

Down To Business Black Business Development: On The Road To Recovery in 1981

By Theodore R. Hagans, Jr. *President, National Business League*

In our annual assessment of black business and economic development, the National Business League noted the grim prospect of rising inflation and a deepening recession into 1981. Although we issued a generally gloomy forecast for uncertain economic conditions as a backdrop for black business development, we remain convinced that the decade of the 80's holds enormous potential for the expansion of black business enterprise.

Our conviction is based, in part, in the national agenda that the League has set forth, and the enterprising spirit of a host of individual entrepreneurs, corporations and firms across the nation. Having set our sights on success in the economic arena, NBL is determined to assist the growth and expansion of the black and minority business community so that, at the "bottom line", we remain in the "black".

As noted in our annual assessment, the grim prospects of inflation, unemployment and recession are not insurmountable challenges to this nation, or this organization. In fact, our outlook for the economic progress of blacks and other minorities in 1981, and throughout this decade, is brightened by the positive and aggressive determination that has historically characterized the National Business League. We need not take a "wait and see" mentality; rather we need to assert our "can do" attitude, and show that we "can do" business now.

In 1981, we expect to witness a resurgence in the ef-

forts of black entrepreneurs to penetrate productive markets and gain access to growth industries. In line with that objective, the League is presently engaged in a project to identify areas of growth potential and target the industries with maximum viability for black and minority firms.

Our efforts include establishment of a data network to assist black and minority firms, and the implementation of a demonstration project in five cities to test the effectiveness of such a program. The initial response to our efforts has indicated that, not only is there a wide range of opportunities within new growth industries, but there is also a wide range of established or developing black and minority firms ready, willing and eager to get in on the ground floor of such enterprises.

Our outlook for 1981 also calls for continuation of the cooperative efforts and joint ventures that have begun to make partnership, both in the private sector and with the federal government, a meaningful strategy

for economic development. We anticipate a greater level of unity in the black minority business communities because it is not only essential to thriving commercial centers, it is crucial to our very survival as well.

Toward that end, the National Business League will intensify its efforts to establish an independent financial mechanism for the benefit of its members and others in the black and minority business community. While many of our approaches will be new, such a concept is not. As early as 1924, League members and supporters pooled their resources to provide an initial capital base for an investment fund. Throughout our history, the idea that black people should have, from their own resources, some kind of funding mechanism that could be used for black business and economic development has remained a strong and vibrant concept. This year, the League will redouble its efforts to translate this concept of a funding mechanism into a meaningful reality. Moreover, given the League's recent acquisition of a

minority enterprise small business investment company (MESBIC), we are well on the way toward achieving that goal.

In addition, the League has resolved to embark upon a building campaign in 1981. Having located an accessible site in the nation's capital, we plan to construct a complex which will serve as the headquarters for our national office, and other major black and minority business, professional and trade associations. Such an edifice will provide a remarkable testament to the idea that wealth, business and race unity are fundamental to our full and equitable participation in this nation's economic mainstream.

The main thrust of all our efforts, and indeed, the primary focus of our national agenda, is to increase the economic opportunities available to our people. This undertaking — this task of economic development — is as vital to the prosperity of our communities as it is to the stability of our nation.

As we move into this new year, it is clear that there are many grim obstacles and conditions blocking our path. However, NBL is determined to share in the framing of the economic policy decisions that will guide the nation's future, and contribute to the development of viable economic alternatives that can turn our communities around. Given our determination, and our "can do" spirit, all we need is a greater access to the productive elements of this nation, and we can get down to the business of economic recovery for us all.

Business In The Black

Year of the Tax Cut An Attempt at Job Creation

By Charles E. Belle

In spite of lofty predictions by pundits and political animals, all is not well everywhere in the U.S. this year. You are in good shape it seems if employed in the high technology, defense or energy industries. In deep trouble in steel, auto or housing field.

Finding a solution to the slippage is something the Reagan team will try to sneak up on and seal tight. Taxes have long been taken for granted as the natural enemy of economic growth by the Republican Party. Paring them down is top priority of the new President's Administration.

All those employed can look forward happily to higher take home pay by the end of the year. In fact, if you are employed, now is an excellent time to reassess investment vehicles and goals for the 1980's.

This year will bring a series of new investment opportunities. 1981 will be lack-luster for at least the first half of the year, actually running along the brink of a recession. Interest rates probably peaked in January and lower inflation with a modest recovery is expected in the Fall.

Finding a good capital gain growth situation for some investors should prove quite profitable in 1981. New VLSI technology in the semi-conductor industry, on-line data base systems in the computer area, satellite peripherals and molecular biology are the fields for the investors to dig this year.

Today's hand held calculator has more computing power of the giant machines of the early '60s, according to very successful venture capitalists. Indeed, there is yet another successful venture capitalist on Mr. Reagan's economic transition team, who also specializes in State of the Art Technology. An area to be counted on to be taken care of by the new administration.

Selection of the Secretary of the Treasury, Mr.

Letter To The Editor

On January 15, thousands of people rallied together to pay honor and tribute to Dr. Martin Luther King, Jr. It was his birthday. People gathered to show their respect and to demand that his birthday be declared a national holiday.

Why should Martin Luther King Jr.'s birthday be declared a national holiday? Because his gift to mankind cannot be surpassed. He opened our eyes to the injustices faced by the human race. Martin Luther King stood for a strong cause and we can't let it die.

