

Black Enterprise releases list of 100 largest

By JERI YOUNG
THE CHRONICLE

Black Enterprise magazine recently published its list of the 100 largest African American owned companies.

To qualify, a company must have been fully operational in 1997 and at least 51 percent black-owned. It must manufacture or own the product it sells or provide industrial or consumer services. Brokerages, real estate firms and firms that provide professional services, such as legal or accounting services, aren't eligible. The magazine compiles separate rankings of auto dealers, financial firms and insurance companies.

Kernersville-based, Dudley Products was the only North Carolina company to make the list. The haircare giant ranks 64th, with 1997 revenues of \$33 million.

The following list includes the company, headquarters city and 1997 revenues. Companies with the same revenues are ranked as a tie.

1. TLC Beatrice International Holdings Inc., New York, \$1.40 billion.
2. Johnson Publishing Company Inc., Chicago, Ill., \$361.1 million.
3. Philadelphia Coca-Cola Bottling Co. Inc., New York, \$357 million.
4. Active Transportation, Louisville, Kentucky, \$250 million.
5. The Bing Group, Detroit, Mich., \$183 million.
6. Granite Broadcasting Corp., New York, \$181.08 million.
7. BET Holdings Inc., Washington, D.C., \$170 million.
8. H.J. Russell & Co., Atlanta, Ga., \$155.3 million.
9. Pulsar Data Systems Inc., Lanham, Md., \$151 million.
10. Anderson-DuBose Co., Solon, Ohio, \$138.7 million.
11. World Wide Technology Inc., St. Louis, Mo., \$135 million.
12. Mays Chemical Co. Inc., Indianapolis, Ind., \$123 million.
13. Midwest Stamping Co., Bowling Green, Ohio, \$121 million.
14. Barden Cos. Inc., Detroit,

Mich., \$110 million.

15. Simeus Foods International, Mansfield, Texas, \$105 million.
16. Essence Communications Inc., New York, \$104.8 million.
17. Spiral Inc., Chandler, Ariz., \$100 million.
18. Soft Sheen Products Inc., Chicago, Ill., \$95 million.
18. Wesley International Inc., Bloomfield Hills, Mich., \$95 million.
20. Thomas Madison Inc., Detroit, Mich., \$90 million.
21. Digital Systems International Corp., Arlington, Va., \$89.4 million.
22. Fuci Metals USA Inc., Northbrook, Ill., \$6.5 million.
22. Stop Shop Save Food Markets, Baltimore, Md., \$6.500 million.
24. La-Van Hawkins Urban City Foods, Burger King, Baltimore, Md., \$86.4 million.
25. Calhoun Enterprises, Montgomery, Ala., \$79.8 million.
26. Sayers Computer Source, Chicago, Ill., \$72 million.
27. Capsonic Group & Capsonic Automotive Inc., Elgin, Ill., \$71 million.
28. V&J Foods, Milwaukee, Wisconsin, \$70 million.
29. Pro-Line Corp., Dallas, Texas, \$68 million.
30. Reliant Industries Inc., Bedford Park, Ill., \$67.9 million.
31. THE BARTECH GROUP, Livonia, Mich., \$62,000.
32. AFRICAN DEVELOPMENT PUBLIC INVESTMENT CO., Sherman Oaks, Cal., \$61,000.
32. Pepsi-Cola of Washington, D.C., L.P., Forestville, Md., \$61,000.
34. Drew Pearson Marketing Inc., Addison, Texas, \$58,000.
34. Surface Protection Industries Inc., Los Angeles, Cal., \$58,000.
36. Luster Products Co., Chicago, Ill., \$57,500.
37. Beauchamp Distributing Company, Compton, Cal., \$54,500.
38. Exemplar Manufacturing Co., Ypsilanti, Mich., \$51,950.
39. Health Resources Inc., Lemoyne, Penn., \$51,300.
40. Inner City Broadcasting Corp., New York, \$51 million.

41. The O-J Group, Detroit, Mich., \$50,541.
42. Regal Plastics Company, Roseville, Mich., \$48,122.
43. Community Pride Inc., Richmond, Va., \$46,700.
44. Fair Oaks Farms LLC., Kenosha, Wisconsin, \$44,000.
45. Integrated Packaging Corp., New Brunswick, New Jersey, \$43,145.
46. Karl Kani Infinity Inc., Los Angeles, Cal., \$43,000.
47. Super Pride Markets, Baltimore, Md., \$42,500.
48. Washington Cable Supply Inc., Lanham, Md., \$42,000.
48. Wittnauer International Inc., New Rochelle, New York, \$42,000.
50. Rush Communications & Affiliated Companies, New York, \$40,000.
51. Innovative Logistics Techniques Inc. (INNOLOG), McLean, Va., \$39,200.
52. Gourmet Companies Inc., Atlanta, Ga., \$39,000.
53. Grimes Oil Co. Inc., Boston, Massachusetts, \$38,763.
54. Thompson Hospitality Corp., Reston, Va., \$38,500.
55. Trumark Inc., Lansing, Mich., \$38,100.
56. Metters Industries Inc., McLean, Va., \$37,804.
57. Solo Construction Corporation, N. Miami Beach, Florida, \$37,300.
58. Earl G. Graves Ltd., New York, \$36,896.
59. Terry Manufacturing Co. Inc., Roanoke, Alabama, \$35,300.
60. Integrated Systems Analysts Inc., Arlington, Va., \$34,100.
61. Ozanne Construction Co., Cleveland, Ohio, \$34,000.
61. Sentel Corporation, Alexandria, Va., \$34,000.
63. Management Technology Inc. (MTI), Clinton, Md., \$33,549.
64. Dudley Products Inc., Kernersville, North Carolina, \$33,000.
65. Resource One Computer Systems Inc., Columbus, Ohio, \$32,000.
65. Universal Systems & Technology Inc. (UNITECH), Fairfax, Va., \$2,000.
67. The Maxima Corpora-

