

# BUSINESS FOCUS

## Briefs

### NNPA executive director receives 'Emerging Leadership' Award

WASHINGTON (NNPA) – The National Coalition for Black Civic Participation recently awarded its "Emerging Leadership" award to Benjamin Todd Jealous, executive director of the National Newspaper Publishers Association, at its fourth annual "Spirit of Democracy" awards ceremony in Washington, D.C.



Jealous

Jealous, a 28-year-old journalist-activist who cut short his Rhodes Scholarship at Oxford University to join the NNPA, was honored for his commitment to civil rights activism through the black press. He has served as NNPA executive director since the fall of 1999. He and Stacey H. Davis, president and CEO of the Fannie Mae Foundation, received "Emerging Leadership" awards.

Other awards went to: NAACP President and CEO Kweisi Mfume; Yvonne Scruggs-Leftwich, executive director of the Black Leadership Forum; Milton Bins, chairman of the Douglass Policy Network; Ingrid Saunders Jones, senior vice president of corporate external affairs for the Coca-Cola Co.; William Lucy, president of the Coalition of Black Trade Unionists; and the on-air staff of "The Tom Joyner Morning Show," a nationally syndicated radio program.

The event, called "25 Years of Making Democracy Work," marked the 25th anniversary of the activist group formerly called the National Coalition for Black Voting Participation.

"After last year's election, it has become clear to our community that we need a voice to take the lead in the framing of public policies that establish a barrier-free civic participation process for all people," said Melanie Campbell, NCBCP's executive director, in a statement before the May 11 celebration. "The national coalition has proudly charted that endeavor over the past 25 years."

### High-tech companies hire less minorities, according to study

(NNPA) – Technology firms in Silicon Valley employ less African Americans, says a new study.

In the late 1990s, the report from the Coalition for Fair Employment in Silicon Valley revealed that out of 253 companies there, 5,000 African Americans were employed, which was only about 4 percent of the workers.

"There are qualified African Americans who apply, but they're not taken seriously and they're having to work on a contract basis," the study's author, John Templeton, told reporters.

### New report on generational policy finds differences in black population

WASHINGTON – Although the African-American community has long been viewed as a monolithic group, polling by the Joint Center for Political and Economic Studies since the early 1990s has highlighted emerging opinion differences. A new report on these diverse opinions, "Diverging Generations: The Transformation of African-American Policy Views," was discussed June 14 at a Joint Center forum at the National Educational Auditorium. The report examines opinions on a wide range of subjects, including political participation and party identification, the criminal justice system, education, retirement and Social Security, civic participation, entrepreneurship and the environment.

Among the highlights of the findings are:

- Among non-voters, young black adults (18-25) were six times (24 percent vs. 4 percent) more likely than those ages 51 to 64 to say that the lack of good candidates is a reason not to vote, and eight times (32 percent vs. 4 percent) more likely to say that politicians do not keep their promises.

- Baby boomers were the most critical of the criminal justice system with 38 percent expressing "hardly any" confidence in the system, while young adults (ages 18-25) had the most confidence in the system (25 percent).

- Generation Xers (16 percent vs. 7 percent) were twice as likely to express a great deal of confidence in the state government than in the federal government.

- Young black professionals, from ages 18 to 34, were more optimistic about their career prospects (81.8 percent) than either the baby boomers (66.8 percent) or those over the age of 50 (58.2 percent).

### A&T educator dies

GREENSBORO – Dr. C. R. A. (Cyprian Reginald Augustus) Cunningham, 101, a former teacher and administrator for North Carolina Agricultural and Technical State University, died June 10 and was funeralized June 15 at the Episcopal Church of the Redeemer in Greensboro.

Cunningham began teaching at N.C. A&T in 1934. During his 35 year tenure he served in several capacities including associate professor in the areas of agriculture and biological sciences, registrar and director of admissions. He was greatly respected and admired by many of his students and colleagues during his career.

Cunningham's daughter Pearl C. Ware of Brooklyn, N. Y., describes her father as a person who was serious, very interested in education, loved to read and was mentally alert to the end.

"He read the paper everyday," she said.

Cunningham was born in Kingston, Jamaica, in 1900. He came to the United States in 1923. He earned his B.S. and M.S. degrees from the University of Illinois. Prior to coming to A&T, he taught at Tennessee State College and Albany State College.

Cunningham is survived by two other children: Sheila Sims of Oakland, Calif., and Reginald Cunningham of Detroit, Mich.

## Hallmark's partners with Bishop T.D. Jakes to create a greeting card line

SPECIAL TO THE CHRONICLE

### KANSAS CITY –

As a Christian leader, author and motivational speaker, Bishop T.D. Jakes is renowned for his compelling messages of hope, inspiration and personal empowerment. With the introduction of a new collection of greeting cards inspired by Jakes, Mahogany – the leading brand of African-American greeting cards from Hallmark – will give people the chance to use Jakes' words to express their own thoughts and feelings.



