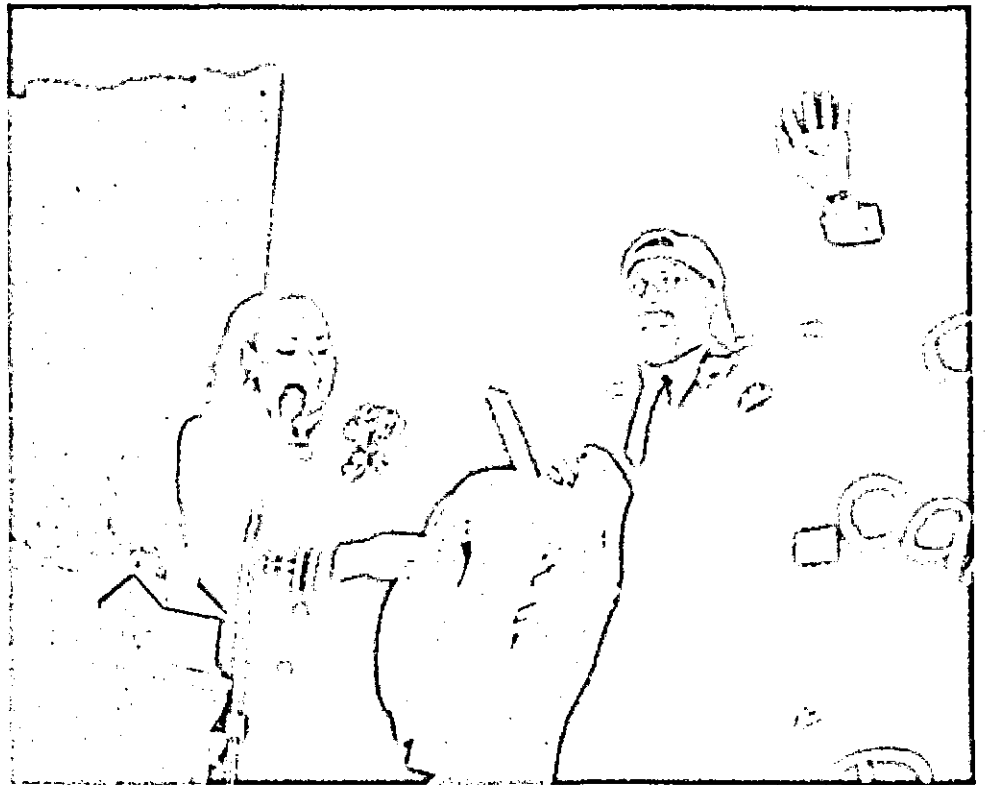


Photo by Chris Pryer

Mayor Ron Kirk waves to the audience as he receives gifts from the Atwell Fundamental Academy. Mayor Kirk was the keynote speaker at the schools "African American History Celebration" program.

are doing to build our own dreams. The true value of heroes is that they are every day people with a quest and thirst for

Knowledge. Everyone has the opportunity to be a hero."

MON

# QUEST FOR SUCCESS honors African American entrepreneurs

Photo by Alberta E. Strain



QUEST FOR SUCCESS awardees are (foreground, l-r): Richard Davis, president, Davis Automotive; Charles Griggsby, president, Facility Interiors, Inc.; Mike Stephens, president/CEO, Texas Bearings, Inc.; Jesse Hornbuckle, owner, Jesse Hornbuckle Photography; Bobbie Gray, owner, Law Offices of Bobbie Edmonds; Althean Guerra, owner/director, The Perfect Place Pre-School; Curtis Haley Sr., owner, Xerographic Document Solutions; and Dr. Irby Hunter, owner, Irby B. Hunter, DDS Inc.

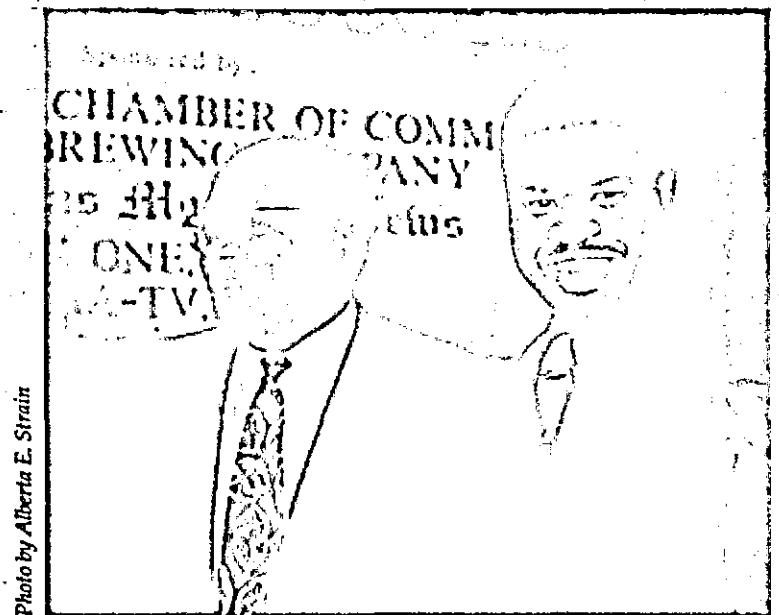


Photo by Alberta E. Strain



Photo by Alberta E. Strain

# Around Town

## March 2

Rakeiho Musical Offerings, Inc. presents "The Centennial Celebration of Duke Ellington" at 7:30 p.m. at the Morton H. Meyerson Symphony Center. For more information, call Cheryl Francis at 817-265-4528.

....

Texas State Technical College will conduct a series of computer seminars on the Internet, server installation and various software programs through March 5. Call 254-867-4831 or 800-792-8784, ext. 4831 for more information.

....

Dallas Theater Center presents *Alice: Tales of a Curious Girl*, 7:30 p.m., at the Kalita Humphreys Theater, 3636 Turtle Creek Blvd. For ticket information, call 214-522-8499.

....

The Southern Sector Economic Development Summit will conduct "Momentum Dallas," a one-day seminar on how to start or grow a business in Southern Dallas, at the Bronco Bowl, 2600 Fort Worth Ave. Call 214-467-0393 for registration information.

## March 3

New Image Business Associates invites the public to its small business luncheon every Wednesday at the Bill J. Priest Institute of Economic Development, 1402 Corinth, room 202 A&B, in Dallas, from noon-1 p.m. Lunch is \$5 per person. For more information, call 214-350-9590.

## March 6

Dell Computer Corp. and Vectrix Corp. are hosting a free E-Commerce seminar 8 to 10 a.m., noon to 2 p.m. and 5 to 7 p.m. at the Microsoft Spectrum Center, 5080 Spectrum Dr., 115E. Register online at [www.sell-site.com](http://www.sell-site.com). Seating is limited.

## March 6

Y.O.U.T.H. 2 Y.O.U.T.H., Inc. is sponsoring "Greek 2 Greek," a Greek step show at 7:30 p.m. at the Martin Luther King Jr. Recreation Center, 2901 Pennsylvania Ave. Call 972-640-7706 for more information.

....

Sisters On The Move, Inc. will present a leadership training workshop "Thinking Beyond The Boundaries," from 9:30 a.m. to 12:30 p.m. at 4650 S. Hampton Rd., Suite 218, in Dallas. Admission is \$7.00 (free to S.O. T.M. members). For enrollment information, call 972-709-1180.

## March 10

New Image Business Associates invites the public to its small business luncheon every Wednesday at the Bill J. Priest Institute of Economic Development, 1402 Corinth, room 202 A&B, in Dallas, from noon-1 p.m. Lunch is \$5 per person. For more information, call 214-350-9590.

## March 13

The Black State Employees Association

of Texas will give an employment discrimination workshop and seminar from 9:00 a.m. to 1:00 p.m. at Eastgate Baptist Church, 6960 S. Polk St. Donation is \$10. Call 214-339-7700, ext. 29 for more information.

....

The African American Museum, as part of its series of topics on African American History, will present "DuBois, Washington and Garvey and the Harlem Renaissance." For more information or to enroll, contact the African American Museum at 214-565-9026, ext. 316.

....

The LaFuente Job Fair Expo '99 will be held from 9:00 a.m. to 2:00 p.m. at the Grand Place in Fair Park. Admission is free. For information on employment opportunities or booth information, please call 214-977-7886.

## March 14

The Links, Inc., Dallas Chapter, will sponsor the 41st Ebony Fashion Fair at the Music Hall in Fair Park at 5:00 p.m. For ticket information, call 214-467-4255.

## March 15

The Southwest High Tech Career Fair will be held at the Dallas Convention Center from 11:00 a.m. to 2:00 p.m. and from 4:00 p.m. to 7:00 p.m. Admission is free. Call 800-593-0101 or 972-221-8800 or visit [www.1-jobs.com](http://www.1-jobs.com).

## March 18

Texas Health Resources and the Fort Worth Hispanic Chamber of Commerce will hold an informal educational workshop and networking opportunity for small minority and women-owned business enterprises from 5:30 p.m. to 7:30 p.m. at the Harris Methodist Southwest-Atrium, 6100 Harris Parkway, in Fort Worth. The event is free. Call 817-625-5411 for more information.

