



Roger Enrico, president and chief executive officer of the Pepsi-Cola Company (center), recently participated in a three-day conference for the company's summer minority interns. Now in its fourth year, the

Pepsi-Cola Minority Intern Program has nearly 70 participants this summer who are working at Pepsi-Cola operations throughout the country.

**Corporate Internship:**

**The Choice Of A New Generation!**

**Special To The Post**  
New York - Finding a career opportunity in the corporate world can be one of the most challenging experiences today's black college graduates will face. Often companies will not hire college graduates because they lack job experience, and without an actual corporate job, graduates cannot hope to gain the needed experience. How do you break this cycle between classroom and the world of work, and how does business and industry concurrently fill their job openings with new, energetic and qualified minority talent?

Thanks to Pepsi-Cola's Minority Intern Program - now in its third year - college students are offered the opportunity to gain marketable skills and exposure to the business world while earning a competitive salary.

Not only do college students get hands-on experience during this unique summer program, it also benefits the Pepsi-Cola Company. "During the student's internship, the company has a chance to assess his or her skills and future management potential," explains Susan Poland, manager of campus recruiting, Pepsi-Cola USA. "It's be-

come a valuable minority recruitment source; so far, we have hired six students as full-time employees."

This summer, 50 minority college students, from more than 30 colleges and universities, eight of which are predominantly black schools, are participating in the program.

Kim Brown, for example, a senior statistics major at Harvard, has participated in the corporate intern program three times in different areas. "What I enjoy most about this job is the exposure to different people in my field," says Brown, who is working in Pepsi's franchise development department and is compiling an information fact book on all Pepsi franchises.

To be eligible for the 13-week Pepsi-Cola Minority Internship Program, students must have completed their sophomore year and have demonstrated academic excellence and leadership skills. Interns accepted for the program are first enrolled in a company orientation program covering system-wide operations and are then assigned to one of many functional areas, ranging from sales and manufacturing to finance and personnel.

Pepsi-Cola Company also offers a \$2,000 scholarship to those interns who have excelled which is matched by a \$2,000 scholarship to each winner's school. Last year, the company awarded 18 such scholarships.

The Pepsi-Cola Company has long been a leader in minority support programs and initiatives including its Minority Business Enterprise (MBE) Program which targets company purchases to minority-owned businesses, strong financial and advisory support to black colleges and universities through the National Association of Equal Opportunities in Higher Education (NAFEO), as well as pioneering the first public celebration of minority achievers with the "Adventure in Negro History" album in 1963. Today, Pepsi-Cola continues this recognition program through its "Black Presence" poster series.

For further information on the Minority Internship Program, contact National College Recruiting Manager, Pepsi-Cola Company, 700 Anderson Hill Road, Building 6-1, Purchase, N.Y. 10577.



OMEGAS RECEIVE RON McNAIR SALUTE - Henry H. Brown (2nd from left) vice president of Anheuser-Busch, Inc., presents portrait salute of the late astronaut and scientist Ronald E. McNair, to the Omega Psi Phi Fraternity of which McNair was a member. Receiving the portrait are at left Norman Moses, Grand Basileus (national president) of Omega Psi Phi, and at right are Carl and Eric McNair, brothers of Ron McNair,

and also members of the Fraternity. The portrait was done by Ann Marshall of Detroit. The Anheuser-Busch salute was made during the recent national convention of the Fraternity in Washington, D.C., which was celebrating its Diamond (75th) Anniversary. Anheuser-Busch also presented portraits of the founders of the Fraternity, which was founded in Washington, D.C., at Howard University.

**Study Assesses Impact Of Free Food Programs**

Washington, DC - Each 100 pounds of cheese donated under federal food assistance programs causes commercial cheese sales to decline by about 40 pounds and each 100 pounds of butter donated causes margarine sales to decline by about 80 pounds, according to a report released recently by the U.S. Department of Agriculture.

By law, USDA is required to study the effect of food distribution on commercial markets. Since cheese and butter account for 80 to 85 percent of the dollar value of food distributed, the study focused on those commodities.

Since 1982, \$3.4 billion worth of food has been given to states for distribution to low-income families.

Based on the 40 percent rate of displacement found in cheese distributions, the USDA report concludes that approximately \$230 million worth of additional cheese was purchased by the government under the Dairy Price Support Program because of the distribution. The Dairy Price Support Program requires USDA

to purchase enough amounts of cheese and certain other dairy products necessary to keep milk prices up to a specified level.

Butter distributions cause reductions in margarine sales. According to the report, margarine sales decreased by about 95 million pounds because of butter distribution.

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**Fire Department Distributes Smoke Detectors**

The Charlotte Fire Department is in the process of canvassing low to moderate income neighborhoods in Charlotte for the purpose of installing smoke detectors in these homes.

For a month now, the CFD has been giving smoke detectors to a qualifying household. Already 1,000 have been distributed. Capt. Donnie Leak replied that there are a total of 11,000 smoke detectors to be given away.

In reaching the public the crew at the fire department has been going door-to-door. All that is required is to have a fire smoke detector in one's home is that one meet certain income levels, tally the

numbers of persons in a household and give social security numbers.

To qualify a family of one must make no more than \$15,900 annually; a family of two-\$18,150, a family of three-\$20,450, a family of four-\$22,700, a family of five-\$24,100, a family of six-\$25,050, a family of seven-\$26,950 and a family of eight-\$28,400.

When the smoke detectors are installed, fire officials will show how detectors are maintained. They are also giving a small demonstration on home escape routes.

For more information on this project, contact Capt. Leak at 336-2697 from 2-6 p.m., weekdays.

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NAME AND ADDRESS OF EMPLOYER		PHONE #
LENGTH OF TIME WITH COMPANY	POSITION	GROSS MONTHLY SALARY
<small>Allowance of Child Support or separate Maintenance payments are optional information and need not be revealed. If applicant has other income, list source.</small>		
PREVIOUS EMPLOYER	LENGTH OF TIME	POSITION
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POWER STEERING	REMOTE OUTSIDE MIRRORS		WAGON/HATCH
POWER BRAKES	CRUISE CONTROL	How much have you budgeted per month for your new car, van or truck? \$	
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POWER DOOR LOCKS	SUN ROOF	I presently own my car(s)/year	
POWER 6-WAY DRIVER SEAT	TWO TONE PAINT		YES NO
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TINTED GLASS	DELUXE WHEEL COVERS		
REAR WINDOW DEFOGGER	WIRE WHEELS	Signature _____	
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