

**Evangelist Sandifer's
Street Ministry
Seeks The Unsaved**
Story On Page 9A

**Are There Any
Solutions To The
Drug Problem?**
Story On Page 5A

**37 Years Ago, Catherine
Wilson Opened Doors
For Black Social Workers**
Story On Page 11A



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THE CHARLOTTE POST

"The Voice Of The Black Community"

YOUR BEST ADVERTISING MEDIA IN THE LUCRATIVE BLACK MARKET CALL 376-0496

Volume 12, Number 29

THE CHARLOTTE POST - Thursday, December 18, 1986

Price: 50 Cents

E.F. Hutton, Queens College To Sponsor "Businesswoman Of Year"

Charlotte - Nancy Austin, co-author of the best-selling book "A Passion for Excellence," will be the speaker at a January 7 Queens College luncheon at which the 1986 Businesswoman of the Year will be announced.

Judy Woodruff, chief Washington correspondent for the "McNeil-Lehrer Hour," will emcee the luncheon.

The five finalists for the honor are Jean H. Gaskin, president and owner of The Carriage, Inc.; Dale F. Halton, president and chairman of the board of Pepsi-Cola Bottling Co. of Charlotte, Inc.; Barbara K. Massa, senior vice president for investor relations and corporate communications at First Union National Bank; Bonnie T. Widenhouse, president of Touchberry and Associates; and Joan H. Zimmerman, vice president and co-owner of Southern Shows, Inc.

E.F. Hutton & Co., in conjunction with Queens College, is sponsor of the Businesswoman of the Year event held for the first time in Charlotte.

who achieved excellence in the business world during the past year. We are confident that goal was accomplished far beyond our expectations." Scott Crawford, manager of four E.F. Hutton offices in Charlotte, said.

"We are delighted that nearly 150 women from Mecklenburg County and the seven adjacent counties were nominated," said Dr. Clyda Rent, vice president for academic affairs at Queens, who headed the panel of judges. "The nominees were extremely impressive and it narrowed the list to 15, then five, and eventually one."

"We were impressed with the variety of nominees. These women clearly document the high quality of working women in this area and will serve as inspirations to others," she said.

"I think it is highly significant that Dr. Rent was able to secure the author of 'A Passion for Excellence' as the speaker at our luncheon, being held to recognize excellence," Crawford said.

"A Passion for Excellence" is a sequel to "In Search of Excellence" and was co-authored by Austin and Tom Peters.

Tickets are \$25 each or \$200 for a table and can be obtained from Queens College by calling 337-2265.

NCSU Alumni Launches Loyalty Fund

The North Carolina State University Alumni Association has

Second Ward

To Sponsor Ball

Second Ward High School Alumni-Charlotte Chapter will present its seventh annual Red, White, Green Benefit Ball on Saturday, December 27, at the Charlotte Park Center. All former students, teachers and friends are urged to attend. For further information, please call Mr. Price Davis, President, at 333-4722.

333-4722

TURTLE-TALK



It matters more what's in a woman's face than on it.



Valerie Kornegay
-Job Readiness counselor

Valerie Kornegay Finds Her Career Challenging

By Russell Clark
Post Staff Writer

As a Job-Readiness Counselor at Central Piedmont Community College, Valerie Kornegay has found a challenging career. "I love my job, and I love Central Piedmont," related this week's beauty.

She counsels disabled students through a new Multiple Skills Training program at CPCC. "I've always been exposed to people with special needs because my mother works with the mentally retarded at the Caswell Center back home," says Valerie.

After graduating from Kinston High School in 1978, she continued education at Livingstone College where she was Miss Freshman Class Beauty. "I decided to transfer to UNC-Charlotte because it was in a bigger city with more opportunities and it was a challenge," she mentioned. "Charlotte is a wonderful place to live because the people are pleasant and there are job opportunities," says the 1984 UNC-Charlotte graduate.

The daughter of Harry and Barbara Kornegay of Kinston, she is

launched its 1986-87 Loyalty Fund campaign for Mecklenburg County. Serving as county co-chairmen for the fund-raising drive are Jim Eckard of Charlotte, Eddie Link of Matthews, and Mike Vaden of Charlotte.

