

Community News B1

Being Prepared Is His Guide

Former business exec notches successful accomplishments

By TEZRA O. ELLIS
Chronicle Staff Writer

When Marshall Bass was just ten years old, he was already displaying the attributes of a budding entrepreneur. In order to expand his business of selling newspapers, Bass initiated a shrewd business deal with a bike shop owner.

"I wanted a Schwinn balloon tire bike that cost \$35," he recalled. "The shop owner agreed to a one-dollar down payment with installments of one dollar per week." Then, with a mode of transportation, Bass took three other jobs, including a before-school paper route and delivering groceries, to help pay for the bicycle and to save the money he knew he would eventually need for his education.

This early indicator of Mr. Bass' potential to become a great businessman was realized in 1968 when he accepted a position with R. J. Reynolds Tobacco Company as manager of personnel development.

"I was just coming out of the Army and I had compiled my resume and sent it out to several companies. Among the offers I received back was one from RJR. I felt that if I had something to give, I should give it back to the area where I got started."

After twenty two years at RJR, serving in various capacities with increasing levels of responsibility, Bass retired from the position of senior vice-president. He is the only Afro-American ever to have held that position within the company.

Bass' early plans included a degree from Morgan State University. That dream was in the pro-

cess of becoming a reality when it was interrupted in the second year by a draft notice. Bass admits that he thought "life was coming to an end" but, never one to dwell on the negative, he turned the situation to his advantage.

Even as a private, Bass' leadership potential was obvious. He attended Officer Candidacy School, and embarked upon a career as an infantry officer. He is a veteran of World War 2, the Korean War and the Vietnam War.

He once commanded a battalion combat team in the Demilitarized Zone in Korea where he was responsible for the welfare and lives of over 1200 men. He managed an annual budget of \$126 million dollars as Logistics Officer for the 2nd Army, which covers eight states.

Bass served as Military Attache to the African west coast country of Liberia, and was in charge of the Army's worldwide promotion system. He holds more than 30 military decorations including the Legion of Merit, the Purple Heart, and the Combat Infantryman's Badge.

After two decades of service, he retired as a Lieutenant Colonel on the recommendation of then Vice-President Hubert Humphrey.

"I was a military aide to the Vice-President," he recalled. "At the time, I was on the promotion list for the rank of Colonel. Vice-President Humphrey felt that I could do more good for more people in the civilian sector than in the military, so I turned the promotion down and came to Winston-Salem with R. J. Reynolds."

Bass completed his education at the University of Maryland at



Staff Photo

"None of my accomplishments came easily. I've known many people who could have outstripped my accomplishments but didn't because they were never given an opportunity. I was always prepared because I knew that success is only possible when opportunity meets preparation."

-- Marshall Bass

College Park. There he earned a bachelor of science degree in military science and international affairs. Bass is also a graduate of

the Basic Infantry Officer's Course, Advanced Officers Infantry Course, the United States Army Airborne School, a feat which he says is "really a small thing," the Command and General Staff College, and the Armed Forces Staff College. He holds a Doctor of Humane Letters from six colleges and universities, including Winston-Salem State University, Saint Augustine's College and Johnson C. Smith University.

Bass' military career is paralleled by an exemplary history in community affairs. He currently serves as chairman for several organizations including the WSSU Foundation board of directors, the board of trustees at Saint Augustine's College, and the North Carolina Central University board of visitors.

He holds a seat on the board of directors for R. J. Reynolds Tobacco Company, Piedmont Federal Savings and Loan Association, and the Winston-Salem Urban League. He is a member of several organizations including the Phi Beta Sigma Fraternity, the Gamma Kappa Boule Sigma Pi Phi, and the Executive Leadership Council.

He is a licensed lay reader and a licensed chalice bearer in the Episcopal Diocese of North Carolina. He is also a distinguished visiting professor at WSSU.

"I teach a seminar on organizational behavior. It is an independent study program that meets once a week with the purpose of developing senior students' abilities to examine a set of circumstances and decide which course of action would be most benefi-

cial," he said.

Bass explained that there are no right or wrong answers in his class. "Any number of responses are possible because it is a case study. The course really teaches students how to think."

The newest 'hat' this jack of all trades wears is Marshall B. Bass and Associates. The company was founded by Bass as an executive focused consulting firm specializing in human resources development, organizational management, public and minority affairs, and management training.

"My clients are other businesses with specific needs in the two basic areas of public affairs and organizational management. The company's objective is to provide a unique level of external support to executive management in selective management disciplines," he said.

"When I was a boy, I thought that my choices of a professional career were limited to doctor, lawyer, teacher, preacher or undertaker," admitted Bass.

Although these were his expectations, he did not allow them to limit him. After a dual career as a senior officer in the United States Army and a senior executive with RJR Nabisco, Bass proved that the boundaries set by race and other barriers can be overcome with perseverance.

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COMMUNITY CALENDAR

SUNDAY, JUNE 17

- The South Cleveland Avenue Flower Club will celebrate its 33rd anniversary at 3 p.m. at Gospel Tabernacle Holiness Church, 206 N. Greenwood Ave. The public is invited. The Rev. R.E. Grant will be the speaker.

