

BUSINESS FOCUS

Briefs

Black MBAs choose Marriott

WASHINGTON - Marriott International, Inc. announced recently that the Washington DC Chapter of the National Black MBA Association (NMBBAA) has named Marriott International as Corporation of the Year. NMBBAA is a premier business organization dedicated to developing, enhancing and adding value to the economic structure of the nation and African American communities.

The Corporation of the Year award, which recognizes Marriott for its continuous commitment to support the organization's broad range of programs for its members, was presented at the Chapter's 18th Annual Scholarship and Award Reception June 18.

"We are extremely pleased to be presented with this honor," said Brendan Keegan, executive vice president, human resources at Marriott. "We are proud of our work with the National Black MBA Association, which is an important part of our efforts to create strong, mutually supportive relationships in the African-American as well as other communities that help foster expanded diversity among our managers and executive leadership."

Marriott has had a strategic partnership with the NMBBAA nationally and locally for over 10 years. NMBBAA delivers programs that support Marriott's business goals and objectives in recruitment, professional development, economic development, philanthropy, and other areas.

Cisco gives \$1.8 million to technology campaign for HBCUs

RALEIGH (AP) - Cisco Systems has contributed \$1.8 million to an ongoing campaign to improve technology among the nation's private black colleges.

William H. Gray III, president of the United Negro College Fund, came to Shaw University in Raleigh to announce Cisco's gift of \$1.5 million worth of network switches and \$300,000 in student scholarships.

"This type of contribution is not new for Cisco," Gray said Thursday. "For both of our organizations, it is part of a continuing effort to close the digital divide."

The College Fund began its campaign to improve campus technology in 2000 after a survey of its 39 member schools showed an overwhelming need. Six of those schools are in North Carolina.

With help from other industry leaders such as Microsoft, IBM and AT&T, the campaign has raised more than \$90 million, enough to improve the infrastructure to current standards at every school.

The partnership with Cisco also offers scholarships to students, particularly women, pursuing degrees in electrical engineering or computer science. The names of the first 10 students to receive scholarships were announced Thursday.

The Cisco/UNCF University Scholars Program provides two-year scholarships of \$4,000 per year to rising juniors who have a minimum grade point average of 3.2. Recipients also will work at Cisco during the summer. Applicants do not need to attend historically black colleges and universities.

DNC Voting Rights Institute gets endowment from Johnson

WASHINGTON - Black Entertainment Television (BET) Founder and CEO, Robert L. Johnson has committed a \$1,000,000 contribution to the Democratic National Committee's (DNC) Voting Rights Institute (VRI). Thanks to Johnson, the DNC has received an additional \$640,000 from others committed to the important cause of voting rights.

"I am very grateful for Bob's contribution to the DNC's Voting Rights Institute. Bob has been a strong voice and advocate for voting rights for all Americans. His commitment today will reinforce and strengthen the right of all Americans to vote and to participate fully in our democratic process," said DNC Chairman Terry McAuliffe.

"With the mid-term elections less than five months away, the VRI is preparing to make a difference. I applaud Mr. Johnson's commitment which will fund our efforts to promote and protect the right to vote, and assist state and local candidates in developing grassroots voter education programs to enhance turnout on Election Day," said VRI national Chair Donna Brazile.

"It was evident that many African American and minority voters were disenfranchised in 2000. Thanks to the tremendous generosity of Bob Johnson, the Voting Rights Institute will have the resources to prevent voting irregularities from occurring and help restore faith in our electoral process later this year," said DNC Black Caucus Chair Yvonne Atkinson Gates.

The VRI was established in early 2001 by Chairman McAuliffe in direct response to what transpired in Florida during the Presidential Election. Later that year, the VRI's efforts were felt at the voting booth as Democratic candidates won the governorships in New Jersey and Virginia, and more importantly the instances of disenfranchisement dropped. The Institute's main focus has been to examine election laws and procedures in each state, train precinct captains, provide educational voting materials, and have lawyers volunteer on election day to monitor polling places. Thanks to Mr. Johnson's leadership, the VRI now will have the resources to be more effective as Democrats compete in numerous elections at all levels of government, and are confronted with a razor-thin majority in the United States Senate, a five seat deficit in the United States House of Representative, and 36 gubernatorial elections.

