

Business Briefs

Contractors alleging discrimination invited to school board public hearing

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Minority contractors who believe they have been discriminated against by the Winston-Salem/Forsyth County school system, the city or any other entity are asked to voice their concerns during a public hearing Monday sponsored by the city-county school board.

The system has an affirmative action program, but it does not include specific goals for minority hiring on construction projects, said Douglas S. Pungler, the schools' general counsel.

"For the first time, we're considering adoption of percentage goals in the area of hiring minorities and women," Mr. Pungler explained.

Because of the U.S. Supreme Court's ruling in Richmond vs. Croson, the school board must establish a history of discrimination based on race, creed, color, national origin, sex or handicapping condition, before it can adopt a goal setting affirmative action policy, Mr. Pungler added.

Once past discrimination is documented, those attending the public hearing will discuss what is an appropriate and verifiable per-

centage goal for minority participation when compared with the total value of construction projects awarded by the Board of Education, said Mr. Pungler.

The hearing will begin at 7:30 p.m. and will be conducted in the auditorium, which is on the third floor of the school's Administrative Center at 1605 Miller Street.

When compared to the reluctance of other governmental bodies to enact minority and women's goals programs, the school board's action is quite daring. Since the Supreme Court ruled against the City of Richmond, Va., municipalities across the state and country have folded their goal setting minority contracting programs. The high court ruled that the city's Minority Business Enterprise program was unconstitutional under the Equal Protection Clause of the 14th Amendment.

J.A. Croson Company, a predominantly white contracting firm, was the only bidder on a project to provide and install plumbing fixtures in the Richmond city jail. Under the guidelines of the city's MBE program, Croson was required to use a minority sub-

contractor to supply the fixtures. Croson was not able to secure a commitment from an MBE and its bid was not accepted by the city. Croson sued and won.

According to a study by the North Carolina Institute of Minority Economic Development (NCIMED), which analyzed the impact of the Croson decision on the Tar Heel state, the court has simply stipulated that minority and women's programs be "narrowly tailored" to address specific areas of documented discrimination in cities' histories, and that programs be designed to remedy the present effects of past discrimination, according to the NCIMED study.

"It's good business to have minority participation for overall economic development," said Eva Clayton, president of Technical Resources International Ltd., which conducted the study for NCIMED.

"Because we are expanding our economy when we include businesses that were not included before. That's just good business sense, and if we can understand that, we'll understand that race is not a part of it."



Counsels Honored

Noted civil rights attorney Fred Gray, far right, of Tuskegee, Ala., shared the spotlight with Milwaukee attorney Vel Phillips, second from right, during a reception for Miller Brewing Co.'s "Gallery of Greats: Black Attorneys ... Counsels for the Cause" national art exhibition, which premiered recently at the newly opened Wisconsin Black Historical Society/Museum in Milwaukee. They are joined by artist Evelyn Terry and Miller Brewing Co.'s director of marketing relations, Noel Hankin. Mr. Gray successfully argued the Rosa Parks bus case in federal court in Montgomery, Ala., and was the first attorney for Dr. Martin Luther King Jr. Mr. Phillips is a longtime civil rights activist who, among other accomplishments, in 1960 spearheaded a fair housing campaign in Milwaukee that led to the passage of the city's first fair housing law.

Publishers group appoints CEO

NEW YORK -- Archie Colander Jr. recently was named chief executive officer of Amalgamated Publishers Inc., the marketing representative for 87 national black newspapers.

"This is a major step in our plan to strengthen the marketing, sales and



Archie Colander Jr.

administrative services offered to our member companies," said Garth Reeves, president of API and publisher of the Miami Times. "Colander brings over 15 years of marketing, management and sales experience from some of the country's most respected private and public sector organizations."

Serving most recently on the national staff of the NAACP, Mr. Colander helped administer the NAACP's Economic Development and Operation Fair Share programs, fostering business and employment opportunities for African-Americans with major corporations throughout the U.S. He served as one of two

NAACP negotiators for the recent Chrysler Motors Agreement.

Mr. Colander says he "clearly recognizes the challenges that face the black press" and plans to implement "innovative marketing" programs for API and its member papers that make sense in today's new competitive environment.

"Modernizing the administrative and sales operations at API in New York and Chicago to offer more efficient and effective services, will help set the stage for a new relationship between API, advertisers, agencies and publishers," said Mr. Colander.

During his 12 years with the Planters Division of Nabisco Brands (RJR Nabisco), Mr. Colander's accomplishments included the development and introduction of dozens of popular snack nut products under the "Mr. Peanut" label. His national experiences in sales, production and marketing with this Fortune 100 giant will serve as a valuable resource to API and the industry.

For three years Mr. Colander served as president of Control Marketing Inc., where as an entrepreneur he successfully marketed a new tennis accessory for ITB and Penn Athletic Products, and helped launch the first statewide minority business and Professional directory in New Jersey.

Mr. Colander received his bachelor of science degree from Trinity College in Hartford, Conn. He resides with his wife and two children in South Orange, N.J., and is very active in the community as a member of Kappa Alpha Psi Fraternity, the Black United Fund advisory board and numerous church and civic committees.

Reebok signs Circulation Experti to handle minority relations, marketing

STOUGHTON, Mass. -- Reebok International Ltd., the leading designer and marketer of athletic and fashion footwear and apparel, has retained Circulation Experti Ltd. of Hartsdale, N.Y., to provide public relations and marketing services in the Afro-American and Hispanic consumer markets. Circulation Experti specializes in ethnic corporate and marketing communications.

In making the announcement, Paul Fireman, chairman and chief executive officer for Reebok International, said: "Reebok has always considered it good business to involve itself in the communities it serves. Circulation Experti will assist Reebok in taking a more active role with organizations which benefit our minority consumers. In particular, we will be adding to Reebok's programs that emphasize human rights, for which the company has a growing international reputation."

As the only athletic footwear

company that has chosen not to do business in South Africa, Reebok has already demonstrated great sensitivity to the African-American community," said Warren G. Jackson, president and chief executive officer of Circulation Experti. "We look forward to developing an even greater presence for the company in these markets by building upon the company's strong record of service and commitment."

Reebok International Ltd., with headquarters in Stoughton, Mass., is the leading designer and marketer of athletic and fashion footwear and apparel.

The company's operations include the Reebok Brands Division, Reebok International Division, and the wholly-owned subsidiaries of Avia Athletic Footwear, Boston Whaler Boat Company, Ellesse North America and the Rockport Company. Sales for 1988 totaled \$1.8 billion.

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