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Says It Can Be Done

N.C. Mutual Seeks To Be Insurance Leader

John Jordan, III, president and executive officer of Life Insurance Mutual, says his firm to be one of the nation's top 20 of the nation's insurance companies, giving it a lion's share of the dollar insurance industry.

Analysis

Kennedy said in a normal press briefing that he has to share what's he can do to achieve that goal, in the top 10% of insurance firms, from a \$200 million to a \$1 billion company. "It's an impossible task," Kennedy said. "What we have to do is find new income sources and use the money to buy a combination of ordinary life companies where the action is in the insurance industry." Kennedy said he wants to move the top 200 firms to focus on diversification. He explained, and he said that the insurance industry is centered on fields we know about. Kennedy said that his growth strategy is to diversify and expand operations, develop

new products, moving into new markets, and slowly relinquishing markets that are no longer profitable. What it all means is that Mutual is changing, and while that change could portend quite a number of economic advantages, it also could mean an equal number of risks. Diversification is the heart of the strategy. The areas of diversification include: *A new subsidiary that will begin soon competing to manage pension funds. *Another subsidiary that will specialize as an originator of mortgage loans. *A subsidiary, already operating, in land development. *An investment in developing cellular broadcasting systems. Areas of expansion in the insurance industry include: *Operating two subsidiary insurance companies in the Washington, D.C. area that function principally in the European American market. *Developing new insurance programs that should be attractive to a more affluent consumer. *Transferring current customers from paying weekly premiums to paying monthly premiums.

Problems associated, both with diversification and expansion include: *The scarcity of qualified African Americans in many of the fields where Mutual will be operating. According to Kennedy, it is important to find African Americans to staff some of these slots because they provide useful role models for younger African Americans.

*Alleviating the potentially negative public relations that could accrue from the changes. *Maintaining equitable economic health while diving into much more highly competitive areas of business. The basic risk associated with all of this is simply that Mutual could, without a careful balancing act on the economic tightrope, almost altogether lose its image as a predominantly African American managed firm. But Kennedy contends that his company can diversify, expand, minimize the risks and overcome the problems. "We have some considerable expertise in running a business," he said, "and much of that can spill over into other things. In some of these areas we're venturing into, though, we don't have the technical knowledge and experience, but technicians can be bought, and that's what we plan to do where we have to." Kennedy explained many of Mutual's plans during a luncheon and informal press briefing for representatives of print — mostly the state's African American managed newspapers — and broadcast media. The discussions which included several other Mutual officials occurred as the company celebrates the 20th anniversary of the dedication of the national home office on Chapel Hill Street. Mutual, operating in its 87th year, is the biggest and one of the oldest insurance companies in the country managed principally by African Americans. It has more than \$211 billion in assets, and about \$8.2 billion of insurance in force.



MERRICK-MOORE SCHOOL JUNIOR BOOK REVIEWERS from Miss Susan Curlee's third grade smile for the photographer after participating in Library Week activities. They are (l-r): Jaye Clayton, Robbie Flanagan, Misty Dickerson, Chad Jackson, Katisha Freeman, Latoya Cooper, and Steven Harrington. (See related story and picture inside.)

Paula Giddings Says

African American Women Have Written A Rich History

By Jocelyn Daniels
Staff Writer
Part 3 of 4
A Wednesday afternoon break in the "Black Women's Leadership: Challenges and Strategies," conference held March 2, at the University of North Carolina at Chapel Hill, gave the participants a few minutes to absorb the information disseminated to that time. A Student Open Forum on "Nurturing Leadership Skills on Campus in Preparation for the Future," brought insight from students from UNC, Bennett College in Greensboro, Duke University and North Carolina Central University in Durham and Meredith College in Raleigh, about how leadership skills were being developed and nurtured on these campuses. The second day of the three-day conference concluded with the 8 p.m. address on "Black Women's Leadership: A Historical Perspective," by Paula Giddings, author of "When and Where I Enter: The Impact of Black Women on Race and Sex in America."

