

Black, white contractors must unite to attract new industry to N.C.

DR. C.B. HAUSER
Special to the Chronicle

North Carolina is going to develop the climate which will bring new industry to the state, majority and minority contractors must stop fighting each other and begin to talk to and not at each other," a member of the Carolina Branch of the Associated General Contractors of America told members of the East Area Council of the Greater Winston-Salem Chamber of Commerce last Thursday.

W.E. Latham of the contractors' organization and Malachi Green, a lobbyist for minority business affairs, were among the

featured speakers at a recent meeting on set asides legislation held at the F. Roger Page Business and Technology Center.

The meeting was sponsored by the East Winston Community Development Corp.

Mr. Latham and Mr. Malachi agreed that "the two groups realized they were winning battles but losing the war as they recognized that all businessmen have the same basic problems and many common interests."

As a result, they joined forces and lobbied the North Carolina General Assembly and secured the passage of the Highway and

Prison Construction bills.

The bills emphasize parity and are a first step in the right direction and should serve as a model for areas other than construction, the speakers said.

Other items on the agenda included a report on Chamber activities by Nancy Dunn, past chair of the Chamber; a report on council activities by James Grace, the Business of the Month presentation, and the awarding of a door prize to Arthur Hardin of WXII-Channel 12.

Mr. Hardin received a \$100 prize from the EWDC to be used for the Lawrence Joel Portrait Project.



Photo by Dr. C.B. Hauser
Malachi Green, lobbyist for minority business affairs, addresses the East Area Council of the Greater Winston-Salem Chamber of Commerce.

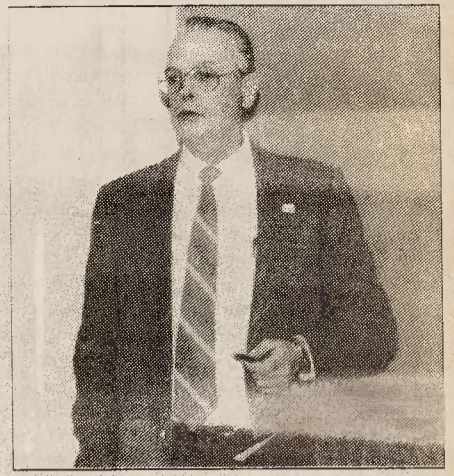


Photo by Dr. C.B. Hauser
W.E. Latham of the Carolina Branch of the Associated General Contractors of America addresses the East Area Council of the Chamber of Commerce.

Accountants' organization awards scholarships to minority students

NEW YORK CITY -- The American Institute of Certified Public Accounts, or AICPA, has awarded more than \$53,000 in scholarships to minority students

in accounting for the second half of the 1989-90 academic year.

Since the program's inception in 1970, the AICPA Minority Recruitment and Equal Opportu-

nity Committee has awarded more than \$4 million in scholarship aid to more than 4,500 students. The awards for this academic year represent the highest amount ever given to minority students by the AICPA.

The \$53,750 in scholarship aid was granted to 127 undergraduate and graduate accounting students, including blacks, Hispanics, American Indians and Asians, selected from throughout the United States.

"The AICPA is proud to recognize these future leaders of the accounting profession," said AICPA President Philip B. Chenok. "We must make accounting education accessible to as

many qualified minority students as possible by giving them needed financial support."

This year's scholarship winners represent 79 schools, with the largest number of awards going to students attending the historically black colleges and universities. Included in the total are nine Arthur Andersen-AICPA Awards totaling \$5,000.

Individuals interested in applying for scholarships should write to Sharon Donahue, Manager, Minority Recruitment and Equal Opportunity Department, AICPA, 1211 Avenue of the Americas, New York, N.Y. 10036-8775. The deadlines for receipt of applications are July 1 and Dec. 1.

John Medlin Jr. named top CEO by Financial World magazine

John G. Medlin Jr., chair and chief executive officer of First Wachovia Corp., has been named top chief executive officer of the year for Southern banks by *Financial World* magazine.

Mr. Medlin's selection was made by a poll of leading bank security analysts and chief executive officers.

Last year, Mr. Medlin was recognized by the magazine as top chief executive officer of the decade for Southern banks.

First Wachovia is an interstate bank holding company with dual headquarters in Winston-Salem and Atlanta.

Chronicle Mailbag

From Page A5

the state would be able to impose and carry out a death sentence if it can prove, for example, that the defendant's crime falls within a particular category of crimes for which there is no evidence of racial bias.

penalty. Apart from being untrue, the point really being made is that unbridled use of the death penalty is more important than ensuring that race doesn't play a role in deciding who receives the most severe punishment.