- tion, Lanham, Md., \$31,030.
68. Gilreath Manufacturing Inc., Howell, Mich., \$31,000.
68. Wilson Office Interior, Carrollton, Texas, \$31,000.
70. C.H. James & Son (Holdings) Inc., City of Industry, Cal., \$30,984.
71. Golden West Foods, Bedford, Va., \$30,500.
72. Cimarron Express Inc., Genoa, Ohio, \$30,100.
73. Bronner Brothers Inc., Marietta, Ga., \$30,000.
74. United Energy, Inc., Portland, Ore., \$29,000.
75. Intellisys Technology Corp., Fairfax, Va., \$28,969.
76. Engineered Plastic Products Inc., Ypsilanti, Mich., \$28,700.
77. Advantage Electric Inc., Toledo, Ohio, \$28,148.
78. Restoration Supermarket Corporation, New York, \$27,856.
79. T Telecommunication Systems Inc., Annapolis, Md., \$27,824.
80. Systems Engineering and Management Associates, Alexandria, Va., \$27,238.
81. Westside Distributors, South Gate, Cal., \$27,069.
82. The Navcom Group, Manassas, Va., \$26,423.
83. Lundy Enterprises LLC/Pizza Hut, New Orleans, La., \$26,000.
84. Dynamic Concepts Inc., Washington, D.C., \$25,326.
85. Specialized Packaging International Inc., Hamden, Conn., \$24,880.
86. United Communications Systems Inc., McLean, Va., \$24,000.
87. American Urban Radio Networks, New York, \$23.8 million.
88. Black River Manufacturing Inc., Port Huron, Mich., \$23,500.
89. Wilson Financial Group Inc., Houston, Texas, \$22,750.
90. Advanced Resource Technologies Inc., Alexandria, Va., \$22,200.
91. Consolidated Beverage Corp., New York, \$21.3 million.
92. Jil Information Systems Inc., Vienna, Va., \$20,900.
93. Adams Melure Inc., Denver, Colorado, \$20,100.
94. C.D. Moody Construc-



Joe Dudley

- tion Company Inc., Lithonia, Ga., \$20,000.
95. PRWT Services Inc., Philadelphia, Penn., \$19,500.
96. Global Management Systems, inc., Bethesda, Md., \$19,126.
97. Powers & Sons Construction Co. Inc., Gary, Ind., \$18,654.
98. General Scientific Corp., Arlington, Va., \$18,600.
99. GB Tech Inc., Houston, Texas, \$18.1 million.
100. Fidelity Group, Great Neck, New York, \$18 million.

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Expand the zone

A home-based business owner made a comment to me that I thought was very profound. The comment was "People start home-based businesses so they can work in the comfort of their homes, but occasionally they still have to spend a considerable amount of time outside that comfort zone to make the business grow." The owner realizes the importance of moving out of the comfort zone, and into networking opportunities where the business can be publicized.

Today's home-based business owners absolutely must become comfortable and skilled networking outside the home, and cultivating new referrals. My personal philosophy for the survival of home-based business is EZ which means "expand the zone." In other words, increase the number of people who know about you and your business. This is accomplished most effectively with face-to-face encounters, at selected events and meetings, or gatherings where you have the opportunity to work the crowd. EZ happens when you have a short pleasant talk with a person, ending the conversation with an exchange of business cards. Do this often enough, on a regular basis and your zone will expand tremendously.

This is how it's done in a crowd of business people, or people you perceive to be potential customers for your business. Step 1, seek out the people who seem to be well-known. Wait for the appropriate time, walk up and introduce yourself. Most well-known people also like to be knowledgeable about what's happening. Let them know about your business. Step 2, once you strike up a conversation, be sure to focus on the person by asking their line of work, or community involvement. They will happily tell you all about themselves, and they will ask about you. That's the opportunity you will have been waiting for. Briefly share information and a card. Step 3, later on during this same event when you encounter them, be sure to address them by name. For example, you can say "Mrs. Smith, are you enjoying the evening?" Any short, pleasant word or two will make a gigantic impression, and at that very point the person will remember you and your name. Step 4, send a note saying that it was nice to have met them, and if possible you will send referrals to them. Step

Lets Get Down to Business

Evelyn McMahon

5, keep in touch with all the people who are now in your expanded zone. Send them your brochure, or articles about your business. Also, send information that might be helpful in their line of work. Step 6 is very important; when you begin receiving referrals, be sure to follow-up immediately with a handwritten, personalized note of thanks to the person doing the referring. The bottom line is people will

choose to do business with, and refer business to those they know, like and trust. Steps 1 through 5 will help get you and your business into that category.

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