Smiley talks and people listen

BY LYNN ELBER
THE ASSOCIATED PRESS

LOS ANGELES - Word by word, one outlet after another, Tavis Smiley is building an empire of talk.

He's talking on radio: "The Tavis Smiley Show" launched in January on National Public Radio and is heard on a growing number of stations.

He's a regular on "The Tom Joyner Morning Show" and has his own "The Smiley Report," both nationally syndicated.

He's talking on television: Smiley appears regularly on CNN's "Inside Politics" and "TalkBack Live" and on ABC's "Primetime Thursday" and "Good Morning America." He has a deal with Disney for a syndicated talk show.

He's talking to readers: He's written and edited books, including "How to Make Black America Better," and publishes "The Smiley Report," a quarterly magazine. Through his nonprofit Tavis Smiley Foundation, which includes a Web site, conferences and newsletter, he's talking to young people.

"Enlighten, encourage, empower people" is the goal, says Smiley. His rush of words has a preacher's cadence, testimony to the hours he spent in church in Kokomo, Ind., where his mother is a minister.

The pulpit that Smiley, 37, has found for himself requires that he balance his dual roles as journalist and commentator, as well as his two audiences: black listeners and listeners in general.

His public radio news-magazine, for instance, is NPR's effort to meet the needs of about 38 black-oriented stations, many of which are connected to traditionally black colleges such as Morgan State University in Maryland.

NPR had long been contemplating such a venture. They snapped up Smiley after he left his

See Smiley on A9



Curtis Oldenkamp, Lowes Food president, poses with the nine of the 10 young winners in the chain's "Be A Smart Shopper" program. Each child won a \$1,000 savings bond.

Healthy Shoppers

Lowes Foods awards children for eating, shopping healthy

BY COURTNEY GAILLARD
THE CHRONICLE

Kelvin McCaskill loves to eat collard greens and doesn't mind telling the whole world about it. McCaskill and 10 other children were awarded \$1,000 savings bonds by Lowes Foods for telling the supermarket how each of them led a healthy lifestyle in the Be a Smart Shopper program.

"I eat three meals a day and my favorite food is collard greens," said 12-year-old McCaskill, who will be in seventh grade at Atkins Middle School this fall.

Winners, five of whom are residents of the Triad, submitted drawings or written statements explaining what they do to lead healthy lifestyles, whether through exercise, eating healthy foods or getting a full night's sleep.

Winners include Matthew Bissette of Clemmons, Kelvin McCaskill of Winston-Salem, Mae Lewis of Winston-Salem, Angela Thacker of Winston-Salem and Jane Boyce of Greensboro.

Lowes Foods President Curtis Oldenkamp presented each child with a certificate for a savings bond and talked about the commitment of the supermarket chain to feed the hungry and educate youths.

"Nutrition is a concern at all ages and if we can get children early on in the process, we have such a better opportunity to educate and get them



Teacher winners, from left, Kim Webster, who won the grand prize for teachers, and Dee Brown and Lowes nutritionist Cindy Silver.

eating healthy and for good reason...It can lead to nothing but a better, healthier lifestyle into the future," said Oldenkamp, who thinks the extra time the company takes to focus on the eating habits of youngsters is worth saving them from falling into the habit of turning to junk foods when it's time for a snack.

Teachers were also able to participate in a separate contest in which they were required to write a paragraph describing how they incorporated the Be a Smart Shopper program into their classroom lessons. The grand-prize teacher winner, Kim Webster, sixth-grade science teacher at Brawley Middle School in Mooresville, was awarded a brand new desktop computer, and the other four winning teachers were given \$100 Lowes Foods gift certificates.