Whatever your views on the death penalty, the GAO study

proves that it doesn't work for all. The RJA is designed to balance society's desire to use the death penalty with the important principle of racial equality by ensuring that the punishment is meted out fairly.

The Senate is expected to consider the Racial Justice Act as part

of an Omnibus Crime Package (S.1970) which was introduced by Sen. Biden, D-Del., in the next several weeks. This recently released GAO report provides yet another basis for urging vigorous support of the RJA.

Diann Y. Rust-Tierney
American Civil Liberties Union

To Be Equal

From Page A5

that's gaining population. The same holds for schoolhouses, libraries, hospitals and other services.

That's why this Census is so important for minorities -- it will help determine their electoral representation and the level of neighborhood services.

And that is why it is so urgent for every single minority person to make sure that he or she is counted by filling out the census forms and returning them, and by being helpful to the individual census enumerators who will make visits to households.

The bureau estimates that 78 percent of households will return and complete the census forms. Those that don't return one by the April 1 deadline will be visited by a census worker.

Neighborhood groups, community-based organizations, churches and other organizations are actively encouraging maximum participation in the census to avoid an undercount that hurts minority communities.

In the past, the Census Bureau has admitted that it missed many

minorities.

In 1980, the census undercounted Afro-Americans by about 6 percent, and the undercount for young black males in some inner-city communities is estimated to be in the 30-percent range.

Nationally, observers believe that up to 5 million people don't get counted, and disproportionate numbers of them are Afro-Americans, Hispanics and other minorities.

With the rise of homelessness, it is likely that some of America's poorest people -- those with the most to gain from an accurate count -- will not participate. That's despite the bureau's efforts to canvass shelters and public areas where the homeless tend to be.

After many years of minority complaints about the undercount, the bureau appears to be making a good faith effort to count everybody. But the very nature of this enormous undertaking virtually assures that many will be missed.

So even as community organiza-

tions are hard at work to help people participate in the count, they're also watching closely as efforts to correct for the assumed undercount continue.

The problem is particularly severe in the big cities. The 1980 census results prompted a number of cities, ranging from New York to Houston, to sue. The government agreed to canvass 150,000 households and then decide whether to adjust the final 1990 count.

It says this is a purely technical decision, but the historic undercount of minorities and the importance of the final results remove it from the purely technical arena.

Community groups and the cities will be closely watching to ensure that the final results are as accurate as possible and that any undercount is effectively corrected.

But the best line of defense against an undercount that takes political power and government dollars out of minority communities and distributes them to more affluent ones is to stand up and be counted.

Against the Grain

From Page A5

status symbols and are more than willing to fork over the \$170 per pair to have them.

Though they are from impoverished homes, many are just as willing to come up with the \$170 by any means necessary, and when that doesn't work, they simply take the shoes from someone who has them. In one extreme case a few weeks ago, one teen-ager murdered another for his sneakers.

But who's to blame?

Michael Jordan? Nike? Reebok? Spike Lee? Parents who pay such exorbitant prices for the sneakers for their children? Advertising agencies? Advertising media that run the commercials?

A logical explanation could incorporate each of the above.

Michael Jordan has every right to capitalize on his talent and popularity by endorsing perfectly legal products. Sneakers are a natural. There is no more wrong with his endorsing Nike than there is with his endorsing

Wheaties.

Nike and Reebok are legitimate businesses in our capitalistic system that are using advertising as a means to promote their product. No problem.

Spike Lee is in the media business. He, like Michael Jordan, is capitalizing on his creativity and high profile and is making an honest dollar by doing the commercials.

Advertising agencies and media are simply doing their job. It works, so the agencies use it.

The media survive on advertising, so when the agencies want to purchase advertising, the media sell.

Many parents, in the name of love, have this tendency to try to give their children the things the parents did not have themselves as children.

If none of the above is to blame, then who or what is?

Now that the problem is of such great magnitude, maybe all share the blame.

To paraphrase an old expression,



People who make things happen.

"The ballot is still one of our most effective weapons against inequality."

Dr. Benjamin L. Hooks
Executive Director
National Association for the Advancement of Colored People

Benjamin Hooks leads the oldest and largest organization responding to the needs of Black Americans and other minorities. By addressing the issues through the press, the petition, the ballot and the courts, Dr. Hooks and the NAACP continue to uphold the vision of a society free of racial injustice.

That's why Anheuser-Busch supports the NAACP, just as we support other educational and cultural programs, community projects and the development of minority businesses.

At Anheuser-Busch we're committed to a better quality of life. For everyone.



©1989 Anheuser-Busch Companies, Inc.

