

10B

# REGIONAL

## Black spending power up in South Carolina

THE ASSOCIATED PRESS

COLUMBIA, S.C. — Black consumers are becoming a market force. The question remains, however, whether they have gained business' respect.

Margaret Rush, president of the state's Black Chamber of Commerce, says she notices companies responding differently to blacks.

"A lot of business entities are beginning to recognize the spending powers of black consumers," Rush said. "For example, in the field of cosmetics, places like Sears have developed strong ethnic lines."

But J.T. McLawhorn, executive director of the Columbia Urban League, says some companies don't respond to loyalty from their black customers

with corporate donations to black organizations or employment of black executives.

"Go to the malls. Take a peripheral view. African-Americans are great consumers," McLawhorn said. "If it wasn't for African American consumers and the buying power of African Americans, our economy would be in a disastrous state."

And some companies still do not employ blacks even though many of their customers are black, he said.

The backdrop for the debate is a recently released University of Georgia study that says blacks in South Carolina have more disposable income than ever before. By the end of this year they should account for 18 percent

of the state's overall spending power, which is defined as income after taxes, the study said.

Since Jeff Humphreys, the university's economic forecasting director, began doing the study in 1991, spending power has increased for blacks in South Carolina by 52 percent, slightly below the national average.

The study forecasts the state's blacks will have more than \$12 billion in disposable income in 1997 — the fifth-largest concentration of black spending clout in any state.

Nationwide, blacks will have \$469 billion in disposable income in 1997, a 54 percent increase since 1990.

During the same period, the spending power of all

See SPENDING on page 11B

## Friends of the YMCA



PHOTO/SALISBURY YMCA

Charles R. Street and Fred Hoshiyama share a desire to help the YMCA through their volunteer efforts.

## Volunteers share stories

By Sandy Flowers  
SPECIAL TO THE POST

SALISBURY — Charles R. Street, outreach director of the Rowan County YMCA's Adopt-A-Youth program, recently met the YMCAs No. 1 volunteer.

Fred Y. Hoshiyama has the distinction of being the national YMCA model volunteer. Street recently met Hoshiyama at the "Practice and Principles" workshop of the National YMCA of the USA at the Blue Ridge YMCA in Black Mountain.

Hoshiyama has been with the YMCA since 1941. The 83-year-old resident of Culver City, Calif. is just as affable, knowledgeable and proud of his culture as his

mission of volunteering indicates.

"I tell people that this my hobby, volunteerism is my hobby," Hoshiyama said. "I do a lot of talking to different groups and usually I talk about my volunteerism. This is something that anyone can do, and there is no way money can pay for this."

In 1914, Hoshiyama was born in Yamato County, a colony formed by immigrant Japanese farm workers near the central California town of Livingston. The family moved to San Francisco in 1929, after his father's death. This was the year he had his first experience with the YMCA.

"When I went to San Francisco, these people took care of us. I joined the

YMCA and that became my second home."

He would eventually make his career with the organization, starting almost immediately after his graduation from UC-Berkeley in May 1941. It was the only job he could find. "In those days, civil service was closed to all Asian backgrounds, there was such a strong sentiment of prejudice," he said.

Six months after getting his job at the YMCA, World War II started, and many people of Japanese ancestry were sent to detention camps, including Hoshiyama.

The family was eventually sent to Topaz, Utah. Hoshiyama only stayed there for a year before he was allowed to leave to

study at Springfield College in Massachusetts, where he got his master's degree.

Hoshiyama retired in 1980. He was home for about three months when his wife asked him to go out and play tennis, or gold, or fish, or swim.... He got the message. He volunteered at the YMCA in 1986 and was asked to help with fundraising.

"I knew what it took to do because of my national YMCA experience," he said.

Street said that it was an honor and privilege to have met a man of Hoshiyama's character.

"Mr. Hoshiyama epitomizes the very nature of volunteerism," Street said. "I

See YMCA on page 11B

## Rowan abuzz over changes in local area codes

### Some say splitting county would create hardships

By Brian Powe  
FOR THE CHARLOTTE POST

SALISBURY — Rowan County officials and residents are outraged at the state's attempt to incorporate three different area codes in the county.