Area coordinator for the campaign is Edward F. Parnell of Charlotte.

Funds raised by the Alumni Association are used to support academic programs at NCSU. The association's main program, the John T. Caldwell Alumni Scholarship Program, currently provides 102 merit-based student scholarships valued at \$3,000 a year.

Other programs supported by the association are awards for outstanding teaching, research and extension activities; a student loan program; and a number of named scholarships based on merit and need.

The Loyalty Fund campaign is being conducted in conjunction with NCSU's year-long centennial celebration. The university, which was founded on March 7, 1857, plans a number of activities for its 100th birthday, including a reunion for all alumni in connection with commencement exercises in May, 1987. The motto for the centennial is "Designing a New Century."

very close to her family. "We have a very close relationship," she asserted. "My birthday is July 2 and so is my mother's. We always try to get together and celebrate every year," says Valerie who has one older brother, Clint, and a younger sister, Stephanie.

"I'm also very close to my grandmother, Ruby," she points out. "I believe in angels on earth because she prays for me and she inspires me. She has given me confidence that has helped me put my dreams in perspective."

Now employed full-time by CPCC, Kornegay is pursuing her master's and working part-time at Cablevision. Her career goal is to have her own business one day. "I want to start my own employment service one day and by pursuing a master's in guidance counseling, I can enhance my credibility."

When not busy, she relaxes at home by reading, exercising, cross-stitching, listening to jazz and attending to her 16 plants.

A member of Alpha Kappa Alpha Sorority, she describes herself as people-oriented. "I have a deep concern for people and I enjoy pioneering in the new training program. One day I could be disabled and might need a program to help me. Once you lose your compassion for people, you lose your soul," enlightened Kornegay who will take part in the Inaugural Processional for the new president at CPCC.

"It makes me feel good that I was chosen and I'm very excited. It makes me feel like I'm a part of CPCC."

With the holiday spirit in the air, the conscientious young lady has only one wish. "I just want to spend time with my family and to see them happy and healthy."

Essence Seeks Nominees For "Women Of Essence Awards"

New York, NY - ESSENCE magazine, the leading lifestyle publication for black women, is

seeking nominees for the first annual ESSENCE magazine 1987 Women of Essence Awards. It was

announced recently.

The awards will pay tribute to the achievements and significant roles that black women play in today's society. ESSENCE will honor six outstanding women whom while not nationally celebrated, are characteristic of women across the country who serve their communities with quiet dignity and commitment.

Six women will be chosen to be honored by a panel of ESSENCE editors from the following categories: Business; Education; Communications; Music; Health & Medicine; Politics; Law, Sports; Science; and Arts-Literature.

Nominations with bios, resumes and a cover letter should be sent to special projects editor Cheryl Greene at ESSENCE magazine, 1500 Broadway, New York, NY 10036. Deadline for entries is January 5, 1987.

Awards will be presented at a special awards dinner which will benefit the United Negro College Fund. Winners will also be featured in a special section of the May anniversary issue of ESSENCE.

ESSENCE is one of the fastest growing women's magazines in the U.S. It has a monthly circulation of 800,000 and over three million readers.

AHBAI Escalates 'Buy Black' Consumer Campaign

The American Health & Beauty Aids Institute (AHBAI), the national trade association of 21 black-owned hair care companies, announced a major escalation of its \$2 million nationwide promotional campaign recently. AHBAI is encouraging black consumers to purchase beauty products produced by black manufacturers.

AHBAI officials said the trade association members were increasing the promotional campaign budget from \$2 million in 1985 to \$3 million in 1987 to extend the reach of its "Buy Black" marketing message to "win the hearts and minds of black consumers."

The centerpiece of the campaign is a visual symbol, a silhouette of a black female known as the "Proud Black Lady." She appears on product packaging of more than 3,500 separate retail and professional hair care products produced by AHBAI member companies.