## March 21

Hope Cottage Pregnancy and Adoption Center is hosting a free adoption open house for families wanting to know more about adopting biracial or African American infants Sunday, 3:00 p.m. to 5:00 p.m. at St. Luke Community United Methodist Church, 5710 East R.L. Thornton (Rt. 30). For more information, call 214-526-8721.

### ATTENTION:

If you're interested in placing your event in our events calendar, 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  
Suite 1202  
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# Southwestern Bell

# The Assassination of Dr. Martin Luther King Jr.

## Part 4: The Defense

By Russell D. Shockley, BS.Ed.

For most Black Americans, the problems confronting the prosecuting authorities in Memphis were of a lesser concern than a more thorough examination of the facts, regarding Dr. King's death. A major part of this concern was and is due to James Earl Ray's plea of guilty. Had Ray been tried and had he testified at the trial, the evidence would have contained more relevant facts.

To find the relevancy in the case, one need only to examine the anatomy of the guilty plea, its development and its manner of execution after taking into account the general problems involved in an assassination case. When reviewing the state of Tennessee's case against James Earl Ray, one can only conclude that it's case was so flawed that, had it been introduced to a jury, it would have been very difficult for a jury to have returned a verdict of guilty. Had the case actually been brought to trial, the State would then have had to assume the total responsibility of proving, beyond a reasonable doubt, that James Earl Ray had fired the shot from the bathroom window of the boarding house, and that bullet fired from the alleged rifle did strike and kill Dr. Martin Luther King Jr.

However, this was something that the state of Tennessee simply could not substantiate based upon the evidence that had been assembled.

1. Several witnesses testified that Dr. King had been shot on April 4, 1968, while standing on the balcony of the Lorraine Motel from the general direction of a clump of trees and bushes at the rear of the rooming house located just beyond the vegetation.

2. A Memphis pathologist who had attempted to verify the identity of the bullet taken from King's body during autopsy vaguely offered an opinion about the origin of the bullet.

3. A Memphis police inspector reported finding a package near an establishment on South Main Street (Canipe's) not some two blocks from Dr. King's location at the Lorraine Motel.

4. The F.B.I./SAC in Memphis stated that the package had been received by his office, then promptly sent to F.B.I. headquarters in Washington, D.C.

At this juncture in the James Earl Ray case, Memphis prosecutor Beasley abandoned the usual method of presenting evidence through the testimony of eye witnesses and instead offered even more of his own unsworn and, at times, unsupported allegations about what the evi-

dence would show.

Because of Ray's guilty plea, there was no opportunity to cross-examine eye witnesses; therefore, valuable evidence was never exposed.

At this point, the prosecutor for the state, Beasley, alleged that Robert A. Frazier, a firearms expert with some 27 years of experience, would testify that the bullet that was recovered from Dr. King's body had physical characteristics identical to the cartridges found by the Memphis Police Department at the South Main Street location. More specifically, Frazier said the bullet that killed Dr. King and the cartridges found in the package were of a common variety of 30.06 ammunition.

The prosecutor then added that Frazier would testify that the "death slug" removed from King's body contained groove impressions that were consistent with those that were inside the barrel of Ray's rifle.

To those persons unfamiliar with assault and homicide cases, these allegations might appear to be conclusive, or at least damaging to Ray's claim that he had not killed King. Yet, any knowledgeable defense lawyer would have welcomed Beasley's and Frazier's allegations and probably would have welcomed an attempt to call Frazier as a defense witness, even if the prosecution failed to do so.

The language of a government firearms expert is, for the most part, standard. In case after case, the expert recites this conclusion: "My examination of this bullet proved, beyond a shadow of doubt, that this bullet was fired from this weapon to the exclusion of all other weapons in the world."

Any statement, short of the above, would have been considered valueless to the prosecution. Also, in the Ray case, a substantial portion of the bullet had remained intact. Another firearms expert, who had seen the bullet but had not been allowed to examine it under an electron microscope, stated that, "The bullet was sufficiently undamaged to permit a positive finding in regards to the absolute identity of the weapon from which it had been fired."

The information presented by the prosecution reflected poorly upon the case against James Earl Ray. To overcome this weakness, Beasley said that Frazier would also testify that the dent on the bathroom windowsill was consistent in all ways with the marks on the alleged murder weapon.

Again, had Frazier been subject to cross-examination, he would have con-

ceded that what he actually meant was that ANY metal object similar to the rifle's barrel in question could have caused the indentation on the bathroom's window sill.

Frazier's refusal to inform the state that Ray's rifle did cause the indentation in the window sill meant that the state of Tennessee could not prove that the alleged rifle had actually been used to kill Dr. King. This initially placed Ray's ownership of the weapon in question, perhaps making it impossible to prove.

Ray later did say that he had purchased a weapon; however, even if a more competent weapons expert had determined that the rifle was the murder weapon, proof of Ray's guilt still would have had to depend on additional factors. Ownership of a weapon used in a murder does not necessarily establish a con-

the news media who had relied on this important piece of information to be factual, had been wrong. The prosecution had *not* charged that Ray's fingerprints or his palm print had been found in the rooming house.

At the outset, the Memphis Police had alleged that the shot had been fired from the bathroom window and that the killer had left scuff marks in the bathtub and a palm print on the wall over the tub. Capt. Darrell Ray of the Internal Security division of the Memphis police and Sgt. Tim Papia had discovered the prints shortly after the shot had been fired. Later, under the direction of Inspector Zachery, chief of homicide, all palm and fingerprints were dusted and examined. Subsequently, the State had concluded that neither the fingerprints nor the palm prints found in room No. 5 were left



The area behind the rooming house and Jim's Grill, after the cutting of the brush and showing both wings of the rooming house with the alleyway in between.

crete link between the owner and the crime.

The state then tried to place Ray in the rooming house before, during and then immediately after the murder of Dr. King. For these assertions, Beasley relied upon statements he claimed were made by reliable eyewitnesses. Interestingly, as the mythological case against Ray developed, it became almost conventional to allege that Ray had left fingerprints and a palm print at the rooming house.

William B. Huie, noted author of the book, *He Slew the Dreamer*, explains that "prints had been found in room No. 5 at the rooming house and in the bathroom of room No. 5 at the rooming house." Wrote Huie, "A print of the heel of Ray's palm had been found on the bathroom wall of room No. 5 at the rooming house." Huie had informed Percy Foreman, Ray's lawyer, of this discovery and later Foreman declared in an article he wrote in *Look* magazine (April 1969) that Ray had indeed left behind both fingerprints and palm prints in room No. 5 at the rooming house.

However, both Huie and Foreman, along with the many representatives of

behind by Ray.

On March, 1969, the prosecution made an apparent and deliberate effort to avoid the prints issue. Prosecutor Beasley considerably stretched the statements of witnesses in order to prove that Ray had been in the rooming house. He abandoned any effort to link either fingerprints in room No. 5 or the palm prints in the bathroom to Ray.

