

Merchants' Association Predicts "Renaissance" Of Northwest Corridor

By Jalyne Strong
Post Staff Writer

Contributions totaling \$100,000 and insightful comments by guest speaker Neal Peirce made at the second annual West Trade-Beatties Ford Area Merchants Association banquet marked the occasion as a landmark for the organization, signaling its plans for revitalization of the northwest corridor of the city are underway.

The highly successful event netted the WTBFAMA cash, land, and service donations: Johnson C. Smith University gave two acres of land valued at over \$50,000. NCNB made a contribution of \$25,000. And the accounting company, Arthur Anderson & Co., offered accounting servi-

ces worth \$25,000 over a three year period. While these procurements will all go towards the WTBFAMA's Project Catalyst, the WTBFAMA, itself, made a donation of \$5000 to a proposed business incubator for the Beatties Ford Road area.

At the banquet, comments contained in Washington Post columnist Neal Peirce's address elucidated the intent of WTBFAMA. A specialist on intergovernmental and urban affairs, Pierce centered on economic development, expressly the WTBFAMA's objective for the northwest corridor of the city of Charlotte in its Project Catalyst and business incubator endeavors.

Pierce said, "Just because a community starts below the national income average that doesn't mean it can't become an exceptional community and just because the community starts without alot of jobs and opportunity, it doesn't have to remain that way. I have seen the most depressed areas of the nation progress. It can be done."

These general statements hold special meaning for the Trade St. Beatties Ford Road section in that it is an economically depressed, predominately black area. However, efforts by WTBFAMA such as this fundraising banquet and other activities have the goal of revitalizing this section through concentrated enterprise on the part of community citizens, area businesses, local government and private corporations.

"A cooperative effort, drawing upon broad support is essential for an ambitious undertaking like Project Catalyst," concurred Pierce.

To an audience consisting of many local Beatties Ford area Businesspersons, community members, politicians and Charlotte corporate representatives including high profile local citizens like Mayor Harvey Gantt, Congressman Alex McMillan and Commissioner Carla DuPuy, Pierce suggested that it is redundant to continually build in already thriving areas of the city and "ignore perfectly sound useable, expandable areas like the Beatties Ford Rd. corridor." He warned, if Charlotte is to avoid becoming a "split city," meaning a metropolis of half affluent and half poor, it will need many strategies including a spread of investment in deprived areas and neighborhoods.

Pierce applauded the efforts of the WTBFAMA in this direction giving



A check for \$5,000 to go towards the business incubator for the WTBFAMA was given by Nasif Majeed to John Lewis, chairman of the Charlotte-Mecklenburg

Citizens Forum. Hattie Leeper and Mayor Harvey Gantt (l-r foreground) applaud the transaction.

Charlotte.

Majeed emphasizes that all plans for the area are subject to local business and citizen discussion. "A citizen's advisory committee, chaired by Attorney Charles Jones, meets periodically, providing an avenue of input to effect the plan in a positive

way," he explains. It all points to a "Renaissance" of the West Trade Beatties Ford Rd. area, predicts Majeed. "The opportunities were always here," he analyzes. "And now we have the focus to see the opportunities and do something about them. We think this is the ideal formula to bring economic dignity to the community in its entirety."

Reagan Presents IBM With Award

Washington, DC - President Reagan presented IBM an award for support of science and technology programs at historically black colleges and universities at a recent White House ceremony.

The September 19 White House ceremony concluded a two-day conference attended by presidents of 90 historically black colleges and universities. The conference highlighted government and corporate partnerships with the colleges.

In 1985, IBM donated more than \$250,000 to the United Negro College Fund (UNCF) for both general operating funds and the Faculty Fellowship Program. The UNCF has been the recipient of support from IBM since 1944.

Several black colleges, including Howard University - Washington, D.C., Hampton University, Hampton, Va., Tuskegee Institute, Tuskegee, Al., and Fisk University, Nashville, TN, receive major grants from IBM. In 1985, IBM donated more than \$11 million to aid education programs and institutions.

