


Lawrence Tolliver:
It's Not A Sin To
Grow In Capitalism!
Story On Page 2A

Blacks Should Change
Their Lifestyles
To Help Themselves!
Story On Page 12A

The Debate Continues:
Should Marijuana
Be A Legalized Drug?
Story On Page 2A



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CHERYL MCCULLOUGH
Adheres to Southern ideals

Cheryl McCullough Is Graduate Student At Ohio State University

By Jalyne Strong
Post Staff Writer
Twenty-five-year-old Cheryl McCullough is a graduate student in speech pathology at Ohio State University in Columbus, Ohio. A Charlotte resident, she is home this summer doing research for an independent study course. She has spent one year at Ohio State and has one year to go before she graduates.

stranger." Then, Cheryl tells a little secret all Charlotte women should enjoy hearing. "The guys say it's a plus that I'm from North Carolina," she reveals. "They like women from the South, whom they describe as friendlier and more down-to-earth. Northern women, the men say, are too cold." (Now that information is enough to start a female civil war.) Seriously, Cheryl, in describing herself, adheres to the Southern ideal. "I am down-to-earth, friendly and I like to meet and get along with people," she states.

Her interests kind of characterize her as old fashioned, Cheryl points out. "I like old time jazz, namely, Rusty Bryant, Hank Marr, Ella Fitzgerald, and Alberta Hunter. "I don't like the fusion jazz, I enjoy scatting and have always preferred the big band sound to modern jazz." However, there are a few contemporary artists Cheryl can relate to, such as: Maze, Patti LaBelle, and Phoebe Snow. Cheryl also enjoys Gospel. Another favorite pastime for Cheryl is shopping for antiques and vintage clothing. "I love Victorian

Black Businesspeople Share Tips

What Does It Take To Succeed In Business?

By Audrey C. Lodato
Post Staff Writer
What does it take to succeed in business? A whopping 50 percent of new businesses fail within the first five years of operation, according to Arthur Collins, assistant district director for business development for the Small Business Administration.

Dunn and Bradstreet figures indicate that business failures rise for the first four years, then head downward at year five. In a recent interview, Lawrence Tolliver, Charlotte Chamber of Commerce vice president of Small Business Services, spoke about the particular problems facing minority businesses. Among the reasons that many black-owned businesses do not become greater successes, he stated, are that they fail to learn to do business with large corporations; they fail to learn enough about the market before they plunge in; and they have difficulty raising sufficient capital.

So, what does it take to succeed? Several local black business people were asked that question, as well as what tips they would share with anyone considering going into business. Bobby Lowery, who founded Better Cleaning Maintenance Supply, Inc. in 1975, and bought Better Cleaning Janitor Service, Inc. four years later, believes that "tenacity, more than anything else—the mental attitude to hang with it—is a necessary ingredient for success. He adds, "Having enough money is always crucial to a small minority business, but you've got to love it and have staying power."



Nasif Majeed
.....Burger King president

Wanda and David Lewis started Scapes Alive three years ago. The company has grown from just grounds maintenance to include a retail-wholesale division and design work. Ms. Lewis agrees with Lowery. "You need a lot of will-power. You've got to look at the market, but you've also got to make a commitment. You can't hold back 10 percent 'in case' you fail." If anything, she continues, you have to put in 110 percent to make your business succeed. Nasif Majeed has been president of the Burger King franchise on Beatties Ford Road for five years. He insists, "It takes a lot of desire to succeed. You need to direct yourself toward your goals and be willing to make sacrifices." Majeed emphasizes. Proper skills training is also important, he advises, as is getting some actual experience beforehand



Bobby Lowery
.....Successful businessman

to minimize the number of mistakes you're bound to make. Fred Stewart's business, Stewart Office Suppliers, is in its seventh year. Stewart suggests a number of ingredients necessary for success. Product knowledge is one and being competitive in price is another. Perhaps more importantly, though, "you've got to be honest and fair with yourself." He explains, "Put all of your time in one basket rather than moonlighting. All your energy needs to be in the business. If it's not, you're cheating yourself." Stewart remarks that "So many blacks want to go into business, but they want to do it on a part time basis while holding a nine-to-five job for security." He suggests that anyone seeking to start a business "know what you want to get into; know your area, and know it well." Get experience

Testimonial Dinner Set For "Genial Gene"

By Loretta Manago
Post Managing Editor
For Eugene Potts, a former radio personality, the next two days will have a profound effect on how he spends the rest of his days.

