

BUSINESS FOCUS

Briefs

A&T professor will chair committee

GREENSBORO - Dr. Nita M. Dewberry, assistant dean of the College of Arts and Sciences at N.C. Agricultural and Technical State University, has been selected to serve as the chairperson for foreign language advocacy on the Foreign Language Association of North Carolina (FLANC) Advisory Board.

FLANC is one of the largest state foreign language associations in the country with a membership of about 1,000 educators and administrators. North Carolina is recognized as a national leader of foreign languages with its emphasis on early language learning and long sequence of study, K-12.

YMCA names new CEO

The Metropolitan Board of Directors for the YMCA of Greater Winston-Salem has unanimously endorsed the appointment of Thomas F. Looby as chief executive officer of the organization. Looby is currently the senior vice president and chief operating officer of the YMCA of Middle Tennessee, based in Nashville.

The 21-year YMCA veteran received his undergraduate degree from the State University of New York and an MBA degree from Georgia State University. He has extensive experience with strategic planning and fund-raising as well as program development.

He will be taking the helm of a YMCA that has seen far-reaching change in the last 25 years. In 1976 the YMCA of Winston-Salem and Forsyth County consisted of the Central YMCA on Spruce Street, serving boys and men; the Patterson Avenue YMCA, serving the minority population; Camp Hanes in Stokes County and the East Forsyth YMCA. There were fewer than 1,000 members; a budget of less than \$1 million; and each of the facilities needed renovation or expansion. In 2002, the YMCA of Greater Winston-Salem maintains 11 branches and a corporate headquarters. The budget is \$22 million and the association maintains approximately \$50 million in property and equipment. The service area encompasses five counties, with 40,000 members and more than 100,000 program participants. Each day, more than 3,000 students from kindergarten through middle school attend a YMCA after-school program and each summer a weekly average of 1,600 young people are enrolled in YMCA day camps or resident camps.

Much of the success of the association is credited to Brian Cormier, who has served as CEO since 1982. Cormier resigned his position to take advantage of other opportunities within the YMCA organization and is enthusiastic about his successor. "Tom brings a wealth of knowledge to this position. He was an integral part of the exceptional growth that the Middle Tennessee association has experienced. He is an excellent match for the YMCA of Greater Winston-Salem's focus on Christian mission, family and teen initiatives and community outreach work, in addition to the strong traditional programs in wellness, aquatics and child care."

Looby will assume his new duties on April 1.

BIG elects new leadership

WASHINGTON, D.C. - Farrell J. Chiles, Region IX director, was elected chair of the National Board of Directors of Blacks in Government (BIG).

Chiles rose to this position after one year on the board. In 2000, Chiles served as president of the L.A./Long Beach Area Chapter of BIG, where he rapidly increased membership from 18 members to well over 125.

When asked what his plans are now that he chairs the board of one of the nation's largest government employee organizations, he said, "My stance is to make an influential impact on creating and enhancing a successful future for Blacks in Government. My goal is to better serve this member-focused, world-class, leading public service organization by providing ultimate leadership, effective communication, valued teamwork, and utmost professionalism to all constituents (federal, state, and local government members)."

As for why he took on this challenging role, Chiles said, "Being a lifetime member and an active leader in this national organization has provided me with the training and professional development needed to qualify me for this challenging and rewarding position as chairperson of the National Board of Directors. I want to add value to our constituents and improve efficiency in regard to time and resources within Blacks In Government."

Chiles is employed as the chief of the human resources division for the 63rd Regional Support Command in Los Alamitos, Calif. He received his bachelor of science degree in political science from the University of the State of New York. In addition, he was awarded a Reserve Officers Association scholarship to pursue graduate studies.

Joining with him in the tremendous task is J. David Reeves, a native of Columbus, Ohio, and Region XI director, who was elected vice chair of the National Board of Directors of BIG. He is employed with the U.S. Department of Housing and Urban Development and serves as the senior program adviser/special assistant to the deputy assistant secretary for public and assisted housing delivery.