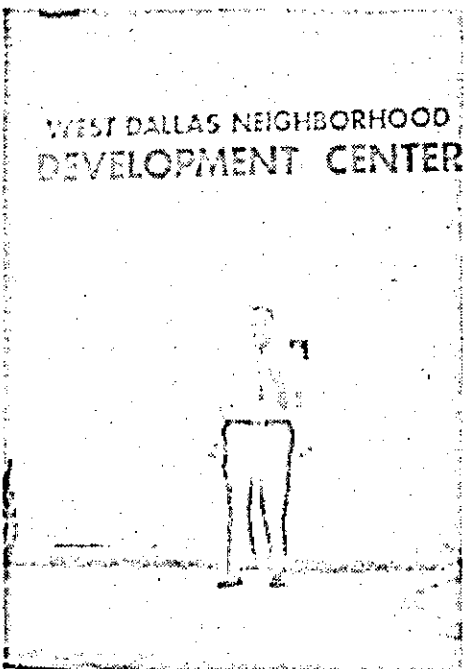
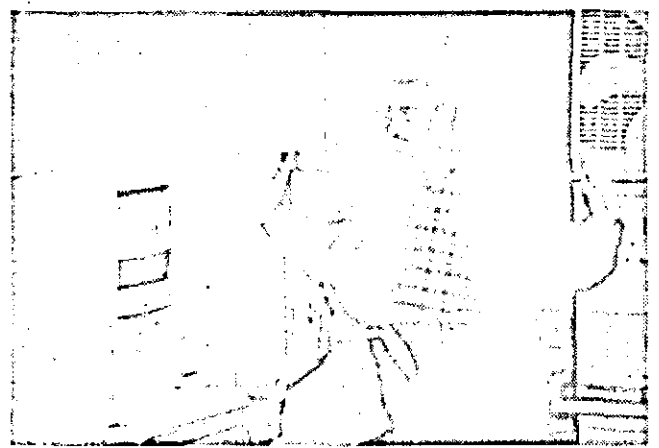
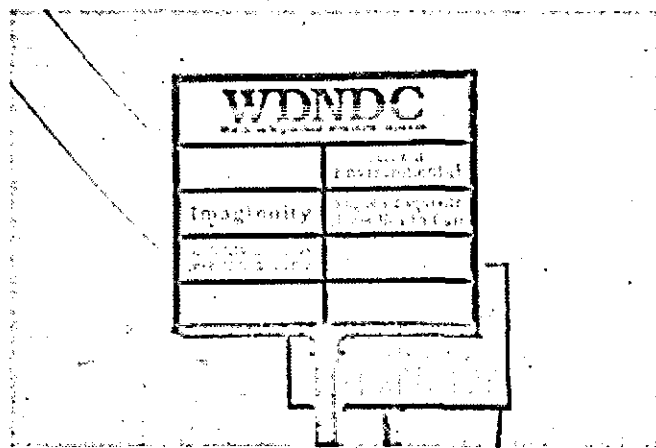
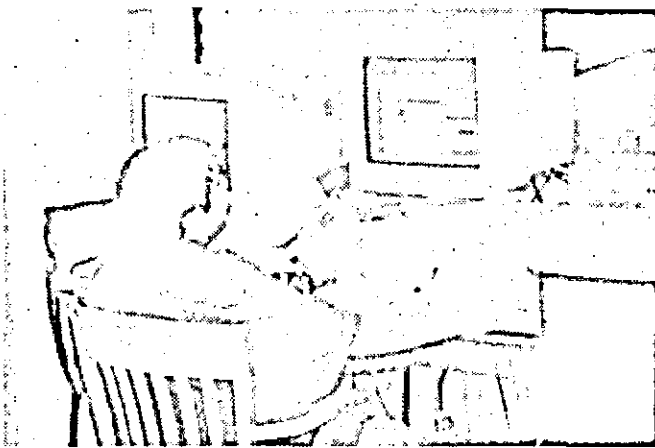
If the scuff marks in the tub and the prints in the bathroom wall were evidence left by the killer as the Memphis police had previously charged, might it have been useful to the King murder to discover whose prints they were? If the Memphis police ever did make such a determination, they've declined to reveal it.

At this point in the state's trial against James Earl Ray, the facts clearly indicated that the charge against Ray was, for the most part, purely conjectural.

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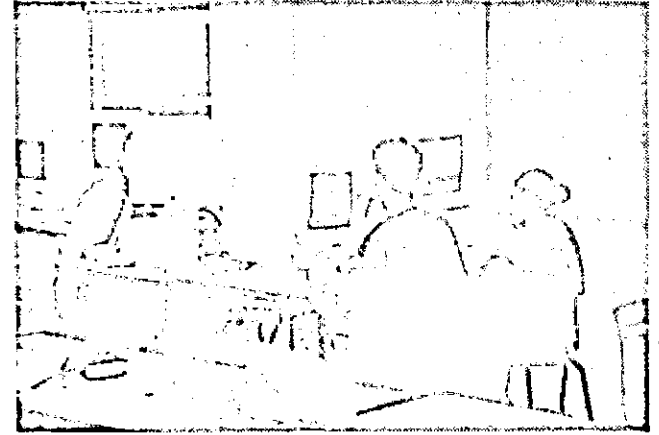
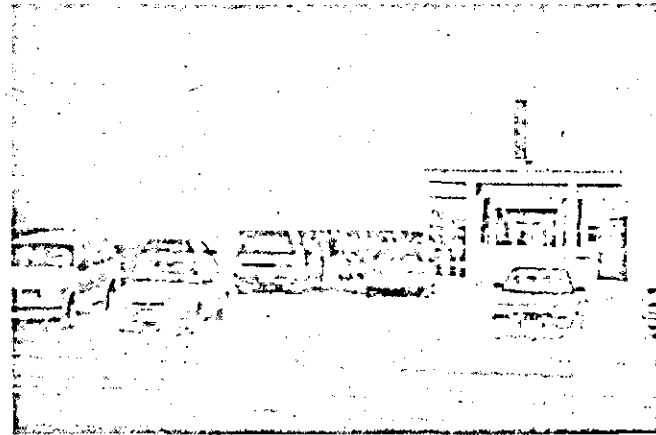
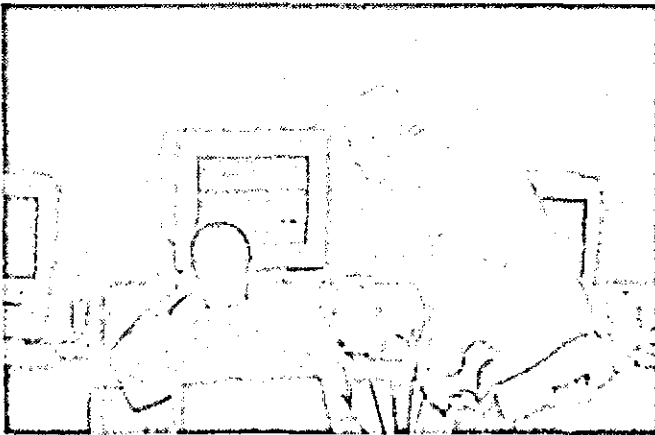
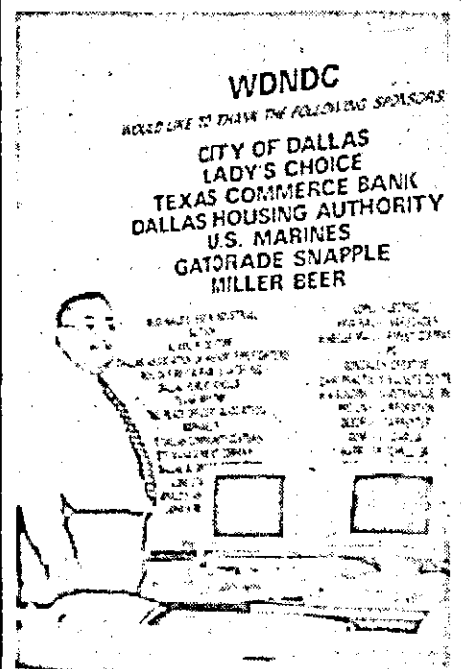
Russell D. Shockley is the director of Ethnic Notes. For lecture or presentation information, call or write Ethnic Notes, c/o MON.

Continued next page



# West Dallas Neighborhood Development Corporation:

An economic plan waiting to hatch.



By Allen Gray

Photos by Chris Pryer

The economic conditions of West Dallas have sit docile, like some Neolithic egg whose color has been tainted by the withering conditions of that area for as long as anyone can recall. Economic anemia, a lack of education, sub-standard living conditions, crime and a history of lead-contaminated soil have offered little hope to an area located on the bad side of a city that otherwise is growing by economic leaps and bounds. Now there appears to be a crack in the shell and something big is about to emerge.

Shallie M. Bey Jr., executive director of the West Dallas Neighborhood Development Corporation (WDNDC), compares what is happening in West Dallas to an incubator that is just beginning to warm up. His assessment is based on the efforts of the nonprofit organization that he has headed for a little longer than a year.

The WDNDC was established to promote the economic interests and needs of the residents of West Dallas. A portion of that task entails the promotion of business formation and operation by residents of the community and the providing of jobs and services within the community.

This incubator for economic change, however, did not begin just a year ago when Bey appeared on the scene. As is often the case with urban renewal, hope for West Dallas was forced to emerge from the ashes of turmoil. In the case of the WDNDC, that turmoil was Walker vs. U.S. Department of HUD, a lawsuit filed by West Dallas citizens against the city of Dallas and the Department of Housing and Urban Development.

A decade ago, West Dallas was comprised of 54 percent Hispanic, 43 percent African American, and 10 percent Caucasians. And while these demographics may not mean much today, ten years ago they determined the strict housing boundaries drawn in the huge West Dallas Housing Development, then one of the largest housing developments in the nation. There was a White section, a Hispanic section and a Black section, and never the twain did meet. When the land allotted to African Americans started to give evidence of lead contamination from neighboring lead smelters and African Americans desired to move to other areas, they were denied that inalienable right. This denial was sanctioned by the city of Dallas Housing Authority and supported by HUD.

It took the force of a group of citizens, determined to put an end to this quasi-segregation that literally divided West Dallas along racial lines, and a bold legal decision to bring an end to the selective housing practices occurring on the West Side. From that legal decision,

known as the "Walker Descent Decree," the need for an organization that could monitor and steer West Dallas into a new economic direction was determined. The city sought to make amends for past wrongdoings, and from that culpability the WDNDC was established on March 11, 1992 as part of a settlement agreement. With initial funding from HUD and the commitment and guidance of a cross-section of the community, the WDNDC hired a staff and began serving West Dallas in the spring of 1993.

"At one time, we operated a segregated system that left scars," Bey says of the West Dallas that was. "Today those same people are working together to (literally) build bridges in West Dallas."

