

JAN 17 1986

CHARLOTTE and MECKLENBURG
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28-Page Supplement
Section B



THE CHARLOTTE POST

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Volume 11, Number 33

THE CHARLOTTE POST - Thursday, January 16, 1986

Price: 40 Cents



Pamela Brown
.....Cochrane Junior High student

Pamela Brown Aspires To Become An Actress

By Jalyne Strong
Post Staff Writer

Fifteen-year-old Pamela Brown is a ninth grader at Cochrane Junior High School. An avid student of drama, she has her mind set on an acting career.

Through her drama class, Pamela is gaining her first experiences in theater. "We act out plays for other classes and do readings," she describes. "I enjoy playing the many different roles and meeting other people who like drama," Pamela lists as the two reasons she looks forward to acting as a profession.

"Ever since I was seven-years-old, I've wanted to act," she reminisces. "I plan to stay in drama at school and act in several plays through high school. Then, major in drama in college," she offers as her route to success.

Pamela also feels Charlotte offers as many opportunities to develop in acting as any other city. "If you're

No More Track Runners

CMS no longer is using student track runners to check railroad crossings before school buses travel across them. The practice, used here for decades, was discontinued January 6. It was abolished because of danger to runners in increasingly hazardous traffic, confusion to motorists and because it not longer was used consistently.

TURTLE-TALK



A second-class effort never produces a first-class result.

Charlotte Area Fund-Raisers Realize \$215,868 For UNCF

By Jalyne Strong
Post Staff Writer

Getchel Caldwell says, "It was a more organized effort," while Charles Farrar claims, "More creativity and ingenuity went into the undertaking this year." Whichever statement is true, more than likely both are, things certainly worked for Charlotte during the 1985 United Negro College Fund Drive (UNCF).

When all totals were in they showed this city had more than quadrupled the amount raised last year; bringing in \$215,868.50 during the local production of the 1985 "Lou Rawls Parade of Stars" telethon which benefits UNCF.

Caldwell, Charlotte's spokesman for UNCF and director of Johnson C. Smith University's Development Office, says the whole affair was overwhelming. He repeatedly emits the word "commitment" in his praise of those who assisted in the fund raising. He associates it with the three area UNCF schools: Barber-Scotia, JCSU and Livingstone, with WBTV, the Charlotte television station which produced the local broadcast; and a few individuals in particular, such as, Abby Flanders and Chuck Maye.

With pride he reveals, "During the telethon, the Star Operators raised \$19,000 alone!" And he recalls, "Black businesspersons came out in record numbers to donate." Additionally, Caldwell points out, "Charlotte raised more money than other cities in the region." He refers to the drives which were held in Winston-Salem, Durham-Raleigh, Greensboro and Fayetteville, N.C.

Farrar, co-chairperson of UNCF fund raising along with Henry Doss, relates, "The message went out and people responded." The high success of the drive in Charlotte is owned to, claims Farrar, "a much more concerted effort" which proved "quite fruitful."



Getchel Caldwell
.....UNCF spokesman

In 1984, Charlotte raised \$47,000 for UNCF. The amazing jump to a total of \$215,868 in 1985, can be credited to, according to Farrar, "very fine and professional people." He names the staffs of JCSU, and WBTV, particularly Cullie Tarleton, to be among this group.

"And the Charlotte Post was marvelous," continues Farrar.



Charles Farrar
.....Co-chaired drive

"Any campaign which involves the public is only successful when people are kept informed and made to feel a part of it. The Post was excellent in its assistance."

Both Farrar and Caldwell have a long list of those whom they'd like to recognize and thank. Farrar begins with Mayor Harvey Gantt and his

wife, who hosted a reception for UNCF near the beginning of the drive. He's also grateful to Winn-Dixie for its sizable contribution and especially to the small business community for their unprecedented support.

Caldwell names sponsors including Mitchell Formal Wear, Bealer Wholesale Inc., Rolm Southeast, Bill Duff Piano Company and Dana Boutique. "The Michael Porter Trio did an excellent job," he adds.

Special thanks also go to the WBTV employees who volunteered their assistance and also volunteers associated with the Black Media Association.

There may as yet be other Charlotte activities to benefit UNCF—the national organization will accept donations up until March 1986 for the 1985 fiscal year.

However, the "Lou Rawls" telethon is for the most part the touchstone of the UNCF drive and seeing that Charlotte carried the event off triumphantly, Caldwell already has expectations for the UNCF effort in 1986. He projects, "I certainly hope to keep up the momentum specifically in the Charlotte community, involve more people, and raise more money than this year."

Alexander Assur

"We Shall Emerge A Stronger Company"

By Jalyne Strong
Post Staff Writer

The public should be assured the Alexander Funeral Home is not going out of business, according to information released by Alfred Alexander, president, and Kelly Alexander Jr., vice president, of Alexander Funeral Home, Inc.

