

Is It Worth It?

To The Post
 MBA - does it guarantee the top? Several findings that the climb to the middle where the climb to a feature article issue of Black Enterprise, black Americans, success. graduate of the Chicago's School of Business while at American Can Co. In his company, steadily. In 1976, MBA, he was product manager that that was as a go. "I was that I wasn't promoted to product manager at American Can. I was just sitting there," Enterprise. American Can to product manager at Connecticut, is typical of black men and many MBAs do make it in management but few in stature beyond assistant president," says Beverly national president of the Black MBA Association, (MBAA). "There are many reasons corporations are reluctant to award promotions. Social pressure is one. Paradoxically, when civil

rights pressure led to the hiring of great numbers of black MBAs back in the 1970s, many companies found themselves with poorly qualified applicants. The memories still remain. "A lot of schools jumped up overnight with MBA programs and they don't produce the same quality of graduates as other schools. Some companies have gotten burned," explains Reed. "Now, many corporations only recruit grads from certain schools, primarily because they feel those schools have a good track record." And while corporations may prefer MBAs from top-ranked schools, they often don't want to pay top salaries, reports Black Enterprise. So, instead they hire liberal arts grads and train from within. Nevertheless, Reed believes that an MBA is still a valuable commodity. "The MBA is a plus even if you want to start your own business," he says. "It gives potential investors a warm feeling that you are going to be successful." And while credentials may not guarantee success, they surely can't hurt. As Charles Grant, former president of the NBNBAA told Black Enterprise, "If you can't get in the door, you can't make that first step up the corporate ladder." Black Enterprise is available on newsstands or by sending \$1.95 plus \$1 postage to the publisher, 130 Fifth Ave, New York, N.Y. 10011.



TOURING PROFESSIONAL PETE BROWN, right, autographs program for Charlotte native Roy L. "Shangh" Holmes before teeing-off last Sunday in the final round of the PalneWebber World Seniors Invitational Golf Tournament at Charlotte's Quail Hollow Country Club. Brown's final round 76 (291 total), earned him \$3,440. Lee Elder's caddy, Alonzo Wikerson of Jackson, Ms., looks on. (photo by Peeler's Portrait Studio)

Free Tax Assistance

Greensboro - Would you or your group like to help other people with their tax returns? If so, the Volunteer Income Tax Assistance (VITA) Program may be just for you. The VITA Program, sponsored by the Internal Revenue Service (IRS) is designed to offer free tax assistance at community locations to individuals who cannot afford professional tax help. Last year, volunteers prepared over 15,000 Federal returns and over 7,000 State returns for taxpayers in North Carolina. There is a current need for volunteers and organized groups to participate in the 1986 VITA Program. Last year, the list of volunteers included accountants, teachers, homemakers, retired businesspersons, professional groups, and college students. There is a special need for church groups, clubs and professional organizations to establish and coordinate new sites. Your involvement in the VITA Program will not only be a rewarding and worthwhile experience but can prove to be beneficial to your group as a service project.

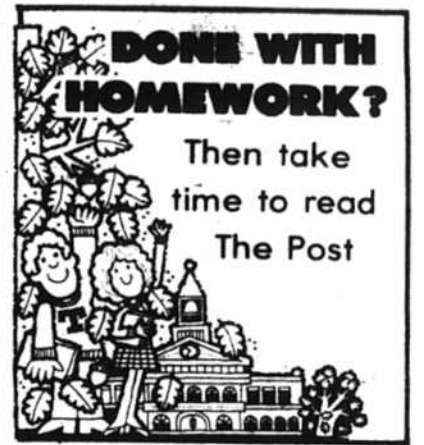
The IRS will provide training to ensure that taxpayers receive accurate assistance. The IRS also will assist sites with publicity and provide forms and publications. The Taxpayer Education Office will work with you to ensure a successful program. To participate in the VITA Program in your area as a tax assistant, coordinator, or instructor, please call the Taxpayer Education Office or Ellie Hoke toll-free at 1-800-424-1030, ext. 5620. Your help is needed.

ASVAB Testing In Local High Schools

The Armed Services Vocational Aptitude Battery (ASVAB) series of tests will be conducted in high schools throughout North Carolina in the coming months. ASVAB, a Department of Defense program, is offered at no cost to the school or the student and is, in most schools, strictly voluntary. Students who want to take the ASVAB should contact their guidance counselors. Students taking the test are under no obligation for doing so. The ASVAB is designed to be of value in two ways: helping schools assist their students in identifying aptitudes and developing future educational and career plans and helping the Department of Defense attract well-qualified volunteers for the military. ASVAB provides information useful for educational and career exploration and decision making. The military uses the ASVAB to help

determine the qualifications of young people for enlistment and to help place them in occupational specialties. It also provides measures of learning potential that are useful for predicting performance in school courses, though the ASVAB is not designed to measure the aptitudes required for professional occupations. ASVAB is the latest in a long line of aptitude tests used by the military services for over 40 years. Since World War II, research programs have been conducted to validate and improve those tests, and numerous versions have been evaluated to determine how well they predict performance in military specialties. Those tests with demonstrated predictive validity and high reliability have been incorporated into the ASVAB. The current test-ASVAB 14-has been validated on more than 50 military occupational training

courses. Schools which have not yet scheduled ASVAB testing and desire to do so should contact the Military Entrance Processing Station (MEPS) in Charlotte at 704-371-6415. Olynpic High School has scheduled ASVAB on Tuesday, October 8, at 7:30 a.m., Garinger High School on Wednesday, October 23, at 7:30 a.m., and Independence High school on Thursday, October 24, at 7:30 a.m.



Wachovia Introduces New Service

Wachovia Bank and Trust has introduced a new service which links corporate customers with an electronic link to the bank through a computer terminal or a computer in the customer's office. Called the Wachovia Direct Connection, the system includes both new services and enhancements to existing services. On-line payments are already available through the Direct Connection, and balance reporting and fund transfer will be available later this year. In the future the system will be expanded to allow access to most, international and other banking information.

Nicolay Will Discuss Marketing

John Nicolay, senior vice president for marketing at McDevitt & Street, will speak at the American Marketing Association meeting on October 9 at the Adam's Mark Hotel. Nicolay will discuss marketing in the construction industry. The meeting will begin with cocktails at 6:30, followed by dinner at 7:00. McDevitt & Street Company is ranked ninth among general building contractors by Engineering News-Record and third among health care builders by Modern Healthcare. Corporate headquarters are located in Charlotte, but the firm has divisional offices in Atlanta, Columbia, Dallas, Macon, Nashville, Orlando, Richmond, and Washington, D.C. McDevitt and Street has constructed health care

Kirby And Lee To Finance Agency

Raleigh - Governor Jim Martin announced the appointment of two businessmen from the Piedmont region to the North Carolina Housing Finance Agency. The Governor named Robert D. Kirby, 55, of Matthews and J. Kenneth Lee, 61, of Greensboro to serve on the Board of Directors of the agency, which works under the state Office of Management and Budget. The board oversees the operations of the Housing Finance Agency and governs the sale of tax exempt bonds to provide housing for persons and families of low to moderate income. It also manages housing production programs that are funded by state and local go-

N.C. Railroad Gets New Officers

Robert J. Brown was recently elected president of the North Carolina Railroad Company by its board of directors. Brown is the first black to be elected to this position. Brown, formerly special assistant to President Richard M. Nixon, is chairman of B&C Associates, Inc., a public relations firm located in High Point, N.C. Other new officers for the 1985-86 year are secretary-treasurer Jane Doby of Raleigh and general counsel C. Allen Foster of Greensboro. Since the state of North Carolina is

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