Jakes

The new "Loose Your Spirit" card line from Hallmark's Mahogany brand features biblically-inspired messages based on the writings and teachings of Jakes. The card line's vibrant colors and bold designs showcase Jakes' own words accompanied by passages of Scripture and sentiments appropriate for a variety of occasions, including birthday, wedding, sympathy, friendship and encouragement, and love.

"T.D. Jakes has a universal message that appeals to people from all walks of life," said Shalanda Stanley, product manager for Mahogany. "Our Hallmark artist and writers drew inspiration from Bishop Jakes and cap-

tured the essence of his teachings in greeting cards that enable people to express their faith and share inspirational messages."

By teaming up with a prominent voice in the African-American community, Mahogany has an opportunity to reach a broad audience with relevant cards that meet consumer needs.

"Greeting cards with religious messages have strong appeal with Mahogany customers, and by partnering with a respected leader like T.D. Jakes, Mahogany can help people connect with each other in many ways," Stanley said. "The Loose Your Spirit" cards were designed to address the needs of people who want to nurture their spiritual relationships with family and friends."

Transferring Jakes' words onto Mahogany cards made for a natural fit, because Mahogany and Jakes shared a common goal for the "Loose Your Spirit" line – to provide uplifting and inspirational messages that transcend a broad spectrum of people and faiths.

"This collaboration with Hallmark provides one more way for me to spread the joy I feel every day in my faith," said Jakes. "These cards offer a powerful way for people to share what they believe with the people they care about. I am pleased to have Mahogany interpret my words so beautifully, and I am excited about touching the lives of new people through these

See Jakes on A7



## Out of This World



NASA Astronaut Commander Robert L. Curbeam Jr. recently tested BATWING, a new flying roller coaster attraction at Six Flags America. The thrill park, located outside of Washington, D.C., and Baltimore, recently launched what it calls the only flying BATWING roller coaster in the world.

## Diversity director to begin new strategies

SPECIAL TO THE CHRONICLE

REDMOND, Wash. – Microsoft Corp. announced that Claudette Whiting, a 20-year industry veteran and former director of employee initiatives for DuPont, will join Microsoft as senior director of diversity.

"We are very pleased to have Claudette joining the Microsoft team," said Deborah Willingham, senior vice president of human resources at Microsoft.



Whiting

"Claudette has a very strong track record in creating a diverse, multicultural environment that provides opportunities for people of all experiences and backgrounds to grow and advance."

According to Willingham, Whiting will play a central role in helping Microsoft meet its goal of becoming the leader in workplace diversity in the high-tech industry. "We have a great opportunity in the technology industry to meet the growing demand for a skilled work force while also continuing to advance our efforts to

See Microsoft on A7

## Corporation inducted into Billion Dollar club Philip Morris spent \$1.3 billion with minority suppliers

SPECIAL TO THE CHRONICLE

NEW YORK – Philip Morris Companies is among 10 corporations nationwide recently inducted into the Billion Dollar Roundtable for their outstanding commitment and billion-dollar contributions to minority- and women-owned suppliers. Last year, Philip Morris Companies spent \$1.3 billion in purchases from diverse suppliers, giving the company one of the strongest supplier diversity records in the country.

Collectively, Philip Morris Companies and the nine other charter BDR members – AT&T Corp., Daimler Chrysler Corp., Ford Motor Co., General Motors Companies Inc., IBM Corp., Lucent Technologies, SBC Communications Inc., Verizon Communications Inc. and Wal-Mart Stores Inc. – purchased more than \$18 billion in products and services last year from minority- and women-owned suppliers.

Don Neely, publisher of Minority Business News USA and founder of Women's Enterprise Magazine, created the BDR to increase corporate business partnerships with diverse suppliers and initiate dialogue with inductees on how to provide greater opportunities for diverse suppliers.

Representatives from each of the chapter

corporations met for midday forums to share practices, address common business issues and challenges, and provide critical insight on sustaining current spending levels.

"The partnerships between Philip Morris Companies and minority- and women-owned suppliers is special to us. It is based on the company's need for high-quality and innovative products from a wide range of vendors, which is exactly what our diverse suppliers provide," said William Webb, Philip Morris chief operating officer.

Philip Morris' commitment to supplier diversity dates back to the early 1970s while a formal supplier diversity program has been in place for more than 20 years. The company subscribes to the philosophy that minority- and women-owned suppliers, like small businesses in general, are often faster, more innovative and flexible than larger companies.

Harriet Michel, president of the National Minority Supplier Development Council, received the Billion Dollar Roundtable Pioneer Award for outstanding leadership in the field of supplier diversity.

"I applaud these corporations for convening to celebrate and draw focus on the need for greater spending with diverse suppliers," Michel said.



Don Neely, right, and Harriet Michel present an award to Phillip Morris COO William Webb.