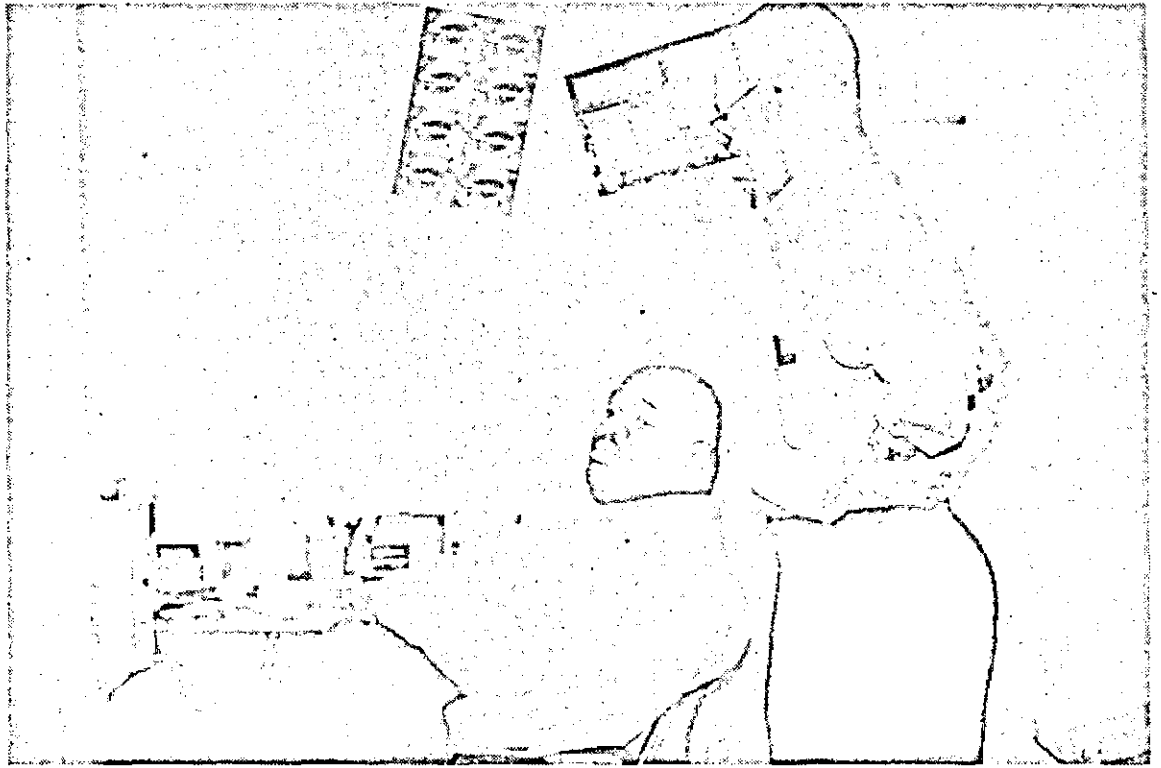
Bey's optimism notwithstanding, building bridges in an area of the city that has, essentially, only two roads in and two roads out—Singleton and Hampton Roads, take your choice—won't be a simple task. This area is 75 percent female—many of them single parents—and suffers all the ill-effects associated with urban life, including a 25 percent high school student dropout rate. West Dallas is home to some of the city's poorest census tracts, and has a large population of uneducated and unskilled inhabitants.

"Not having played the 'game' limits one's ability to compete in an open market," Bey points out. Economic opportunity and parity in the workforce will most likely be out of the reach of most of the West Dallasites if there is no intervention from an organization like WDNDC.

Bey suggests that if West Dallas is going to make a turn for the better, it will have to turn itself around. "Who [else] is responsible for what [West Dallasites] are doing?" Bey asks rhetorically. He further suggests that the only help, in the long haul, will be "self-help."

The WDNDC is the working definition self-help. Its 20-member board of directors is comprised primarily of concerned citizens who have shouldered the responsibility. "This commitment of concerned citizens signifies that self-help I spoke of," Bey adds. "The [WDNDC] is an entity that is controlled by the citizens—for the citizens."

Development corporations, like WDNDC, aren't just happening in West Dallas, South Dallas and Oak Cliff. "The concept of a development corporations exists in almost every city in America,"



McKinley Hailey (sitting), president, and Carl Lavallais, strategic partner, of Imaginuity, talk shop. The growing graphic arts company is now crowding out its three offices housed in the WDNDC building on Hampton Rd. in West Dallas.

says Bey.

Take the historic neighborhood of Curtis Park in Denver, Colo., for example. Curtis Park is comprised of Denver's largest Hispanic and African American communities. In 1986, Curtis Park was a run-down community riddled with boarded up buildings, weed-filled lots, and all the other typical symbols of modern-day urban tribulation. Historic Curtis Park was a lot like historic West Dallas. That same year, 1986, an incubator began cooking in Denver. City officials identified business incubations as a viable option for creating new jobs and businesses in Curtis Park and areas like it in Denver. The city and county of Denver selected a 64,000-square-foot building (an old Goodwill Industries building, ironically), and purchase it with a \$1 million loan from the city's Economic Development Agency. Now, Denver has a success story to sing about in Curtis Park, as the economy and hope of that community have been altered for the better.

The WDNDC incubator has hatched some success stories of its own, some which have since sprouted wings and left the cramped confines of the nest. Foremost among those are Worthington Paper Company, H.A. Building Maintenance and Alliance Church Business Services, Inc.

In 1993, John Gibson and his wife, Henrietta, borrowed \$5,000 from her parents, purchased a truck and started Worthington Paper Company, a supplier of copy paper to large organizations such as Frito Lay and Lone Star Gas. Worthington Paper now lists among its clients State Fair Foods, ATE/Ryder Transportation, Associates Corporation of North America, University of North Texas

Health and Science Center, University of Texas at Dallas and the Texas Department of Criminal Justice. By 1997, sales at Worthington had reached well over \$1 million.

H.A. Building Maintenance, Inc. (formerly Handy Andy Janitorial) has over ten years of experience, and boasts a 90 percent customer satisfaction rating. Among its major customers are Texas Instruments, TU Electric, Lone Star Gas, Boeing Aircraft and Fisher Control.

Alliance Church Business Services, Inc. is a consultancy that specializes in church operations analysis, IRS tax consultation, financial bookkeeping and record keeping systems, capital stewardship programs and economic development programs. In 1998, Alliance assisted with the \$575,000 refinance of Morning Star Missionary Baptist Church, secured grants for BROTHERS, Inc. (totaling \$182,000) and A Desired Chance/Bridging the Gap (\$100,000) and established 501(c) tax exempt status for a long list of nonprofit organizations.

Pogue's Exquisite Home Health Care, Inc., and the Dallas/Fort Worth/Arlington Minority Business Development Center can also attribute their success to their direct association with WDNDC.

Currently, there are eight other small-business incubators operating with the assistance of the WDNDC at the corporation's headquarters. But as those businesses continue to grow space will become a more acute issue, and those businesses, too, will be forced to relocate.

The WDNDC has a few immediate and lofty goals in store for West Dallas in

Continued on next page

Continued from previous page

the coming years. First and foremost is to raise funds for the acquisition of the old 120,000-square-foot Goodwill Industries of Dallas office and store complex right across Hampton Rd. from WDND. This would provide the WDND with enough office space so that emerging businesses would not have to leave the nest so soon. This project cost \$10 million.

Secondly, they have an extensive plan with the Army Corps of Engineers to redevelop the old Trinity River channel, which runs through several West Dallas neighborhoods, with federally-funded park and road improvements. This \$1.1 million project would link West Dallas neighborhoods through channel and road improvements; however, it would depend on the city of Dallas providing assistance through grant money, access to rights-of-way and, perhaps, donation of city land.

Thirdly, the WDND is seeking the acquisition of approximately 130 acres of land in order to erect between 400 and 800 single-family homes. Hopefully, construction may begin early next year. The WDND is working with the Maple Avenue Economic Development Corporation to get this \$50 million project underway.

Additionally, there are plans to gain possession of a 1,600-square-foot house that would serve as home for an occupational training center, complete with a computer lab. The Visions Training Program would move towards positive intervention in the lives of women, ages 18 and above, who are single parents, welfare recipients, displaced homemakers, ex-offenders or former drug and alcohol abusers. This six-month training

course would educate and train the women in ways that would provide them with employment and home-buying opportunities. The price tag for this venture would be in excess of \$100,000.

