

The Deeper Problem: Social Acceptability

By Susan Ellsworth
Post Staff Writer

"Drinking alcoholic beverages has become a commonly accepted lifestyle throughout most of the world. In the U.S. 71 percent of adults have identified themselves as drinkers," according to a 1979 report to the Congress by the Comptroller General.

Did you know that since 1935, per capita consumption has increased 110 percent for beer, 347 percent for wine, and 183 percent for distilled spirits?

During the last several decades, in every area where accidents causes were investigated, alcohol has been found to be the largest single factor leading to fatal crashes.

National Safety Council findings from the Transportation Department report "alcohol-related accidents now account for as much as half of all highway

Fifth in a series

deaths--or about 25,000 people annually--representing an annual economic cost of over \$5 billion. The Department of Health, Education and Welfare reports that annual cost from alcohol abuse is about \$42 billion."

Studies also indicate the only time people are concerned about drunken drivers is when they injure or kill a friend or relative, and that doesn't happen often.

Consequently, judges and juries frequently are swayed by sympathy because they know loss of a license could work a serious hardship on the individual or his family.

Dr. Robert Borkestein has said alcohol-related problems are difficult to attack because they are cultural. He says the

general public does not think there is anything wrong with drinking as long as the person doesn't drive badly. He criticized "This is why there is so little support for such campaigns as 'If you drink, don't drive'."

Can we blame advertising for contributing to the problem by presenting alcohol as socially desirable? "Famous personalities tend to reinforce alcohol as an acceptable lifestyle--especially for the young," Borkestein warned.

The Comptroller General's report to the President also reveals attitudes of judges and juries condone the practice of drinking and driving by their lack of severity in the imposing sentences.

In Part Six, we will focus on judicial attitudes and their affect on the problem of drunken drivers.



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Export Awareness Seminar Set For Small Businesses

Central Piedmont Community College's Small Business Center will conduct an all day Export Awareness Seminar on Wednesday, October 23, from 9:00 a.m. to 5:30 p.m. at the Greater Charlotte Chamber of Commerce, 129 West Trade Street.

Designed for area small businesses wishing to enter export or to expand their current export trade, co-sponsors include the Charlotte Chamber, the Metroline World Trade Club, the NC and US Departments of Commerce and the Small Business Administration.

Program Presenters are John Andrews, President of Teledyne Alvac, Monroe, Norwood Cheek, Trade Specialist of the U.S. Department of Commerce, Greensboro, Clem Schrader, Vice President of Charlotte's Southern Overseas Corporation, Carl Erickman, Vice President-International Systems, First Union National Bank, Charlotte, Ron Pruett, Charlotte publisher of the Middle East Trade Letter, Dave Thomas, Raleigh, Director of the

NCSC International Trade Center and Charles McKeel, Assistant District Director, Small Business Administration, Charlotte. Luncheon speaker will be Gordon Melroberts of the NC Department of Commerce, Raleigh. Mayor Eddie Knox will welcome seminar participants and Sea Land Service of Charlotte will host the afternoon wine and cheese party.

The banking, legal, marketing, shipping and government experts will recommend procedures that will enable small business firms to export profitably by choosing the right marketing approach and they will discuss credit, finance, licensing, custom regulations, overseas packaging, etc. In addition, successful export businessmen and women will be available to meet seminar registrants and answer questions about their approach to the business of export.

Cost of the all day program, including lunch, refreshments and seminar materials is \$25. For regis-

tration forms and or additional information interested small business firms are urged to contact Emma Gunn, Coordinator, Small Business Center (PCC), P.O. Box 5000, Charlotte, N.C. 28225.

Charlotte Business League To Sponsor Two Workshop

The Charlotte Business League will present Business Opportunity Workshops Thursday October 29 from 10:45 until 4:45 at the new McDonald's Cafeteria on Beatties Ford Rd.

The Charlotte Business League feels obligated to the community to find ways for small business entrepreneurs to survive during these economical times, according to a spokesperson for the league.

The league has pulled together local businesses specializing in business investments, government assistants, and financial avenues in packaging business opportunities.

312th A.C.

These assistance programs are working to find ways to solve cash flow problems and all are free.

There will be further information and assistance offered to those who are interested in pursuing business careers.

The schedule of events are as follows:
10:45-12:00, "Charlotte Uptown Loan Program." Panelists will include Michael Schneiderman, Charlotte Uptown Development Corporation Executive Director; Graham Denton, Senior Vice President N.C.N.B.; and John Heintsh, N.C. Federal Savings and Loan Association Secondary Marketing Official.

A dutch lunch will be from 12:15 until 2 p.m.
From 2 until 3:15 p.m. Business Investment Opportunities with panelist Rietzel Snider, president of

Synco, Inc.; Richard Ellis, Accountant Executive with Merrill Lynch; and John W. Fritz, CPA, Senior Tax Accountant with Price Waterhouse.

From 3:30 until 4:45, the final workshop entitled "Governmental Business Assistance" will be held. Panelists include A. C. Shull, Economic Development Supervisor, City of Charlotte; Lewis Myers, director of Minority Business Development Agency, North Carolina Dept. of Commerce; Robert Maxwell, Deputy District Director, Small Business Administration; and George Marshall, Executive Director of Carolina Minority Suppliers Development Council.

If you have a question concerning the workshop or wish to participate call 372-9242.

Detachment Tours Nuremberg, Germany

The 312th A.C. Detachment (postal) of the U.S. Army Reserve became the first reserve unit from Charlotte to tour Nuremberg, Germany, for a two week training session in September.

John Cannon, said that seeing Germany's countryside and historic sites made him appreciate his college major (history). Vicky Neely (the only woman in the group) explained that the cleanness and courteous manner of the people made her feel really welcome. Floyd McCullen, previously stationed in Germany from 1977-80 called the reunion one he would love to make for two weeks every summer. Rickey Livingston described what impressed him most was the closeness its location puts on with other countries and that they traveled behind the Iron Curtain.

Sgt. First Class William H. Homan said the unit motto best expressed his feelings: "We the willing led by the unknowing, are doing the impossible for the ungrateful, we have done so much for so many with so little, until we are now qualified to do anything with nothing."

The unit was commanded by Lt. Larry Rogers and First Sgt. Franklin.

Zones Change

As demolition work progresses on the Independence Building in downtown Charlotte, changes have been made in bus loading zones, pedestrian traffic and vehicular traffic in the area.

Southbound traffic on Tryon Street is being rerouted via Sixth, Church and Third Streets. In addition, pedestrian traffic is prohibited on the northwest corner of Trade and Tryon. Passenger loading zones for the Charlotte Transit System for southbound buses on Tryon Street have been relocated in front of Hardy's Shoe Store. Loading zones for westbound buses on Trade Street have been moved to the front of Eckerd Drugs Store and Burger King.

For more information on these changes, call 371-2511.

Hanging Coats

Suit coats and sport coats should be hung on shaped, wooden hangers to preserve shoulder fit.

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10/21/81