"We need to have meetings," she said, "not in terms of crises, but to also celebrate ourselves and our history, and to reaffirm ourselves. We have to be careful to stress the positive at the same time while we discuss our problems." In her book, Ms. Giddings talked about history, from many viewpoints. "These crises are not new," she noted. "The early 1900s had an uncanny parallel to today. But we've been successful. If we hadn't been successful, we wouldn't be here today. "Yes," she continued, "we've been here before. We've been here together before in the midst of crisis. And our tradition has been not one of weakness, but strength, not pulling away, but toward each other, of Sojourner Truth, who said, 'Being free when others were not, meant nothing.' "The history of black people," she added, "is a history of men, women and family pulling together, even when slavery pulled them apart."

"I doubt if any other race of women could have brought the family up under those circumstances." One heroine she cited for great accomplishments in the midst of danger was Ida Wells who, through her newspaper, spoke up against the injustice of lynchings of black men. There was also Lucy Laney, who built schools and tried to meet health needs through clinics. The money for such projects came out of the black community. "Black women knew that they needed political power," Ms. Giddings said even of that period. "And as a result, black women fought without hesitation and more than the white woman for the right to vote. "White men feared that if black women became enfranchised in the South," she contended, "it would be the end of white supremacy. Political power for black women meant political power for black people. And black women (unlike white women and white men) never felt they had to be less so black men could be more. "We've been here before," she reiterated. (Continued On Page 6)

Charles Markham Continues Political Life With State Senate Bid

Jocelyn Daniels
Staff Writer
According to Charles Markham, it's in his blood. And he continues that public service to the state senate for the first time in several years. He said during a recent press briefing that he has a family tradition of public service that goes back a hundred years. "My grandfather, John Markham, was Durham's second mayor in 1870 and served as state commissioner here for several years. My grandfather, Ed-Edackney, was Durham's first county attorney and later became mayor. Charles Markham is running for state senate for personal interests. He has been in some form

of public service all of my adult life," he said. "I've worked in politics at the national level and at the local level. But I've never held office at the state level." "And third," he added, "for the first time in many years, people will have a choice to vote for a Republican. We need a two party system in this state. And I think we are certainly approaching that. We have it in the state and national races and we need it on the local level, too." "I think healthy competition is good," he added. "And I think I have the experience and name. Win or lose, it helps contribute to the base. I think people should have a choice. "I have a high regard for both Senators Hunt and Royall," he continued. "And I don't intend to run a negative campaign. But I'm quite sure though, there will be differences on the issues." Differences between him and the more liberal groups such as the Voter's Alliance, People's Alliance and the Durham Committee on the Affairs of Black People, Markham said, lost him the last mayoral race to "Wib" Gulley. "I think I had cooperation with the two councils that I served," he said. "I think we did more constructive things for Durham than had ever been done before. I certainly won't let them forget that. "I think that's a strong factor in my candidacy," he added. However, it was not enough to win the mayoral election last year. Markham said he hopes more than 25% of the voters (the (Continued On Page 2)

Darryl Smith Has A Plan To Improve D.A.'s Office

Jocelyn Daniels
Staff Writer
Darryl G. Smith doesn't have a problem. He's not worried about the job that the present attorney of Durham has plenty of time to do the job. "My suggestion is elect him as a moment's hesitation, an attorney in civil practice, will tell me he thinks the problems of D.A.'s office and how they can be corrected. "I learned from my parents to read a lot," he said, "and they

always told me that I could do anything I wanted. They exposed me to various things and experiences, including traveling around the country." All of these factors have figured into the Darryl Smith of today who wants to help those in trouble. Although a native of Washington, D.C., Smith spent a lot of time in North Carolina, his parents' home. After finishing high school in Washington, he continued his education at Boston University School of Public Communications where he earned a bachelor of science degree. That yearning to help others (Continued On Page 3)



A \$25-MILLION HANDSHAKE — William O'Connor, seated at left, Vice President, Administration and Human Resources, Philip Morris Companies Inc., and Arthur W. White, right, President of the black-owned and operated United Mutual Life Insurance Company are pleased that Philip Morris has agreed to place \$25-million in group life insurance with the Harlem-based firm. George R. Lewis, standing, Vice President and Treasurer, Philip Morris Companies Inc., said he hoped the Philip Morris action "would encourage other major business corporations to do the same thing to help strengthen black businesses."