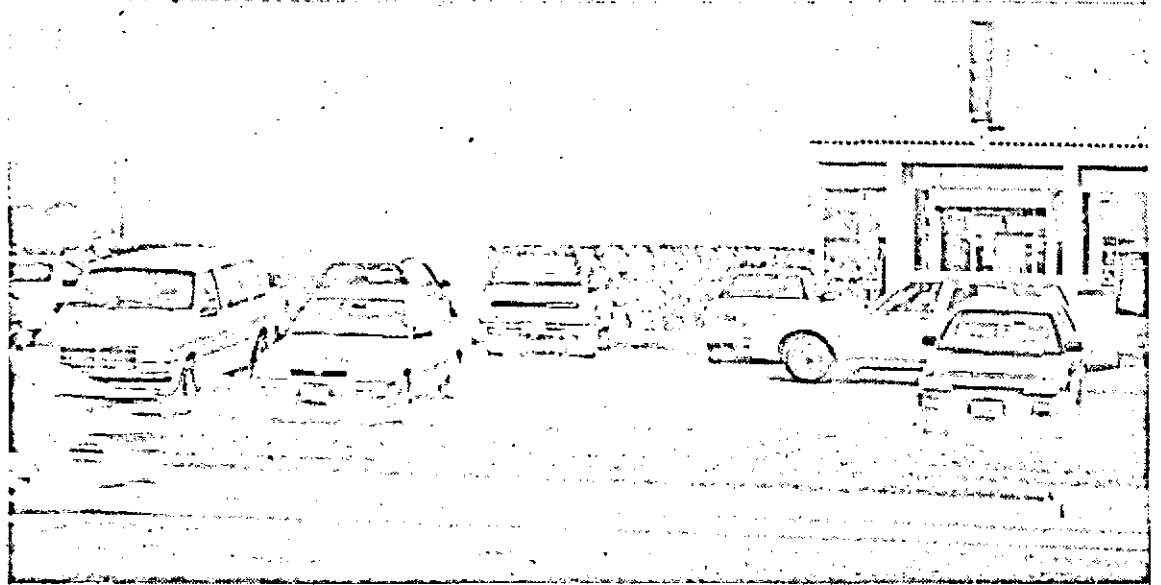
Needless to say, the revitalization of West Dallas won't be easy and it won't come cheap. But the WDND has been fortunate in the ways of benefactors, most notably board member Clement Washington, regional director of Southwestern Bell Telephone, and Harry Mitchell Jr., a FINA Oil and Chemical Company employee who serves as WDND's board chair and chief executive officer.

The support does not stop with Washington, Mitchell and the 18 other board members. Additional funding and technical support is provided by the Meadows foundation, the Texas Department of Commerce, the Business Assistance Center, the Minority Business Development Agency, the University of Texas at Arlington (via a grant by the city of Dallas), and the city of Dallas.

As for the city making amends for the past, Bey says, "The city (of Dallas) has met its pledge." He adds that they are, in fact, doing the "lion's share" of the funding and support. But Bey admits that "in the long run we cannot depend on that type of funding and support being

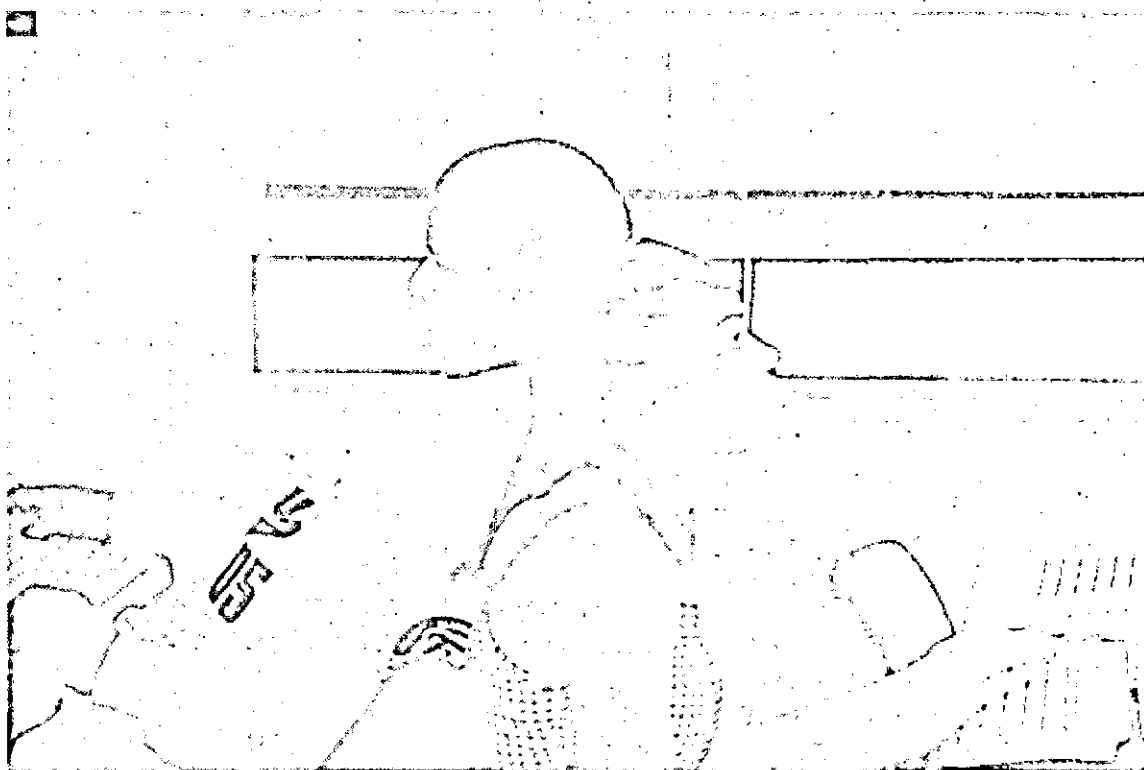
there." He says that the concept of self-help will need to become prominent.

Five years down the road, Bey expects to be talking about more than the incubator effect when it comes to the WDND. With the support and planning housed in the WDND, it is very conceivable that West Dallas will be home to, as Bey puts it, "a major development corporation that is growing businesses in West Dallas." For West Dallas. And for all of Dallas.



This facility across the street is what WDND is hoping to obtain. The 120,000-square-foot building would provide them with enough office space to allow their emerging businesses to stay under their roof till they reach maturity.

Two L.G. Pinkston High School students stair intently at their computer monitors. They are part of group of students who stay after school to learn the basics of desktop publishing.



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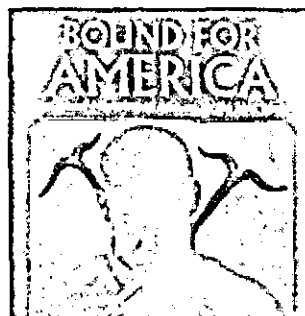
**Book Review**

Angela  
Washington-Blair,  
Ph.D.

*Jubilee*  
By Margaret Walker  
(Mariner Books, \$8.95)

Margaret Walker according to reviews, is one of America's most popular and respected African American writers and editors. She first gained national recognition with the 1942 collection, *For My People*. She won numerous awards when *Jubilee* was first published in 1966. This classic, which has been reissued this year, tells the true but fictionalized story of Vyry, the child of a White plantation owner and his Black mistress in the antebellum South. Vyry is based on the life of the author's great grandmother. Reading about the everyday experiences of slaves won't appeal to all readers, but in case you missed this book and really like *Gone With the Wind*, give Walker's book a try.

*Bound for America: The Forced Migration of Africans to the New World*  
By James Haskins and Kathleen Benson  
(Lothrop, Lee & Shepard Books, \$18.00)



My son, a 4th grader, wanted to know about slavery and how our ancestors were captured. I explained best I could, but here is a book that succinctly provides a history of slavery throughout time, and compares it to that horrid time of slavery based on race. Complete with photos and illustrations, the book discusses the capture of slaves, the slave ships (including the *Amistad*), feeding the slaves, dancing the slaves, slave holding pens, and branding slaves."

thought-provoking and pertinent observations about the many facets of the party. This ethnographic work "from the inside" offers views different from other books on the subject.

A deeply researched volume, full of endnotes and references, this is not light reading. Very scholarly in its presentation, it would be greatly enhanced if it had photos. Often, what is written about the Black Panthers is steeped in myth; even myths in the motion picture Panther

While the book shocks us with man's cruelty and inhumanity, it is also a powerful tribute to the survivors of the Middle Passage." This book is the second in a seven-part series, *From African Beginnings*. Each of the remaining five volumes will be published each January.

