

Boone Outlines Strategies

To Increase Opportunities



CHARLES H. BOONE
...Coca-Cola vice president

ATLANTA—Charles H. Boone, Vice President, Special Markets - Coca-Cola USA told a symposium sponsored by the Chicago Economic Development Corporation (CEDCO) that minority businesses must tailor themselves of organizations that have been created to help them.

In a speech entitled, "Strategies for Minority Businessmen: Getting the Business... and Keeping it," Mr. Boone told the group that one of the major keys to success lay with the men and women who purchased goods and services from major industrial firms: the purchasing function for Corporate America," he said, "are enlightened, adept, and eager to find good, reliable suppliers among our minorities."

Mr. Boone noted that the prevailing attitude in business today was to actively seek business with minority firms which are either qualified or unqualified. "The responsibility for attaining the necessary qualifications to obtain the business rests with the minority firms."

"There are business resources centers located around the country to provide liaison services between major business firms and minority suppliers," he said. "There are 200 or more local business development organizations funded, for the most part, by the Commerce Department's Office of Minority Business Enterprise (OMBE)," he pointed out.

"The National Minority Purchasing Council, with 34 Regional Councils, is very active in locating qualified and qualified minority firms, promoting proficiency

and professionalism, and offering training and development courses for minority suppliers," Mr. Boone said. Pointing out that there is no dearth of efforts to get buyers and sellers together, he told the group of the many publications available, such as the National Directory of Minority Manufacturers (published by OMBE), the National Minority Business Directory and additional guides published by the National Minority Purchasing Council and the Latimer Foundation of Cambridge, Massachusetts.

Mr. Boone summed up, "With the levels of technical, professional and management assistance available today, with the active search that's underway by many major firms for qualified and qualified minority suppliers, with the commitment which big business, generally, is now making to cultivate these suppliers and to make minority purchasing a corporate policy which is practiced at all levels of management—with all this—the minority businessman or woman today has a better opportunity than ever to 'Make It.'"

The importance of such issues as natural gas deregulation leads to a second lesson that can be drawn from the Senate vote on minimum wage and natural gas deregulation. Because civil rights organizations are unable to give their full attention to every issue vitally affecting black Americans, we must have a strategy or set of principles to guide us in dealing with the whole gamut of crucial issues. Otherwise, we will find ourselves outmaneuvered and outgunned. What we win in one vote will be taken away with another.

Our response must be based upon an analysis of allies and coalitions. It has occasionally been suggested that blacks should apply the philosophy of the British Prime Minister who proclaimed that his country had "no permanent allies, no permanent enemies, only permanent interests." The difficulty with this approach is that politics within a country differ profoundly from relations between countries. The victories won by the civil rights movement were largely possible because of the power of moral concerns in domestic politics.

More fundamentally, we are part of a community that is concerned with building a more just, decent, and responsible society.

effort to affect the natural gas vote. The price of natural gas at first, may not, seem to be a civil rights or black issue. Certainly, the proponents of deregulation were not motivated by some anti-black spirit. Rather, the attraction of deregulation is that it appears to provide a simple, sweeping solution to a complex problem. There is, however, strong evidence that deregulation will lead to considerably larger consumer expenditures and only a negligible increase in natural gas production. If this view is correct, then, as the Congressional Budget Office observed, "the question becomes primarily one of income distribution." If natural gas prices are deregulated, an additional \$76 billion will flow from consumers to the industry between now and 1985. If oil prices are also decontrolled, the effect could be as devastating to the economy as the four-fold increase in oil prices imposed by OPEC which was a major cause of the recession. When we recall the staggering and continuing damage inflicted on black Americans by the recession, it becomes clear that the issues of energy and economic growth may be as important to our future as the traditional civil rights agenda.

Runaways Fall Victim To Juvenile Justice System

Lisa, a fourteen-year-old runaway, represents one of the many children who have fallen victim to the juvenile justice system because of a bad home situation. Lisa's father is an alcoholic and is constantly abusing Lisa and her mother. The situation became so intolerable that Lisa started running away from home. She has run many times in the past three years. The court's only alternative was to hold her in the secure detention of the county jail.

Another youngster, Johnny, has entered the system because he refused to go to school. Why was Johnny truant? He has a disability; he cannot read. When asked to recite he stumbles through a sentence feeling embarrassed and frustrated. The easiest and least painful solution was not to go to school at all.

Ken is from a single parent family of five children. Since he does not have a father, he has no one to discuss the normal problems which arise during a boy's adolescence. Ken ended up in training school because there was no help for him in his community.

There are literally thousands of troubled youngsters in North Carolina between the ages of 10 and 17 who have the same problems. They are called status offenders - juveniles guilty of offenses which would not be violations of law if committed by an adult.

In the past and to a lesser degree today, the only alternative the judge has had, other than probation, was sending these children to a state training school.