As for the new leaders of the board of directors, Gerald Reed, national president of Blacks in Government, said, "I'm looking forward to working with this dynamic duo to continue to lead this organization into the millennium."



Dewberry



Chiles

Clark Atlanta has new chief

SPECIAL TO THE CHRONICLE

ATLANTA - The board of trustees of Clark Atlanta University recently announced that Dr. Walter D. Broadnax, dean of the School of Public Affairs at American University in Washington, D.C., is president-elect of Clark Atlanta University. Broadnax will assume the leadership of CAU on Aug. 1, after the retirement of Thomas W. Cole Jr. as CAU's first president.

Broadnax is one of America's leading scholar-practitioners in the field of public policy and management. He has served as the dean of the School of Public Affairs at American University since 1999. Just before his deanship at American University, he was a professor of public policy and management

in the School of Public Affairs at the University of Maryland, where he also directed The Bureau of Governmental Research.

Previously, the Starcy, Ark., native was the deputy secretary and chief operating officer at the U.S. Department of Health and Human Services during the Clinton administration.

Also, he was transition team leader for then-president-elect Bill Clinton and vice president-elect Al Gore.

Broadnax was president of the New York Civil Service Commission and has held a host of professional positions, consultant positions and directorates spanning the spectrum of public policy and governmental affairs.

Widely published, he is an accomplished speaker and presen-

ter in the public administration, public policy and public affairs arenas.

"I am very excited and honored to have been selected by the board of trustees as the next president of Clark Atlanta University," Broadnax said. "The university has an extremely important mission, and I am proud to be joining its distinguished faculty, staff and students at this time in its history and development. As we collectively work to move the institution forward, I am thrilled about the opportunity to work closely with the staff, students and faculty in this endeavor. Over the next several months, my wife and I look forward to beginning the process of becoming an integral part of the university and the Atlanta community."



Broadnax

See Broadnax on A9

MGM working toward diversity

BY LISA SNEDEKER
THE ASSOCIATED PRESS

LAS VEGAS - Under fire by some black leaders, MGM Mirage Inc. reported last week that it is putting more minorities in management and employing more minority vendors and contractors as part of its diversity efforts.

The largest operator of Las Vegas Strip hotel-casinos acknowledged criticism of its minority business practices when MGM Grand announced its \$6.4 billion merger with Mirage Resorts in May 2000. Company officials told state gambling regulators at the time that it would improve after the National Association for the Advancement of Colored People criticized the company's management.

On Monday, company officials issued a progress report that detailed the company's successes and its unmet goals.

"While more than half of the work force is minority, less than a third of managers and above are minorities," said Terry Lanni, MGM Mirage chairman, who gave the company's inaugural diversity report.

"Hispanics clearly have the largest challenge in upward mobility, although each minority group is under-represented (in management)," he said.

MGM Mirage established the gambling industry's first "diversity initiative," Lanni said.

"We recognized the importance of diversity to the success of our business," he told about 270 minority group and business representatives at a luncheon at MGM Grand hotel-casino.

As examples, Lanni pointed to the company's recent hiring of a black woman as a senior vice president and the formation of a diversity committee headed by another black woman - MGM Mirage board member Alexis Herman, former Labor secretary in the Clinton administration.

"But that doesn't mean we're going to fire every white male," he added.

The company's Clark County resorts spent \$445 million on goods and services in 2001. Of that, \$24.3 million, or 5.5 percent, was spent with minority and female-owned businesses, Lanni said.

"With 28.5 percent of Clark County comprised of minorities, we should be doing one heck of a lot more than 5.5 percent of our total business with women- and minority-owned firms," he said. "We have got a lot of work to



The Bellagio in Las Vegas is one of several hotels operated by MGM Mirage. The chain has recently come under fire for alleged lack of diversity in its ranks.

do."

To increase those numbers, Lanni said the company expects to have a database of 7,500 qualified minority and female-owned vendors in place by year's end.