*The Black Panther Party [Reconsidered]*  
Edited by Charles E. Jones  
(Black Classic Press, \$29.95)

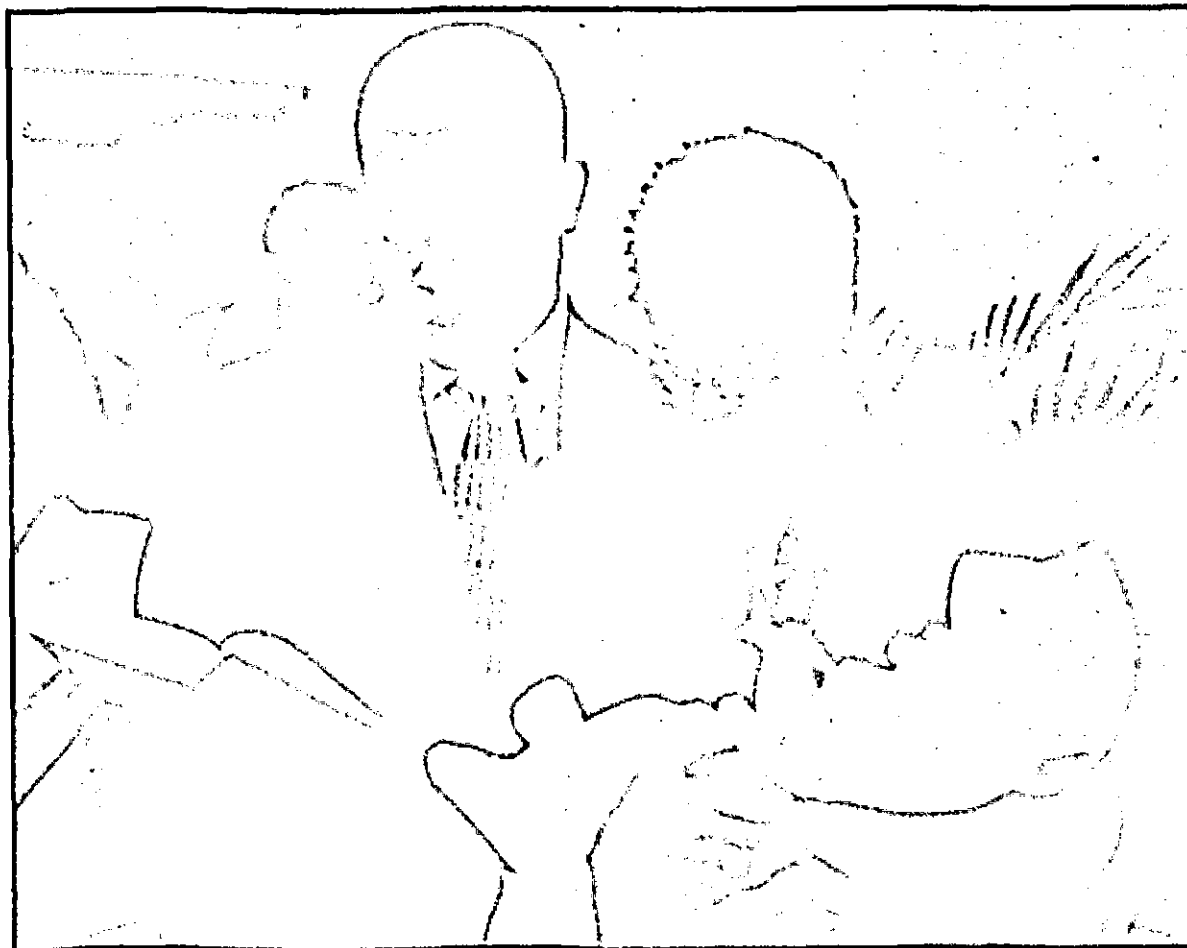
This collection of essays, contributed by scholars and former Black Panthers, is a study that offers

are debunked. Find out what its members truly believed (the 1966 party platform and program are included). The ideals range from the simple to the complex: freedom, employment, reparations, housing, education, exemption from military service, end of police brutality, fair court trials, justice and peace.

*The Pagoda*  
By Patricia Powell  
(Alfred A. Knopf, \$23.00)

This third novel by Jamaica-born author Patricia Powell is best described as different. Called "brilliantly original and exotic," it brings to life the mysterious world of a Chinese immigrant who fled China in the 1890s to seek a better life in Jamaica, joining other Asian workers who fled their countries. It is a tale of love, longing and hidden identity. Lowe, the central character, lives as man and wife for thirty years with a light-skinned Black woman named Sylvie. He harbors a secret. This strange tale about a man who has been a part of Jamaica, but also estranged from it because of longings for China, is vivid, colorful, poignant, explicit. The author has penned a work of fiction that dares to transcend the bounds of race and geographical constraints.

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Electronic Urban Report

Newsbits

Saturday's *Atlanta Journal and Constitution* reported that Marques Clair of Clarkston, Georgia was arrested last Wednesday for the murder of Louis Anthony McCall. McCall was the co-founder and drummer of the seminal R&B/funk band, Con Funk Shun. Police said McCall, a native of Vallejo, California, was shot in the head and back on June 28, 1997. He was 45.

The paper says Clair, who was arrested without a struggle, is being held without bond at the DeKalb County Jail.

EUR sends a Big Thumbs Up to Craig Wilson of Stone Mountain, Ga., for hiping us to the story.

.....

It looks like BET has been beaten to the punch, again! MTV will broadcast *Hip-Hop Week* from March 6th to the 13th. To name all of the people that are scheduled to appear during that week is impossible. But here's a sample of the type of programming you can expect to see.

*Hip Hop Week* will incorporate live performances, interviews with hip hop's biggest artists, MTV News specials and special editions of *Total Request Live*. The week starts with the premiere of TLC's *Favorite Videos* at 12:00 p.m. (ET/PT.) For more info go to [www.mtv.com](http://www.mtv.com).

.....

The big daddy of baseball, Mo Vaughn, has just signed a deal to be the

official cover guy for 989 Sports' yet to be released video game, "MLB 2000." It's the latest version of the brand's popular baseball video game for the PlayStation.

Vaughn will appear on "MLB 2000" packaging and point of purchase signage, and has already participated in a motion capture and audio recording session, which incorporated his actual movements and sounds into the video game. (RoboMo!)

.....

Hollywood Records is preparing to release a soundtrack to Eddie Murphy's *The PJs*. The set includes new tracks by Snoop Dogg,

Destiny's Child, Goodie Mob, Krayzie Bone, and Wyclef featuring Earth, Wind & Fire and Antoinette. The album drops on March 30th.



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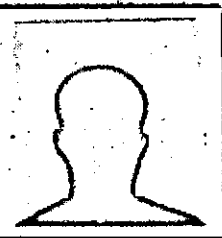
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**Saturday Nites On**



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TELEVISION

.....

While the rest of the music industry was enjoying Grammy Week festivities, rapper Coolio was in a Southern California court room pleading innocent to concealed weapons charges. He remains free pending a March 3 pretrial hearing.

If you recall, Coolio, 35, was behind the wheel of his military-style Hummer when a sheriff's deputy pulled him over last September for allegedly driving on the wrong side of the street. He then told the deputy that he had a gun in a door pouch, and the deputy allegedly seized a 9 mm semiautomatic pistol.

.....

Brandy is certainly doing her thing. She has just completed production of another ABC made of TV film in which she will star alongside Diana Ross. The film is called *Double Platinum*, and will feature three songs from her already quadruple platinum album. Brandy will also serve as executive producer on the project. The special is set to air in May.

.....

MC Lyte is trying to fight her way back into Hip-Hop prominence. Even after severing ties with Elektra Entertainment, the release of her newest



Brandy

album is scheduled to take place sometime in May. The independently released "Black album" will be produced by Milk D, Lyte's brother and a member of Audio Two.

.....

Samuel L. Jackson went all the way to Harvard for some puddin' last week. No, not that kind of puddin'! Sam was named Harvard's "Hasty Pudding Man of the Year." In order to collect, he had to convince those in attendance that he was a nice guy.

Sam's demeanor on this day was a far cry from the usually foul-mouthed Jerri curled psychopaths he's known to play. So he recited the biblical passage

from Ezekiel that was featured in his best-known film, *Pulp Fiction*. (He recited the passage while imitating Yoda!)

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This is a partial reprint of the *Electronic Urban Report*, free, factual, online infotainment on the hottest celebrities, events and issues in urban/Black entertainment. Visit their website at <http://www.eurweb.com>. Tell them you saw them in MON.

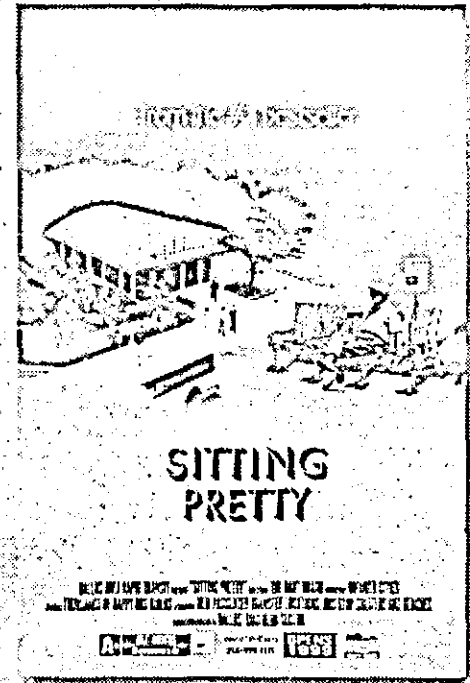
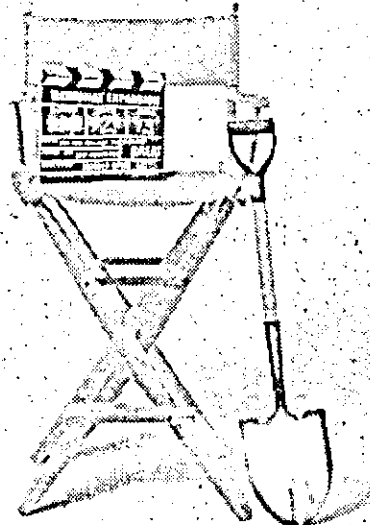
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John Dudley

# A small tax break can lead to big college savings

Planning for future college financing today can be somewhat ironic. Financial aid programs offered by academic institutions are usually based on financial need so if you make sacrifices to save now, you may not be eligible for aid later. No one would argue with planning ahead to finance your child's future education costs, but is there an additional way to receive money for these expenses? Of course there are many merit and athletic scholarships available to gifted students, but how many parents can be sure their children will qualify?