With the increased marketing budget, the "Proud Black Lady" symbol and its consumer message will reach approximately 85 percent of all black consumers in the U.S.

"Our objective is to establish the 'Proud Black Lady' symbol and its meaning in the hearts and minds of black consumers," said AHBAI chairman Comer Cottrell, president of Dallas-based Pro-Line Corp.

"Our message to consumers is that our companies produce quality products for their needs. We are the technological leaders in the field, and as an additional benefit, the dollars they spend with us are reinvested within to better our communities."

"The Proud Black Lady"



The symbol behind AHBAI's campaign is a silhouette of a black

female known as the "Proud Black Lady".

marketing campaign includes the use of television, radio, print ads, outdoor billboards, product inserts, window decals, and transit advertising in over 30 major cities nationwide.

In these times, we feel it is extremely important for black consumers to understand the full social and economic consequences of their spending patterns.

Black consumers spend approximately \$1 billion annually in purchases of hair care products. Black-owned companies account for

roughly 50 percent of these product sales or \$500 million. General market companies, such as Revlon (Realistic), Alberto-Culver (TCB), and Carson Products (Dark & Lovely), account for a large segment of the remaining sales.

The AHBAI "Proud Black Lady" symbol was adopted three years ago as a means of increasing awareness among black consumers. The 21 AHBAI member companies employ more than 3,500 workers nationwide and spend approximately \$60 million annually in product advertising and promotion.

Revlon Withdraws From South Africa; Apologizes To Black Community

The Board of Directors of Revlon, Inc. recently announced that it has authorized the withdrawal of the company from the Republic of South Africa as soon as possible but not later than by the end of next year.

Revlon will be terminating its involvement in South Africa through the sale of its subsidiary there. Revlon operates in South Africa as a signatory to the Sullivan Principles but is leaving because of the uncertainty in the economic and political situation in South Africa created by the government's lack of progress in dismantling its system of apartheid and its failure to achieve racial equality. This lack of progress in South Africa has increased the pressure on American firms doing business there to consider divestment.

The board is also announcing that Revlon has launched a comprehensive review of its corporate structure and operations with the goal of further enhancing opportu-

nities for blacks and other minorities both within the company and in the communities in which the company operates. While there are already many black employees in the company, a program will be designed and implemented to further increase the number of blacks and other minorities throughout Revlon, including in executive and other decision-making positions. In addition, Revlon is now developing specific plans to increase the participation of minority vendors, suppliers, professional service firms and financial institutions.

With reference to the president of Revlon's Professional Products Division, Irving Botner, who was quoted in NEWSWEEK (October 13, 1986) regarding black hair care product manufacturers, the board affirms that Mr. Botner's remarks were insensitive and do not reflect company policy. Although Irving Botner's remarks were not presented in their full context, he none-

theless issued a public apology immediately after their publication in NEWSWEEK. He deeply regrets having made these remarks and has offered his sincerest apologies to the black community.

It is Revlon's policy to compete effectively and aggressively in each market segment in which it conducts business and to do so in a non-discriminatory manner. We are committed to competing fairly for the loyalty of all consumers, based on our professionalism and the quality and value of our products. We acknowledge our responsibility to the communities in which we operate, including the need to return a share of resources to the communities and to conduct our operations in a sensitive and respectful manner.

These actions place Revlon in the forefront of businesses which are socially responsible and concerned with the progress of all Americans.

Charlotte Bypass Contract Awarded

Charlotte - The N.C. Board of Transportation has awarded an \$8 million contract to a Charlotte firm to widen to eight lanes a 4-mile section of I-85 bypassing Charlotte.

The contract was awarded to Crowder Construction Co. by the board at its December 12 meeting in Charlotte. It calls for grading, drainage, paving and signing work on the interstate at the Derita Roads, I-85 interchange.

According to transportation board member J. W. Harris of Charlotte, the contract also calls for construction of bridges over Southern Railway's railroad tracks and over Derita Road.

Work on the contract is expected to start in January and is scheduled to be completed in May, 1990.

The contract is part of an ongoing project to widen and rehabilitate the Charlotte Bypass.