SATURDAY, JUNE 23

- RJR Tobacco Processing/United Way "Adopt an Agency" will hold an "Extravaganza" to benefit the Winston-Salem Enrichment Center from 8 a.m. "until." The event will take place in the "D" Lot on the corner of Fifth and Linden streets. Attractions will include a yard sale, a bake sale, a hang gliding equipment demo, pro golfers with tips, refreshments, entertainment, a car show and prize drawings every 30 minutes.

PUBLIC SERVICE ANNOUNCEMENTS

- The 1965 Class of Atkins High School will hold its 25th-year class reunion July 6, 7 and 8. Interested persons should contact Shirley Bishop Peoples at 785-9853 or Jackie West Butler at 723-3749.

- The Afro-American members of the 1970 graduating class of R.J. Reynolds High School will have their 20-year reunion July 20 to 22. If you have not been contacted yet, please call 722-5229 for more information.

- So that our employees may spend some time with their families on the Fourth of July, the community news and calendar deadlines have been moved up to 3 p.m. on Friday, June 29. The Chronicle offices will be closed on Wednesday, July 4. Your cooperation will be appreciated. The Chronicle wishes everyone in the community a happy and safe Fourth!

- The YWCA, 1201 Glade St., will sponsor a women's protection series for Rape Awareness Month. The series will take place every Wednesday in June from 7 to 8:30 p.m. Topics are "An Overview of Crimes Against Women," June 6; "Residential and Personal Crimes - Security Techniques," June 13; "Self-Defense Strategies," June 20; and "Understanding Your Legal Rights," June 27. Admission is free.

- There will be a free medical clinic operated by doctors from Bowman Gray and nurses from the Public Health Department held at First Baptist Church on the first Tuesday of each month. Private physicians also operate a free clinic held at Trinity Moravian Church on the first and third Thursday of each month. Both locations are open from 6 to 8 p.m. For more information call 724-7875.

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New service club lends a helping hand

By TATIA M. DAVIS
Chronicle Staff Writer

"With all of the bad things we are hearing about recently in our town, it's good to know that we are doing something positive to combat the negative," said Mrs. Stella Ilena Bell, president of the Afro-American Eagle Club.

The club, founded by Mrs. Bell in March, has completed its first service project by donating \$700 to the Battered Women's Shelter.

"We raised this money through stay-at-home bake sales and the sale of chicken dinners," she said. "I feel that with only seven members, we have accomplished a lot in a short time."

Mrs. Bell said that the club started when she asked several friends if they were interested in forming a service organization that would help Winston-Salem communities, especially the black communities.

"I wanted this club to do things that our local communities would directly benefit from," she said. "We want to help people that we can touch personally. We hear of a lot of national organizations that are suppose to help the needy or homeless but how much of that money actually reaches the people in our community?"

She said that she had been in clubs in the past that were formed to do service projects but never got around to doing anything worthwhile. She wants to make sure that this club and its members strive to help worthy causes.

The members initially met twice a month to organize their goals and design a constitution. Now, they meet on the second Sunday in every month at different members' homes. She said that they hope to find a regular meeting place soon.

One of the biggest projects that the club is working on is set-



Photo by L.B. Scales

Afro-American Eagle Club members make a donation to the Battered Women's Shelter. Joetta Shepherd, second from left, receives the donation from Ilena Bell, left, Mary Clark and Icesola Powers.

ting up a scholarship fund of \$2000 for an Afro-American student to attend Winston-Salem State University next fall.

"We plan to work closely with the school system to determine those students who show potential

"If we are ever going to stop the drug problem, it will take all of us working together and getting involved in activities with our youth."

-- Stella I. Bell

and desire to go to WSSU but can not afford to go," she said.

Mrs. Bell said that many students who can afford to go to college are often the ones that end up getting the scholarships. The club

members want to make sure that the student actually needs financial aid.

Mrs. Bell said that the club is presently seeking new members, but it is interested only in new members that really want to help change things in Winston-Salem.

"We are very interested in working with other organizations, such as the Muscular Dystrophy Association Inc., since we feel that organizations such as this one are trying to accomplish some of the same goals," she said.

The ideas and philosophies of the club are a reflection of those of its founder.

"I've always been a person that reached out as far as I could to help someone else," said Mrs. Bell. Though she feels that organizations like the Afro-American Eagle Club are important, she feels that the thing most needed in

the Afro-American community is unity.

"If we are ever going to stop the drug problem," she said, "it will take all of us working together and getting involved in activities with our youth."

As adults, we need to think about what kind of support we're giving our children," she said. Mrs. Bell is the mother of five children. If they are involved in crime, it's because they have nothing to do or no place to go, she said. The fact that they don't have anything to do is our fault.

She said that adults will have to help direct our youth more because many of them do not know what they want or who they are.

"I pray that more people will try to get involved, if not with our club, with some organization," Mrs. Bell said.