

FUND

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Michelle Cook of the United Way and Jean Irvin of the Marshall B. Bass Children's Fund Advisory Committee presented a check for \$7,100.00 from friends and supporters of Bass's commitment to children in the community.



The audience offered a standing ovation in recognition of the establishment of the Marshall B. Bass Children's Fund.



Marshall B. Bass donated this bronze bust of Dr. Martin Luther King, Jr. to the Best Choice Center (BCC) on Tuesday, Jan. 20 and donated \$40,000 within the past six months, towards the establishment of the Marshall B. Bass Endowment Fund to ensure the future of the BCC. Bass has donated annually since 1989.

the United Way has ever received. Therefore, it is extremely historical and significant.

Because of the importance of this contribution, a "top-flight" group has been slated as members of the Marshall B. Bass Children's Fund Advisory Committee: Marshall Bass, Wilveria B. Atkinson, Loretta Copeland Biggs, Robert Brandquist, Joseph L. Dickson, Brenda B. Diggs, Nancy Dunn, James A. Fyock, Connie F. Gray, Jean Irvin, Nat Irvin, II, Elva Jones, Virginia K. Newell, George A. Ragland, Stephen L. Robertson, William H. Turner, and Bert Young.

Bass has been an avid philanthropist in this community for many years. "I believe that my strongest affinity for philanthropy is family upbringing and is spiritual in nature. As long as I can remember, mama taught us to help and give to others... In a family of eleven children, we had to learn to give in order to survive," Bass said.

Bass is the ninth child of the family. His baby sister Dr. Wilveria B. Atkinson, director Project Strengthen Biomed Research Unit WSSU, agreed to serve on the Marshall B. Bass Children's Fund Advisory Committee. According to Bass, she joined this endeavor with a stern challenge. "Marshall Jr., I do not have time to waste. This program must be outcome-oriented," she said. He saluted and thanked her for her advice. However, Atkinson recognizes her brother as a very generous person with a commitment to helping others.

The United Way and the Best Choice Center, a United Way program, have become part critical to Bass' vision for the present and the future. According to Dorothy Graham Wheeler, director of the Best Choice Center, Bass is "a beacon of light for us" along with his committee for the Marshall B. Bass Endowment Fund. Those on the committee include Thomas

Trollinger, Dr. Raymond Oliver, Carolyn Hardy and Ernie Pitt. The goal of the group is to raise 1 million as an endowment over 3-5 years. Within the last six months, Bass donated \$40,000 of his own money toward the endowment to ensure that the Best Choice will sustain itself in the future. The committee is working to raise the first \$250,000 of which they have already amassed \$100,000. Bass has contributed to the success of the center since its charter in 1989.

Another person who recognized Bass' giving nature was The Rev. Father Clifford C. Coles, Ed. D., rector of the St. Stephen's Episcopal Church, where Bass has attended for more than 30 years. "We are very proud to claim him as our own. He often works behind the scenes and is seldom public about the contributions he makes," Coles said. Bass is very active in the life of the church, as he is a lay reader of the Bible lessons, Eucharistic chalice bearer, Past Senior Warden (19 years), and Senior Lay Person. He also serves as the chairman of the Strategic Planning Committee which covers long-range spiritual development of the church, growth of the church membership, and all outreach programs of the church.

Bass' foresight and ability to lead his management consultant firm effectively came from his experience in military service. A retired U. S. Army officer, Bass served 23 years in the military before joining RJR Nabisco. He is a veteran of World War II, Korea and Vietnam. He served as military attache to the Republic of Liberia and completed tours of service on four continents. His last military post in the service was as chief of worldwide Army Promotion Systems at the Pentagon from 1967-68. He commanded the northern-most battalion combat team in the demilitarized zone in Korea during 1965 and 1966. Bass holds a Legion of Merit, three Army commendation medals, the

Purple Heart for wounds received in Korea, and the Combat Infantryman's Badge, among other military decorations and awards.

"My army experience was the basis for becoming elected officer of RJR Nabisco. Through it I learned leadership, management, assuming accountability, planning, commitment and integrity," he said. Bass retired as an elected senior vice president from RJR Nabisco in 1991. Having been one of 16 corporate elected officers of RJR Nabisco, he served as corporate vice president, human resources, and was subsequently elected to senior vice president.

Bass is currently president of Marshall B. Bass & Associates Consultants, a management consultant firm. Consultants offer public and minority affairs management training and information on human resources organizational management.

Bass received a B. S. degree from the University of Maryland, University College, College Park. He also holds doctor of Humane Letters degrees from Florida A & M University, Kings Memorial College, Saint Augustine's College, Livingstone College, and Winston-Salem State University. In addition, Bass holds a doctor of laws degree from North Carolina Central University, a doctor of civil laws degree from Saint Augustine's College and a doctor of divinity degree from Tennessee School of Religion. He is a graduate of the Basic Infantry Officer's School and the Advanced Infantry Officer's School, Fort Benning, Georgia; the Command and General Staff College, Fort Leavenworth, Kansas and the Armed Forces Staff College, Norfolk Virginia.

Bass is married to the former Celestine Pate of Raleigh and they have two daughters: Brenda, a physician, and Marsha, a business executive.

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