The two brothers, who gained control of the 61-year-old business when their father, the late Kelly Alexander Sr., died in April of 1985,

revealed they have filed under Chapter 11 of the Bankruptcy Act in order to "restructure the company's finances."

In a press release dispatched Tuesday, January 14, Alfred Alexander wrote, "I want to stress that those of you who are members of our Mutual Burial Association and our Pre-Need Trusts have nothing to fear. You are fully protected."

These assurances from Alexander

came immediately after a report, on Monday, January 13, stating the federal Small Business Administration will hold a foreclosure sale of the funeral home at noon Monday, January 20, 1986 at the Mecklenburg County Courthouse.

The report disclosed that the business fell behind in payments on a \$455,000 government loan taken out in March 1981. With the addition of interest, by April 1984, debt on the 15-year loan reached \$535,000.

Alexander Funeral Home is located at 112 N. Irwin Ave. The Small Business Administration announced that the home's chapel and showroom in a 5,000-square-foot building will be for sale. Additionally, a two-story brick building housing offices, a reception area, a conference room, an embalming room, a parking lot and a vacant half-acre tract at 904 W. 5th St. are to be sold.

The Alexanders could not be reached for comment on the proposed sale of the property. However, stated in the company's news release, Alexander Funeral Home filed under Chapter 11 as this is a provision of U.S. law and is designed to facilitate recovery of businesses in financial trouble.

The release further noted, "With the understanding of our creditors and the continued support of the community we shall emerge from Chapter 11 a much stronger company."

Alexander Funeral Home is the oldest business in Charlotte's black community," reads the announcement, "tracing its roots back to 1900."

"In addition to providing the finest in funeral services, we have been a base for community, political, and civil rights activities; a training ground for community leadership. Alexander Funeral Home has been more than a business. It has been a community resource."

In a letter to the customers of Alexander's Funeral Home, Alfred Alexander reassured, "With your help we'll continue to provide the community with the most professional and economic funeral services."

"The two most important things you can do to help this week is to call your family and friends and spread the word that you still support us and urge them to do likewise."

Employees Can Be Greatest Asset Of Small Businesses

By Audrey C. Lodato
Post Staff Writer

In any business larger than a one-person establishment, someone is going to have to be concerned about matters of personnel. If you're in the process of starting a business that will need employees, that someone is probably you. If properly trained and motivated, your employees can become your company's greatest asset.

According to Dennis Helms, partner of Helms, Stump and Associates, "Effective personnel management is vital to the successful operation of a small business." Helms contributed the chapter on personnel to the Chamber of Commerce handbook, "Resources for Making It Big in a Small Business."

There are a number of important steps to be taken before actually putting anyone on the payroll. Among those suggested are the following:

—Write a job description for each position to be filled. Understand what each job entails and how much skill or experience will be needed to fill it.

—Set a competitive wage and salary structure. Wage information for your area can be obtained from local employer associations, trade associations, or other employers. Says Helms, "There is no satisfactory substitute for a fair and competitive wage rate to provide your employees with a sense of personal security."



Dennis Helms
.....Personnel consultant

—Establish a benefits program. Although affordability is certainly an issue, especially for a new business, such a program adds to your ability to successfully compete for quality employees.

—Decide on a recruiting method. This will depend in part on what types of employees you're looking for. Possible recruiting methods include placing ads in local newspapers or magazines or in specialized publications; listing vacancies with employment agencies or state employment services; contacting local colleges or vocational schools; and seeking referrals through word-of-mouth, business associates, or other employees.

Any employer needs to be aware of the various government laws and regulations governing employment. Among these are the Civil Rights Act of 1964, the Equal Pay Act of 1963, and the Age Discrimination in Employment Act of 1967.

The Civil Rights Act prohibits discrimination on the basis of race, color, religion, sex, and national origin, and applies to any employer with 15 or more employees. The Equal Pay Act requires equal pay for both sexes for work of equal "skill, effort and responsibility." The Age Discrimination Act affects employers with 20 or more employees. Details concerning these laws can be obtained through the Equal Employment Opportunity Commission, 371-6137 or 1-800-532-1058.

Helms advises that your analysis of a potential candidate focus on the areas of intelligence, motivation, personality, and knowledge and experience. Review the application or resume before the interview. When talking to the person, ask open-ended questions but avoid those which may be seen as discriminatory, such as questions about age, religion, marital status, dependent children, or birthplace. Keep the discussion job-related.

Obtain a list of references from the applicant and be sure to check them. Again, when contacting references, ask open-ended questions, such as "How would you describe the candidate?" or "How would you describe the applicant's job performance?" See EMPLOYEES On Page 5A