Fortunately, a small tax incentive can accelerate savings for future collegiates. The Uniform Gifts to Minors Act (UGMA) and the Uniform Transfers to Minors Act (UTMA) allow parents to set aside cash and securities in their child's name which can generate income that may be taxed at a child's lower rate.

Specifically, the first \$700 (for 1998) of unearned income in a minor's account is exempt from tax. (This amount is indexed for inflation.) Assuming a parent establishes an account with \$10,000 soon after a child's birth and the account generates a 7% annual rate of return, the account could generate over \$12,000 in tax-free income by the time the child is 18. (Income in excess of the exemption amount will be taxed.) That income alone could go a long way, considering that in just ten years the average annual cost of tuition, room and board will be about \$16,000 at a four-year public college. On the other hand, it will only go a short way toward financing those costs at top private universities, which is expected to average about \$41,000 per

year in tuition and fees.

Luckily, students can get more help in bridging that financial gap from the second \$700 of unearned income from securities given to a child, which is taxed according to the minor's tax bracket (this \$700 is effectively indexed to inflation as well). Depending on your financial objectives, you could structure the account so that your child's tax bracket is minimal, thus retaining as much of the second \$700 of the unearned income as possible.

If a minor is younger than 14 years of age at the end of the year, income over \$1,400 in 1998 is taxed at the parent's highest marginal rate and may be listed on either a separate tax return or the parent's return. Since certain deductions may be available only to the child, filing a separate return for this income may result in a lower tax liability. If the minor is age 14 or over at the end of the tax year and has no earned income, unearned income exceeding \$700 is taxed at the minor's rate.

One caveat: Upon the child's 18th or 21st birthday, depending on your state's age of maturity, control of the assets in the UGMA/UTMA account automatically goes to your child, and he or she would determine whether the funds are used to finance a college education.

### Getting Started

To open an account in your child's name, you only need to fill out a few forms and have his or her social security number handy. To help achieve maximum savings for the smallest level of

transferred securities, choose investments that produce the highest taxable returns, consistent with your goals and risk tolerance.

Chances are you won't be able to hit the \$700 threshold immediately. One of the best ways to help ensure you do is to invest a fixed dollar amount consistently in designated investments over a period of time. You might consider timing these installments around birthdays, holidays or report card distributions. This method is known as dollar cost averaging. Since markets fluctuate over time, dollar cost averaging can result in a lower average cost per share than you might pay if you bought a block of securities at a given time. However, it doesn't assure a profit or protect against a loss in declining markets, and you should consider your financial ability and willingness to continue purchases through periods of low price levels. For children below the age of 14 who have assets producing income exceeding \$1,400 per year, consider repositioning their assets into municipal bonds. These generate tax-free interest income and also enable you to bypass reinvestment decisions during the life of

the bond.

Currently, many universities are less likely to offer financial aid solutions to a family where the minors have their own assets than to a family whose assets are all controlled by the parents. On the other hand, many are aware that their high costs are a liability and are demonstrating more flexibility in providing tuition discounts and other cost reduction measures to students with high academic potential, regardless of their ability to pay. It's likely that over time this sensitivity will continue to spur innovations in financial aid, perhaps even extending to those students with significant assets. In any case, with all else being equal, parents who capitalize on this tax advantage are likely to have more educational options than those who don't.

Talk to your financial advisor or personal tax advisor about specific investments that may help you implement these and other tax-saving strategies. He or she can provide you with the information you'll need to make prudent decisions, and can help you select the investments that are best suited to your investment style and goals.

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*John Dudley is a financial advisor with Prudential Securities. He can be contacted at 214-761-5142. Prudential Securities is not a legal or tax advisor.*

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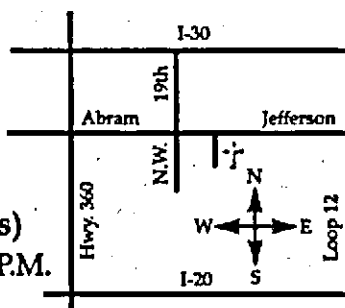
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*Psalm 1:1-3*

Two issues ago, I wrote concerning putting together an effective team for their personal success. I believe that in order to get blessed and be blessed, we must have what I call a super team. When we look at the lives of Adam and Eve, Abram and Sarai, Joseph and Mary, it becomes obvious that God never intended for us to live life isolated or alone. He uses others to bless us.

First, let me say that God's idea of blessing is to give more than one man (or woman) can handle. God never does anything in our lives in such small quantities. Every time we hear or see a man or woman being blessed by God, they always needed help to handle the overflow of what God added to their lives. When Jesus was born in the stable, astrologers from the East showed up with camels full of gold, frankincense, and myrrh. They may have been poor going into that stable but they weren't poor coming out.

The same is true of Peter. He left his fishing business to follow Jesus because Jesus had blessed his business so much that it took other boats to come out and help him haul in the great load of fish caught in his nets. Even after that, Jesus would not allow them to pay their own way in the ministry. Obviously then the load of fish Peter caught was to sustain his family while he was out following

Jesus. Therefore, in order for you to be blessed (overflowed) like God has in mind for you, you will need a team. The qualifications for that team are spelled out in our text.

The first qualification for receiving blessings is godliness. Blessed is the man who walks not in the advice or counsel of the ungodly. I know there are those who think that a liaison with a godly person is unnecessary to their success. However, the scriptures make it absolutely clear that even when it comes to whom we will marry, there should be an equaling of yokes. In short, why would I take the advice of someone who is not connected to God or doesn't even desire to be. Don't seek wisdom or godly counsel from those who don't know God.

Secondly, the person on your team must not be a sinner. That means they cannot practice sin as a lifestyle. Why would you follow the advice of someone concerning, say, your marriage, who is living with someone outside the godly institution of marriage? Why would you follow the advice of someone concerning your financial situation who gives nothing to the church and doesn't tithe or support the ministry of the church. (I've had people suggest to me that I might need to cut back on my tithing in order to make ends meet. That's ludicrous.)

Thirdly, the person on your team must not be a scoffer but an encourager in the things of God. Don't enlist those who make fun of the principles of the Bible or those on your team who try to live by them.

In order to be blessed the way God intends you to be blessed, you must surround yourself with people who fit the description of Psalm 1. Seek counsel and advice from those who are godly by lifestyle, not just in word. Seek those who don't practice sin as a lifestyle. Absolutely, positively never seek those who make

fun of (or join in with those who make fun of) people who refuse to compromise their commitment to live by the word of God.

Notice the progression of Psalm 1. First you take the advice of the ungodly, then the way of the ungodly, then make fun of those who want to live godly. In order to assemble a super team to assist you in life, remember the simple instructions of Psalm 1: It takes a team to get you

blessed, and a team to maintain your status of being blessed..

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Ron Shaw is the pastor of LightChurch and can be reached at 214-320-5744. His e-mail address is Lightchurc@aol.com.



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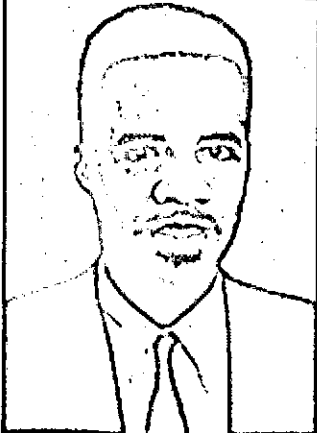
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Salary: DDO + Benefits

Interested individuals must submit a resume/application, names and addresses of three (3) professional references, and a salary history by April 9, 1999 to the following address:

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Human Resource Department  
1500 Marilla, Room 6AN  
Dallas, TX 75201  
Fax (214) 670-3764



EOE/MFD

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EOE

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phone 972-606-7351 fax 214-905-5198

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Cleburne, Texas 76033  
817-641-7885

**Or:**

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5300 W. Arkansas LN-11  
Arlington, Texas 76016  
817-446-4455

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EOE



Does Your Future Show A Possible Career In Teaching? Would You Like To Make A Difference In A Child's Life?

**ATTEND**

**DALLAS PUBLIC SCHOOLS  
ALTERNATIVE CERTIFICATION  
JOB FAIR**

DATE: MARCH 17, 1999  
TIME: 9:00 AM - 2:00 PM  
LOCATION: NOLAN ESTES PLAZA  
3434 SO. R.L. THORNTON FRWY.  
SUITE 100  
DALLAS, TEXAS 75224

You must have a college degree with a 2.5 gpa

Evaluators will be on-site to determine possible eligibility for this year's training program

Individuals will need to bring a copy of their transcripts showing degree conferred.

Eligible participants must have a genuine desire to work with children.

Staff members will be on hand to answer questions about the program.

