



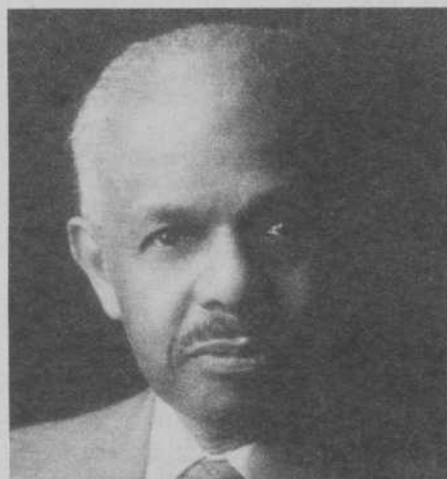
Moss Hyles Kendrix, Founder, first President and first Chairman of the Board of NAMD.



Herbert H. Wright, Founding and Charter Member of NAMD



Ramon Stewart Scruggs Sr., Pioneer for equity and justice in the Corporate World and civil rights activist.



H. Naylor Fitzhugh, Chairman Emeritus of NAMD and Project Consultant for Pepsi-Cola Company.



LeBaron Taylor, Chairman of the Board and past President of NAMD and Vice President and General Manager, Divisional Affairs, CBS Records.



Joseph "Joe" Black, Founding and Charter Member, NAMD and Vice President of Special Markets, Greyhound Corporation.



James "Bud" Ward, former Editor of EMPHASIS, NAMD's official organ, and Senior Vice President, Marriott Hotels and Resorts.

H. NAYLOR FITZHUGH is truly a trailblazer. A vice president of Pepsi-Cola Company, Division of PepsiCo Inc., from 1965 to 1974, he has been a project consultant for the Pepsi-Cola Company and expert consultant for the Outreach Program of the United States Census Bureau since 1975.

Dr. Fitzhugh is a former assistant professor of marketing at Howard University and faculty advisor to the school's business and marketing clubs. He organized the Howard University Small Business Center in 1964. He was the first executive director of NAMD, a former president (1966-67) and board chairman (1967-68, 1976-77, 1981-82, 1983-84). Currently, he is chairman *emeritus* of NAMD.

Fitzhugh is the author and developer of the Pepsi/DECA (Distributing Educative Clubs of America) Learn and Earn Marketing Management Education Project. He was named "Dean of Black Business" by *Black Enterprise Magazine* in 1974 and was the first recipient of the H. Naylor Fitzhugh Award of Relevance of the National Black MBA Association in 1979.

JOE BLACK is currently Vice President of Special Markets for the Greyhound Corporation. He started his career in the Corporate World in 1962 as the New York-based Special Markets Representative for Greyhound Lines, Inc. The thrust of the civil rights movement and attrition accelerated his promotion to Chicago and the national marketing staff of Greyhound as Director of Special Markets in 1963.

Prior to joining Greyhound, one of *Fortune's* top 500 companies, Joe Black was a major league baseball player, pitching for the Brooklyn Dodgers, Cincinnati Reds and Washington Senators. In 1952 with the Brooklyn Dodgers, he was named "National League Rookie of the Year" and became the first Black pitcher to win a World Series game when he defeated the New York Yankees 4-2. He is numbered among the early pioneers who integrated modern-day major league baseball.

In his new capacity as Director of Special Markets at Greyhound, Black developed and implemented a programmatic thrust that gave the company total penetration of the Black consumer market. His plan of action was a three-pronged approach geared to the female, male and youth segments of this market. Greyhound gained favorable publicity through the years because of Special Markets' luncheons featuring the "Woman of the Year," "Father of the Year," Senior Citizen Information, Career Opportunity and Drug/Alcohol Abuse Seminars. The success of these community-relations endeavors earned

Joe Black the promotion to Vice President-Special Markets in 1967. This advancement gave him the distinction of being the first Black vice president of a major transportation company.

In his role as Vice President-Special Markets, Joe Black encourages the hiring and training of "hard core" applicants; upward mobility for minority group advertising outlets; placing of funds in minority group banks; purchasing of goods and services from minority vendors; and a scholarship program.

Joe Black has served as national president of NAMD (1967-68) and chairman of the board (1968-69, 1975-76).

RAMON STEWART SCRUGGS SR. is an example of a Fisk graduate who became a Black business pioneer. His business career began as a result of his graduate school research into the buying habits of Black consumers in the South. It was due to this first-of-its-kind analysis regarding the unusual brand loyalty among this population group even in the years of America's deepest depression that the Rumford Baking Powder Company retained his services as national sales representative between 1932 and 1935. Until that time, no major corporation in the food industry had employed a person of the "Negro Race" in such a high level and prestigious capacity.

For a brief period from 1935 to 1939, Scruggs worked for the Detroit Urban League and the St. Antoine Branch of the YMCA in Detroit, Michigan. It was during this period that his love and concern for the needs of young people became indelibly marked on the minds of all who knew him. His deep affection and caring for others was reflected in every area of his life until the very end.

In 1939, Scruggs returned to the business community. Starting in Detroit with Michigan Bell as the first Black hired by that company, he moved into a series of ever-higher positions in which no minorities ever had been allowed to enter within the Bell System or otherwise. Scruggs again began to pioneer as he persevered.

In January 1963, in another historic move, Scruggs was promoted to the world headquarters staff of American Telephone & Telegraph. It was in this position of influence that he continued his leadership in causing many doors in every area of White Corporate America to open for "affected class" minorities for the very first time. Affected class minorities are those who by virtue of past discrimination continue to suffer the present effects of discrimination. Thus,

(Continued on page 12.)