Rowan residents, officials and businesses believe that the splitting of area codes will be confusing, senseless and bad for area businesses.

The Chamber of Commerce and county commissioners have recommended that the N.C. Utilities Commission cancel the proposal. The Utilities Commission came up with the idea when local phone companies like BellSouth, Concord Telephone and Alltel asked for two new calling zones in the area only leaving South Rowan in the 704 area code.

Chamber leaders, in a letter to the commission, wrote that they would be at great risk if the area codes changed from the current 704.

It read, "Because of our ties, business, social and otherwise to the Charlotte area, we greatly prefer to be aligned with Charlotte in the 704 area code. We represent some 700 members and literally thousands of jobs...Please look at the big picture when deliberating on this most important issue."

BellSouth spokesman Paul Chambers explained that individuals or companies disputing the new phone codes do not understand

See AREA CODE on page 11B

## Rev. John Cherry keynotes graduation at Livingstone

By Brian Powe  
FOR THE CHARLOTTE POST

SALISBURY — Livingstone College and Hood Theological Seminary celebrated its 130th commencement ceremony last week in Varick Auditorium.

Livingstone College President Burnett Joiner, presided over commencement, which eventually became so crowded that some visiting family members and supporters had to be turned away.

Livingstone and Hood surpassed the number of graduates of any class in over a decade, a feat that certainly

uplifted Joiner.

"This marks the first class to graduate under my leadership," he said. "It makes me proud to have shared in such a great day where a huge and vibrant class started their individual journeys into the career world."

Commencement speaker was the Rev. John A. Cherry, pastor of the Full Gospel AME Zion Church of Temple Hills, Md.

Cynthia McCullough Russell and Madie Simpson Cherry received honorary doctorates of Humane Letters.

After the honorary doctor-

See GRADUATES on page 11B

## Church of God Apostolic convention

### EVENTS

May 13-16

• 7:30 p.m. — District Convention of the Church of God Apostolic, Inc., Love Christian Center, 102 N. Long St., E. Spencer. Pastor: Bishop Ronald Hask. Keynote speaker: Bishop Arthur West of Arabi, Ga. For information call 638-0360.

May 15

• 7:30 p.m. — Anniversary

services for Bishop Harvey L. Rice, Mt. Calvary Holy Church, 1400 Standish St., Salisbury. Guest speaker: Bishop J. Roberts, Pastor of Mt. Calvary Holy Church, Greensboro.

May 16

• 7 p.m. — Bible study, Jerusalem Baptist Church, N. Long St., Spencer.

• 7:30 p.m. — Anniversary Services for Bishop Harvey L. Rice, Mt. Calvary Holy Church, 1400 Standish St.,

Salisbury. Guest speaker: Bishop Arthur Linder, Danville, Va.

May 17

• 9:30 a.m. — Missionary education day and mass meeting, New Hope AME Zion Church, 1470 N. Long St., E. Spencer.

• 10 a.m. — Family Involvement Day, Paul Laurence Dunbar Family Resource Center, 820 S. Long St., E. Spencer.

Entertainment, storytellers, See EVENTS on page 11B

## Committee honors community friends

By Brian Powe  
SPECIAL TO THE POST

SALISBURY — The Friends of Our Community Committee recently paid homage to individuals, organizations, and businesses in Salisbury who've had a positive effect on the African American community in the past year.

The Community Committee honored 42 persons and/or establishments for the better-

ment of the African American community. Keynote speaker Delroy Tulloch challenged the audience to take advantage of the opportunities offered in America. The Jamaica native said necessities are neither abundant nor are they accessible.

In many parts of Jamaica, citizens live below U.S. standards, lacking running water and indoor toilets. He told the audience to imagine life where

families take turns going down to the river to take baths.

"Even in my native land today, most people don't invest in the younger generations the way they do in America," he said. "Whereas, people over here go to school for free in public schools, children in Jamaica have to pay for school like they're attending college."

Tulloch urged the youth in attendance to get the most out

See COMMITTEE on page 11B