In recent years, there has been a growing concern across the state and nation to develop other methods of treating juvenile delinquency - with emphasis on prevention.

Experts working with juveniles feel that the problem begins in the community and can only be solved there. There is the growing realization that institutionalization retards normal growth and development.

The N.C. Department of Human Resources has the responsibility for assisting local communities in developing community-based alternatives. To emphasize the priority the Department has placed on this program, a Community-Based Alternative Section has been organized under the Department's Assistant Secretary for Children, headed by Dennis Grady.

Grady says that North Carolina's operation is one of a kind. "Our program is unique in the nation," commented

Grady. "Local communities develop and operate their own program and we serve as a helping partner giving technical and financial assistance."

Technical assistance is provided to both county officials and local program directors by eight field consultants located across the state. The central office in Raleigh maintains a repository of juvenile justice information.

Presently, 85 counties are participating in the Community-Based Alternative Program. Over 90 percent of the juvenile population between the ages of 10 and 17 are represented by these 85 counties.

"Communities are concerned about their troubled youngsters. They know their needs and this is one way state government can help local governments develop programs and still keep decision making at the local level," Grady concluded.

HISTORY

Two years ago, the 1975 Session of the North Carolina General Assembly enacted legislation that prohibits status offenders from being admitted to state training schools after July 1, 1977. The same legislation encourages communities across the state to develop programs to serve as alternatives to training schools. State funds are available to assist communities in this effort.

Realizing that communities had not had time or enough money to develop adequate programs for juveniles, the 1977 Session of the General Assembly amended the law and set July 1, 1978 as the

deadline for no longer accepting status offenders in the state's training schools. The Legislature appropriated \$1,000,000 for fiscal year 1977-78 and the same amount for 1978-79 to assist communities in developing adequate community-based alternatives to training schools.

Dr. Bell To Head Seminar

Dr. Gerald D. Bell, Professor of Organizational Behavior, School of Business, University of North Carolina, will present a two-day seminar on Achievement Leadership Training at the Carolina Inn, Chapel Hill, on October 27-28. The two-day session will focus

on motivation, personality and leadership styles and their application to everyday management situations. The seminar is open to executives, management and supervisory personnel, training directors, personnel officers, and administrative personnel who are in managerial roles.

Dr. Bell received Ph.D. and M.A. degrees from Yale University. He has been a visiting professor at the Harvard Business School and the University of South Africa, School of Business Leadership. He is a major consultant and speaker for many leading businesses,

educational and governmental organizations.

For further information regarding reservations and tuition, please call 919-967-7904 or write P.O. Box 572, Chapel Hill, N.C. 27514.

Gala Birthday

Party Held For

Yolanda Leake

Yolanda Leake, the daughter of Bishop and Mrs. George J. Leake, celebrated her eighth birthday recently by taking several of her young friends to dinner and a movie. Those joining Yolanda on the outing were Nickie Phifer, Alton Hunnycutt, Kartnie McCoy and Frederick Bryant.

Read the Charlotte Post each week.

Politics Is Puzzling, Inconsistent?

By Bayard Rustin
Special To The Post

A curious thing about politics is its puzzling inconsistency. It is not unusual for something to be given with one hand and to be taken away with the other. Recently, for instance, the Senate passed a minimum wage bill which was a definite improvement over the version passed by the House of Representatives. The Senate then turned around and voted to deregulate the price of natural gas, a move that would hurt most Americans and inflict special hardships on the poor.

Ironically, this time, the House voted for a superior bill.

It would probably take a genius to make sense of the way the Senate and the House voted on these two issues. There are, nonetheless, some important lessons to be learned from these two recent votes. The first is the tremendous diversity of issues which affect the black community. Limited resources means that we can tackle only some issues. Thus, while many black organizations actively worked for the passage of an improved minimum wage bill (and are continuing to work for the superior Senate version), I doubt whether there is a major black organization which has made a determined

effort to affect the natural gas vote.

The price of natural gas at first, may not, seem to be a civil rights or black issue. Certainly, the proponents of deregulation were not motivated by some anti-black spirit.

Rather, the attraction of deregulation is that it appears to provide a simple, sweeping solution to a complex problem. There is, however, strong evidence that deregulation will lead to considerably larger consumer expenditures and only a negligible increase in natural gas production. If this view is correct, then, as the Congressional Budget Office observed, "the question becomes primarily one of income distribution." If natural gas prices are deregulated, an additional \$76 billion will flow from consumers to the industry between now and 1985. If oil prices are also decontrolled, the effect could be as devastating to the economy as the four-fold increase in oil prices imposed by OPEC which was a major cause of the recession. When we recall the staggering and continuing damage inflicted on black Americans by the recession, it becomes clear that the issues of energy and economic growth may be as important to our future as the traditional civil rights agenda.

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More fundamentally, we are part of a community that is concerned with building a more just, decent, and responsible society.

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*The National Test.

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