The company also is helping minority businesses form partnerships, Lanni said. MGM Mirage arranged a partnership between RSNO, a restaurant supplier, and Channel Blue, an Asian linen manufacturer, to distribute linens into new markets. The merger's first contract is for MGM Mirage's Beau Rivage property in Biloxi, Miss.

"I think they (MGM Mirage) are definitely the leader in promoting using minority businesses," said RSNO's George Ray, who is black.

Regarding construction contracts, MGM Mirage has lived up to its promise not to accept a bid without a minority-based component, Lanni said.

The company, however, needs to work harder at enhancing its diversity efforts, say critics, who include the Rev. Al Sharpton.

Members of Sharpton's group, National Action Network, protested what the group says is racism by the casino corporation outside MGM Grand on Feb. 18.

The boycott stems from claims of discrimination at the company's Detroit casino. An

employment discrimination lawsuit filed by 14 past and present employees of the MGM Grand Detroit is pending, company officials said. The Michigan lawsuit filed in October charges that MGM Grand Detroit is a hostile working environment for blacks.

Gene Collins, former president of the NAACP's Las Vegas chapter and now the chairman of the National Action Network, filed a written complaint with the Nevada Gaming Control Board asking it to investigate the attitude and conduct of MGM Mirage in light of the Michigan lawsuit.

"The allegations in this suit cut to the core of what I have been alleging all along," Collins wrote. "MGM has been practicing racist policies toward African Americans in hiring, promoting and contracting."

Lanni, however, said he believes Collins' issues with the company may stem from MGM Mirage's denial of his request for \$100 million to help the black community in Las Vegas.

"We aren't a bank," Lanni said. "I don't think he liked 'no' for an answer."

After MGM Mirage rejected the \$100 million request, the NAACP called for a task force to investigate ways to increase black participation in the casino industry.

Group meets capital campaign goal

SPECIAL TO THE CHRONICLE

RALEIGH - The N.C. Community Development Initiative, a nonprofit public-private partnership that provides grant and other assistance to high-performing community development corporations (CDCs) in the state, has exceeded its capital campaign goal by more than a half-million dollars.

The initiative set an \$8.5 million goal for its "Building a Legacy for Our Communities" campaign. It raised \$9.1 million from financial institutions and other corporations, foundations, individuals and government sources.

L.M. "Bud" Baker Jr., the chairman of Wachovia Corp., and Erskine Bowles, a Charlotte financier, served as campaign co-chairs. Baker, who has been a strong sup-



Rasheed

him.

"The initiative employs a sound, common-sense business approach to revitalizing and creating wealth in our state's low-resource communities," Baker said. "The initiative makes good business sense. Since 1994, the initiative has developed \$39 million in capital and stimulated \$251 million of completed projects benefiting low-wealth families and

neighborhoods. This is a powerful business case and one that it is easy for Wachovia and for me personally to recommend and embrace."

Abdul Rasheed, initiative president and CEO, said the successful capital campaign is a major step in ensuring the initiative's future ability to work with CDCs across the state that are revitalizing neighborhoods by creating affordable housing and commercial development.

Several hundred state business, civic, community development and political leaders gathered to celebrate the successful completion of the initiative's capital campaign. Tom Lambeth, senior fellow at the Z. Smith Reynolds Foundation, which is a major funder of the initiative, made the luncheon keynote speech. Other speakers included Lt. Gov. Beverly Perdue; Raymond

Christman, president of the Federal Home Loan Bank of Atlanta; and former Gov. James E. Holshouser.

Lambeth cited the dangers of a society of "haves and have-nots" and told the group, "Our efforts to revitalize struggling communities are critical if we are to capture the future. Partnerships between traditional financial institutions and other businesses and community organizers and new economic ventures reflect that national melding of free enterprise and social conscience. While we maintain and strengthen that spirit, no force can defeat us."

Christman noted that "the initiative model" is unique and that community development leaders across the nation - in both the public and private sectors - are looking to it and North Carolina for leadership