

SARA LEE CORPORATION

RECOGNIZES

Marshall Bass

AS

Man of the Year

A LIFE SPENT GIVING TO OTHERS

Last year, Marshall Bass endowed a \$100,000 to establish a fund to help organizations that benefit children and youth.

The Marshall B. Bass Children's Fund is run by the United Way of Forsyth County. Two initial grants of \$22,500 each were awarded to the YWCA of Winston-Salem and The Best Choice Center Inc., the city's leading children's substance abuse prevention agency.

Bass heads the Best Choice Center's Endowment Fund. He also volunteers at the center, which provides homework assistance, reinforces positive attitudes and builds self-esteem.

Bass knows how important it is to reach children in the formative years. He lost his father when he was five years old. He found role models in his middle and high school principals and in his parish priest. These men, he recalls, "demanded, respect and had, a sense of giving back to others."

Bass took their life lessons to heart.

"For years he has unselfishly given moral and financial support to many organizations," Florina Byrd-Hairston writes. "He serves on the boards of organizations that help to promote racial equality and economic development in the African American community."

Bass is chairman of the board of Wake Forest University's Future Focus Inc. and is a trustee of Voorhees College, North Car-

olina Baptist Hospitals and the NAACP Special Contributions Fund. He is also a member of the Governor's Business Council on the Arts and Humanities. Bass is a licensed lay reader and licensed chalice bearer in the Episcopal Diocese of North Carolina.

His community service motto: "To whom much is given much is expected. To whom much more is given, much more is expected."

Bass retired in 1991 as a senior vice president of RJR Nabisco. There he managed worldwide public and governmental affairs. A retired U.S. Army officer, he served 23 years in the military and is a veteran of World War II, and the Korean and Vietnam wars. He completed tours of service on four continents. His last military post was at the Pentagon as chief of worldwide Army promotions.

Bass holds a B.S. degree from the University of Maryland University College. He has received honorary doctorate degrees from several institutions, including Florida A&M University, Kings Memorial College, Saint Augustine's College, North Carolina Central University and Winston-Salem State University.

He belongs to the Gamma Kappa Boule of Sigma Pi Phi Fraternity.

"The most important factor in my success," Bass indicates, "was being prepared and available when opportunities came along."

Through volunteerism and philanthropy, Bass is preparing youth for the future.



*THE COMMUNITY YOU
SERVE SALUTES YOU*