In September, IBM loaned employees to 30 historically black institutions of higher learning under the IBM Faculty Loan Program. Since the program began in 1971, 700 employees have been loaned to colleges, universities, education agencies and high schools with a significant focus on minority, handicapped or disadvantaged students.

Henry Frye To Address Black Alumni

Greensboro - Henry E. Frye of Greensboro, the first black man to be named to the State Supreme Court, will be the featured speaker at the UNCG Black Alumni Reunion Banquet, scheduled for 6 p.m. on Saturday, October 25, at the University of North Carolina at Greensboro.

Frye became the second recipient of the Charles Duncan McIver Medal, which was presented to him on October 6 during UNCG's 94th Founders' Day.

The dinner will take place in the Alumni House on the day of UNCG's Homecoming '86 activities. Other activities planned for black alumni include: a pre-dinner social hour at 5 p.m.; a party following the dinner at Nirvana, a Greensboro night club; and a worship service on Sunday, October 26, in the Alumni House with music by the Neo-Black Society Mass Choir.

Black alumni also can enjoy other Homecoming '86 activities

which include a country picnic at 11:30 a.m. in Taylor Garden behind Elliott University Center; the 1 p.m. Homecoming parade; and the 2 p.m. soccer match against the Charleston (W. Va.) University Eagles.

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God said, "Trust in the Lord with all thine heart; and lean not unto thine own understanding." Proverbs 3:5

"In all thy ways acknowledge him, and he shall direct thy paths." Proverbs 3:6

No matter how high a man climbs he still needs someone to look up to.

Pray For America!



WTBFAMA president Nasif Majeed (c) presented the President's Award for outstanding contributions to the economic development of the northwest corridor to Louise Sellers (l), president of Biddleville-Five Points Community Organization and Eleanor Washington (r), president of the University Park Improvement Association.

special notice of Johnson C. Smith University's participation in Project Catalyst and also praising Biddleville citizen Louise Seller's concern for the future of the area. "A neighborhood needs some tough activism, when crucial decisions are being made," he related.

A great supporter of creative private-public partnerships for a community's economic development, Pierce gave examples of how such alliances are positively working across the country. He suggested that this is the wave of the future; the only way the prosperity and growth of a city can be shared by all.

Nasif Majeed, president of the WTBFAMA says his group is a "vanguard of change, ambassadors for growth, marketing and develop-

ing of the northwest corridor." Sizing up the situation following the banquet, Majeed deduces, "Right now we are in the first stages of laying the groundwork for growth and economic enhancement based on local business and citizen input."

Already underway, for the area, reports Majeed, are 24 new housing units to be constructed on Summit Ave. Also, a blueprint for the corridor is being designed by Dennis Frenchman of Lane, Frenchman & Company, the business responsible for designing University Place and the new Marketplace in downtown

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Beauty Talk
BY JEAN FORD

ACCESSORIES FOR FALL

There's a real and very appealing difference in the way women will think about fashion this fall. Because it's a season primarily of subdued colors - black and greys - accessories become even more of a "finish" than usual.

Jewelry is the key element in accessorizing. By adding strings of beads/pearls, the look is fashionably updated for this season.

Even the face becomes a focal point as makeup colors are used as accessories to pull a look together.

This fall you can look forward to Avon's Fifth Avenue makeup collection named after the most famous fashion address. These new traffic-stopping eye, lip and nail shades add the right balance.

Complementing the makeup is the "Fifth Avenue" jewelry. The faux jet and pearl earrings and choker are perfect for day or evening.

Fragrance, an essential accessory, completes the collection: Avon's Fifth Avenue fragrance conveys an air of excitement, energy and vitality.

Only your Avon Representative can bring you the "Fifth Avenue" collection; you'll love experimenting with the different possibilities.

Ms. Ford is Beauty & Public Relations Manager, Special Markets for Avon Products, Inc.

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