On Friday, August 23, a testimonial dinner will be held in Potts' honor at the Adam's Mark Hotel. The following day WGIV will host an all-day radio-thon. Both events have one purpose in mind—to raise money for Potts, in an effort to offset financial problems. Cal Thornton, who is station manager at WGIV and who has been very instrumental in coordinating the two events, stated that he had anticipated that 600 people would be in attendance at the testimonial. "Right now we're looking for 400 people and we expect to raise \$5,000 from this function.

In a previous Post article on Potts, it was stated that entertainers James Brown and Wilson Pickett had responded affirmatively to be in attendance at the banquet. It was also stated that other entertainers had been invited to express their appreciation for "Genial Gene" Potts.

Toastmaster, Jack Gibson, owner of Jack The Rapper magazine, will introduce special saluters, Bob Walton, Dr. Mildred Baxter Davis, Mayor Harvey Gantt, Ron Leeper, and Rev. Ell Price, pastor of Clemental Memorial AME Zion Church. After they have given their oral presentations approximately 10 co-workers and friends of Potts will make comments.

Rev. George E. Battle Jr., pastor of Getsemane AME Zion Church, and Rev. Wardell Henderson, pastor of Weeping Willow AME Zion Church, will give the invocation and the benediction, respectively. Although the testimonial will only generate a small portion of the money WGIV hopes to raise for Potts, the testimonial will serve to let Potts know that his service and sacrifice to the community has not been forgotten or unappreciated.



Eugene "Genial Gene" Potts
.....Receives community support

The larger portion of the funds will be generated from the radio-thon, which will begin Friday at midnight and continue through Saturday evening at 8. Clubs, fraternities, professional organizations, church groups, communities and individuals will have the opportunity to call in with a donation for Potts. "We anticipate to raise at least \$15,000 from the radio-thon. That would give us a total of \$20,000," cited Thornton. Even that figure falls \$6,000 short of what is really

needed to straighten the Potts' expenditures. Hopefully, the donations that are mailed in will meet that deficit. To mail a donation, send a check to: The Eugene S. Potts Fund, WGIV, 2520 Toomey Ave., Charlotte, N.C. 28203.

Lowery Denounces Botha

President P.W. Botha has embarked on a blind and fatalistic flight from reality. He has crashed the hopes of millions for meaningful reform against the rocks of racism and greed. It must be obvious to everyone by now that the government of P.W. Botha has absolutely no intention of granting rights of full citizenship to the 23 million South Africans who are under seige from this repressive government.

Botha's speech should remove whatever doubts remaining among even his staunchest supporters at home and abroad that there is no movement whatsoever toward the reforms so vital to liberty and justice in this nation. Mr. Botha, however, has been consistent...the so called reforms instituted last year...which granted limited parliamentary participation by Indians and coloreds were designed to divide and conquer rather than to move legitimately toward representative government. In rejecting the one man one vote concept...even as a desirable goal...Mr. Botha has slammed the door on reason and moderation.

"We therefore call upon the Congress and Administration to impose sanctions on South Africa. The first step should be to pass the legislation before the Senate; and we urge President Reagan to sign it immediately," Lowery said.

"We further urge the President of the U.S. to demand that the state of repression by military and police powers be brought to an immediate end. We urge the President to call for negotiations between Botha and the black leaders in South Africa including representatives of the African National Congress, the United Democratic Front. the See LOWERY On Page 13A