"There's a great element of peer pressure involved with the healthy food family," said Cindy Silver, cor-

porate nutritionist for Lowes Foods, who says the store tours are a great way to introduce them to new foods they would not necessarily eat on their own.

Part of the Be a Smart Shopper program includes bringing the children to a Lowes Foods store to learn firsthand about nutrition from a Lowes store employee. Close to 30,000 children have visited Lowes for a tour and learned about the food pyramid, the importance of eating fruits and vegetables, and reasons to eat breakfast every day. Classroom lessons help to reinforce what students observed in the store tour.

Be a Smart Shopper will start its sixth year at Lowes Foods in August, and its theme will focus on healthy eating and healthy lifestyle.

Log onto www.lowesfoods.beasmartshopper.com for more information.

Baldwin enters fruitful union with Kellogg

SPECIAL TO THE CHRONICLE

MACEDON, N.Y. - Baldwin Richardson Foods Co., one of the largest African-American owned food companies in the United States, has been selected as the exclusive producer of the fruit fillings for Kellogg's Nutri-Grain cereal bars. The five-year contract, which will bring an estimated \$12.5 to \$16.5 million in revenue each year, makes Baldwin Richardson Foods Co. one of Kellogg's largest minority suppliers. Eric Johnson, President & CEO of Baldwin Richardson Foods and Carlos Gutierrez, Chairman & CEO of Kellogg Company announced this new partnership at Baldwin Richardson Foods Co.'s Macedon, N.Y. facility at a press conference last week.

The event marked the opening of a multi-million dollar plant expansion constructed to accommodate the specially designed technology engineered by Baldwin Richardson Foods and Kellogg teams to produce the fruit fillings. Tony the Tiger, Ernie Keebler and Baldwin Richardson Foods mascot Mrs. Richardson were on-hand to cut the ribbon officially opening the facility along with Johnson and Gutierrez. "Our primary focus has always been to provide quality products and ingredients coupled



Baldwin Richardson Foods Co. President and CEO Eric Johnson (second from left) and Kellogg Company Chairman and CEO Carlos Gutierrez (third from right) cut a ribbon to mark the opening of the new Baldwin Richardson Foods facility in Macedon, N.Y.

with state-of-the-art manufacturing," said Johnson. "Kellogg was searching for a reputable supplier who could efficiently support both areas. We were able to meet their needs by building a strong strategic partnership."

For this project, Baldwin Richardson Foods has also added 20 new jobs to its previous workforce of 140. The company will make the filling for all six Nutri-Grain fruit-flavored bars, including strawberry, blueberry, apple-

cinnamon, raspberry, cherry and mixed berry. The new processing system is capable of making up to 50 million pounds of filling per year.

"When we decided to change the processing technology for the Nutri-Grain filling, we knew that we needed a supplier with exceptional technological expertise and the necessary capacity," said Gutierrez. "We also needed a partner that was the right fit for Kellogg. After an extensive search,

we found all of these qualities and more in Baldwin Richardson Foods Company."

Levi Pace from the New York Regional Office of the Minority Business Development Agency of the U.S. Department of Commerce also attended the event, along with Rochester-area dignitaries.

With projected annual sales of more than \$9 billion, Kellogg Company is the world's leading producer of cereal and a leading producer of convenience foods, including cookies, crackers, toaster pastries, cereal bars, frozen waffles, wholesome snacks, meat alternatives, pie crusts and ice cream cones.

Baldwin Richardson Foods, headquartered near Chicago, IL, manufactures liquid products for the food industry including sauces, condiments, beverage and pancake syrups, dessert toppings and specialty fillings. The company's products are marketed through retail and foodservice outlets with industrial, co-packing and private label contracts. Baldwin Richardson Foods supplies ingredients for some of the world's leading restaurant chains and food manufacturers. Retail products include Baldwin Ice Cream, Mrs. Richardson's Dessert Toppings and Nance's Mustards, Wing Sauces and Condiments.