Call (214) 932-5029 for additional information

Dallas Public Schools is an Equal Opportunity Employer



**DOES YOUR FUTURE SHOW A POSSIBLE CAREER IN TEACHING? WOULD YOU LIKE TO MAKE A DIFFERENCE IN A CHILD'S LIFE?**

Are you a college graduate who may or may not have a teaching certificate? Would you be interested in pursuing a career in teaching and becoming certified in one year? If so, the DALLAS PUBLIC SCHOOLS' ALTERNATIVE CERTIFICATION PROGRAM IS FOR YOU!

**PROGRAM REQUIREMENTS:**

Four-year college degree from an accredited university • 2.5 overall grade point average on a 4.0 system. Two official transcripts from each college/university attended. • Completed application with all other documents as requested

**ELIGIBLE PARTICIPANTS MUST HAVE A DESIRE TO WORK WITH ALL CHILDREN IN ONE OF THE FOLLOWING AREAS:**

Bilingual Education (Pre K-6) • General Elementary (Pre K-6) • Special Education (Pre K-12)  
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Composition Science (7-12) • Life/Earth Science (7 & 8)

For an Application packet, call: (214) 932-5022 or 1-800-687-4804 or visit our web site for an application [www.dallas.tsd.tenet.edu/depts/altcert/index.html](http://www.dallas.tsd.tenet.edu/depts/altcert/index.html). Application Deadline: April 2, 1999, 4:30 p.m.

Dallas Public Schools is an Equal Opportunity Employer

**INVITATION TO BID**

The Housing Authority of the City of Dallas (DHA) is accepting Invitations to Bid for a two (2) year Contract for the Acquisition of Gas and Electric Water Heaters.

Bids will be accepted until 3:00PM Tuesday, March 9, 1999 at 2075 W. Commerce, Building #200, Dallas, Texas 75208, at which time and place all bids will be opened and publicly read aloud.

Specifications and bid documents may be obtained from the Purchasing Office, 2075 West Commerce, Building #100, Dallas, Texas 75208, or by calling (214) 672-0226. DHA reserves the right to reject any and all bids and to waive any informality in the bids.

THE DHA RESERVES THE RIGHT TO REJECT ANY OR ALL PROPOSALS IF SUCH ACTION IS IN THE PUBLIC INTEREST AND TO WAIVE ANY AND ALL INFORMALITIES AND MINOR IRREGULARITIES.



DALLAS HOUSING AUTHORITY

The Housing Authority of the City of Dallas, Texas will not discriminate on the basis of race, color, national origin, religion, sex, handicap, familial status or age.



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For Information Contact Recruiters At:

Dallas Police Department  
2014 Main Street, Room 201  
Dallas, Texas 75201 • 214-670-4407  
Monday-Friday • 8 am - 5 pm

No appointment necessary. Official College Transcript required for initial interview  
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Personnel Division  
P.O. Box 12967  
Austin, TX 78711-2967  
(512) 463-6981



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Learn about:  
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The Bid Process  
Insurance and Bonding Requirements

March 17, 1999  
City Hall  
1500 Marilla Street, Room 6ES  
12:00 noon - 1:00 pm  
Please call (214) 670-3346 to reserve a place



City of DeSoto

## JOBLINE

(972) 230-9698

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# MON

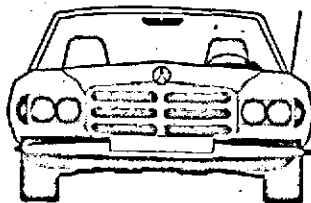
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If you are ready to become a vital part of a news organization, then Minority Opportunity News could be YOUR OPPORTUNITY. Experience counts with us. But a personal commitment to develop a communications career is even more valued. If you think you:

- have a "nose for news"
- can manage multiple assignments under deadline pressures
- value accuracy and balance in news
- have the ability to work regular part-time hours with the potential to become full-time

-- Then send us your resume and a letter. Let your letter relate not where you are—but where you see yourself in five or even ten years from now. Minority Opportunity News is growing. Come grow with us. Interested candidates are asked to fax their correspondence to:

Charlene M. Crowell, Vice-President of Business Affairs at  
214-905-5198



## Where to Pick up MON?

### Dallas South

Grahams Barber Shop  
2612 MLK Blvd.

Dallas Black Chamber of Commerce  
2838 MLK Blvd.

Common Ground Credit Union  
3741 Atlanta @ Romine

Two Podners  
1441 Robert B. Cullum

### Oak Cliff

Friendship West Baptist Church  
616 W. Kiest Blvd.

Nations Bank  
400 Zang (Lobby)

Black Images Book Store  
230 Wynnewood Village S. C.

### Bank One

400 Wynnewood Village  
Jokae Bookstore  
3917 Camp Wisdom #107

### Pleasant Grove

Inspiring Body of Christ  
820 S. Buckner

Bank One  
1838 S. Buckner

Nations Bank  
1820 Buckner

St. James AME Temple  
200 N. Jim Miller Road

Jane B. Turner Rec. Ctr.  
6424 Elam Rd.

### Duncanville

Ebony Fine Art Gallery  
631 E. Hwy. 67

St. Luke Christian Chr.  
102 N. Main St.

Dooney's  
620 E. Camp Wisdom

### DeSoto

DeSoto Library  
211 E. Pleasant Run Rd.

### Lancaster

Keys of Life Books, Etc.  
1318 N. Dallas

Cedar Valley Community College  
330 N. Dallas

### Grand Prairie

St. John's Baptist Church  
1701 W. Jefferson

First State Bank  
2505 North Hwy. 360

### Denton

Denton Public Library  
502 Oakland

M. L. King, Jr. Rec. Ctr.  
1300 Wilson

### Lewisville

Lewisville Library  
1197 W. Main

Macedonia Baptist Church

### Irving

Barnes & Nobles

### Irving Mall

Le Chic Salon  
1433 Beltline

### Carrollton

Keller Springs Baptist Church  
3227 Keller Springs

### Richardson

Barnes & Nobles  
Richardson Square Mall

Cathy's Expert Cuts  
818 S. Central Exp. #4

### Arlington

Afro-Awakening  
2419 S. Collins/Arkansas Lane  
Barnes & Nobles  
3909 S. Cooper/I-20

### Fort Worth

Bookstop  
4801 Hulen

Omni American Credit Union  
2330 Rosedale

Black Bookworm  
605 E. Berry St #114/1-35

Black Chamber of Commerce  
3607 Rosedale

Bank One - Dunbar  
6040 Ramcy

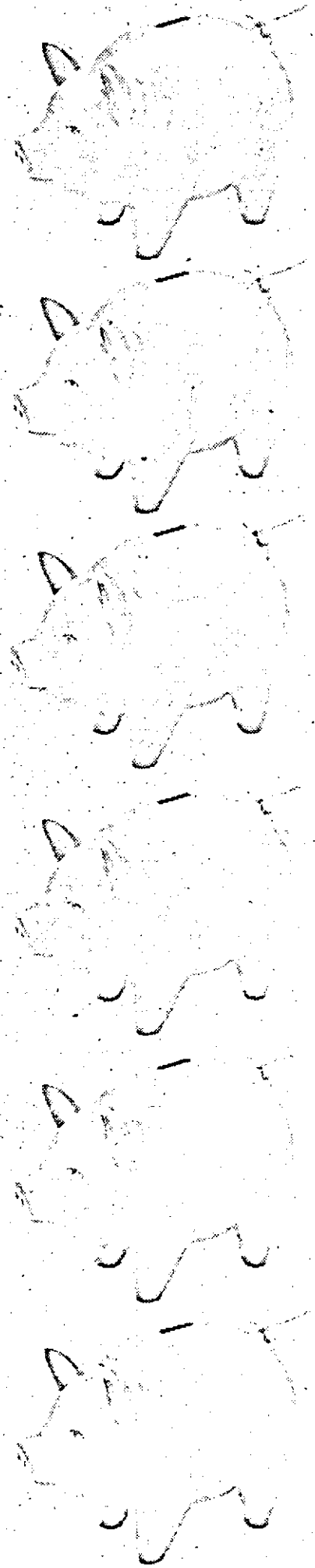
### Garland

Big Man's Bar-B-Q  
240 E. Ave. B

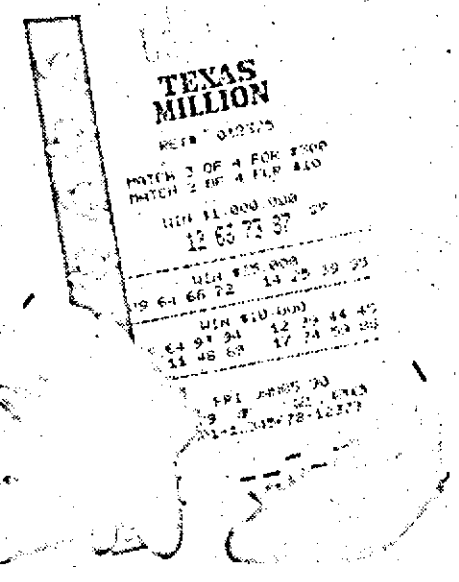
Arnicks Barber Shop  
500 Clark Street



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