Reverend Martin Luther King was one of the principle leaders of the Civil Rights Movement. It was through him that blacks all over the USA joined together to gain the rights of a true man — FREEDOM. He was jailed for us, beaten for us, and killed for us. We owe it to ourselves and more importantly to Martin Luther King Jr.'s work to nationalize his birthday. It was the birth of a great leader.

How can we achieve this goal? First, we must remember his "dream". Have we accomplished it? Secondly, we must write letters of concern to our congressmen, representatives, and the President. We as concerned black citizens should want to fulfill Dr. King's dream for it is our dream too. To be FREE is every living creature's innate desire.

To continue to let January 15 pass by without proper recognition as a great man's birthday would defeat many of the things Martin Luther King Jr. stood for. It would defeat us as blacks. Will you stand for it? Will you be brought back down and told which toilet you can use? Will you stand for poor innocent children to be murdered? Right now it is Atlanta, it could begin in your hometown, your neighborhood. Will you stand for it?

We all want to believe that times have changed and that the majority's way of thinking has changed but, it hasn't. You must be aware and you must continue to fight. It is your only way of survival. A birthday may not seem all that important but, isn't it?

I am sure each and every one of us can remember or has been told of the injustice faced by blacks before the Civil Rights Movement. Surely, you want to uphold freedom and continue to move forward with justice. Surely, you will help honor our great leader, Reverend Martin Luther King Jr. Surely, you will do your share to continue to fight for justice, to continue the dream of Martin Luther King, for it is still our dream. Surely.

—Vanessa Burton
Carrboro

They call it "The Overnight Wonder" for constipation.

Are you uncomfortable with your laxative? Then meet the little white pill they call "The Overnight Wonder". Just one pill at bedtime safely, surely stimulates your system's own natural rhythm. Overnight. So in the morning, you're back on the bright side. Comfortably! It's a good feeling.

What is "The Overnight Wonder"?
Ex-Lax® Pills. That's right—pills from Ex-Lax. Look for the white box.

Use only as directed.



Carolina Friends School

We are now accepting applications for the 1981-82 school year. Friends school is located in rural Orange County with early school programs (3-5 year olds) in Durham and Chapel Hill. The school program, presently enrolling four hundred students, runs through high school and features self-directed learning, small classes, and concentrated skill instruction. In keeping with Quaker Tenets, the school seeks a diverse student body of all creeds, races, nationalities and social and economic backgrounds. Busing and limited tuition assistance (based upon need) are available. For information please call 383-6602/929-1800.

Counting our Blessings



If you name a lifetime gift to The Salvation Army, you may not only enjoy some tax benefits, but also continue to receive income from the donated money or property!

Reagan's stock investment broker, is right in line with this type of investment thinking. Tax proposals by the new administration are likely to be advantageous to those who acquire securities.

Some tax proposals by the administration may seem to be for senior citizens and super corporations at first glance. But go further and you will find a fortune will be made by investors in good growth stock situations with

Dream

(Continued from Page 10)

again, this time in another neighboring state. The copy that came into my hands was distributed to white patrons of a fast food restaurant. It was left on the table and picked up by a black employee.

I am certain that it was not intended to fall into his hands, or mine, since it clearly states "This paper is not to get into the hands of any Negro mothers, (don't worry about the fathers, they don't show up for nothing) or Negro children. Any reading of this nature should be read and burned up before it gets into the hands of your maids or yard boys."

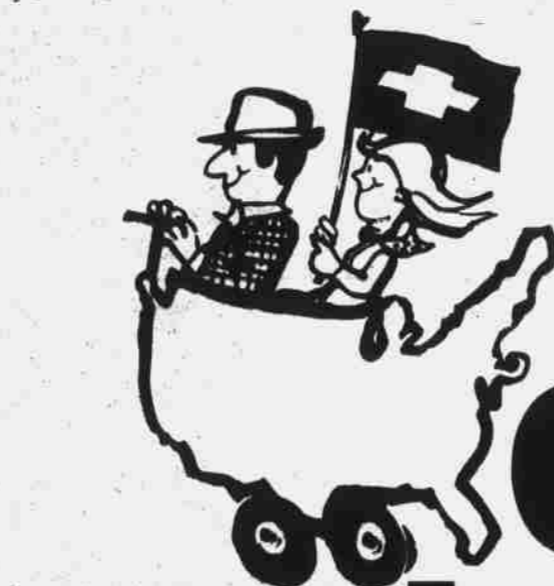
The Oath says that "all white high schools will send Negroes home for any little thing they do so that we may have on record their lack of interest in school." The goal was set at an average of 240 suspensions per month because "we feel that Negroes are getting more education now than they will ever use."

Just reading this trash makes me sick at my stomach. I am literally trembling with rage as I write. The sickness of mind and spirit which produces and perpetuates this kind of hatefulness is beyond my comprehension. What an awesome price we pay in this country for the blessing of freedom of speech.

If the reproduction and distribution of such material is so odious to me, why am I writing about it and sharing it with a larger audience? Am I an unwitting co-conspirator by calling it to your attention?

Maybe so, but I am taking the gamble that the knowledge that this kind of thing is still happening in America will shake some of the good people out of their lethargy. We've grown lax in our efforts to guarantee an equal opportunity to all our citizens. We have been lulled into a sense of satisfaction by past progress and have deluded ourselves that the job was done.

Let this be a warning signal, an alert to renewed dedication. "We have promises to keep, and miles to go before we sleep."



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