



Donna Beasley, Account Executive with Burrell Advertising of Chicago, Illinois.



Fred Black, Managing Partner, Fred H. Black And Associates of Washington, D.C. and former General Electric Executive.



Paul Bryant, director of Urban Affairs, InterNorth (Northern Natural Gas Co.) of Omaha, Nebraska.



Sarah Burroughs, General Manager/Chicago Office, Burrell Advertising.



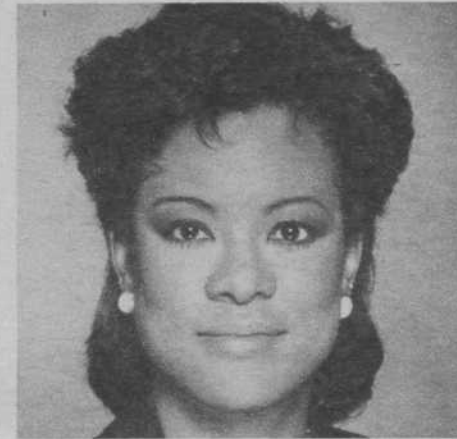
Lumus Byrd Jr., past Vice President of NAMD and Director, Market Development, Special Markets, Greyhound Corporation.



Freida Curry, Vice President and Account Supervisor, Burrell Advertising, Chicago, Illinois.



Miranda Mack, Community Relations Field Manager, Southeast Region, Adolph Coors Company.



Joel P. Martin, National President-Elect and President of the New York Chapter, NAMD and Founder and President of J.P. Martin Associates, Inc.

many of the present as well as succeeding generations, who may never have heard of the name of Ramon S. Scruggs Sr., have to be deeply indebted to this determined and deeply caring pioneer.

Ramon Stewart Scruggs Sr., a pioneer for equity and justice in the Corporate World and a civil rights activist, died on October 6, 1984.

The Founding of NAMD

THE National Association of Market Developers (NAMD) was conceived by a group of marketing specialists at Howard University in Washington, D.C. in February 1953. The occasion was a planning session which was held in connection with a marketing career conference. Dr. H. Naylor Fitzhugh, assistant professor of marketing, invited some 20 national figures in the Black market to serve as consultants to this conference. Subsequently, many of these became members of the first board of directors of NAMD.

A number of impressive names come to mind in connection with the early days of NAMD. To attempt to name them all would run the risk of overlooking some that are highly worthy of mention. However, two names do stand out quite clearly in this context. The first is James A. "Billboard" Jackson, pioneer Black

market representative for Esso Standard Oil Company and source of endless inspiration for many of the young men and women who came after him. The other is Moss H. Kendrix, founder extraordinary and first president of NAMD, who pointed the way to other stalwarts by his generous and continuous contributions of ideas, inspiration and resources.

The formal organization of NAMD was established at Tennessee State University in May 1953 on the eve of the Annual State-wide Career Conference, co-sponsored by the university and the National Urban League. The next four annual NAMD conferences were also held at Tennessee State.

NAMD's membership originally stressed the more obvious *marketing* functions—research, advertising, sales, sales promotion and product publicity. With the advent of the civil rights movement and the economic squeeze of the mid-50's, followed by the Black Power and Economic Boycott upsurges of the 60's, the scope of NAMD membership was broadened to include personnel, procurement, minority business development, urban affairs and fundamental community development. Today, NAMD membership is open to anyone who is engaged or professionally interested in improved relationships between Establishment institutions and

Black consumers and who desire to work with the organization's local and national programs.

Services of NAMD

ONE of the most important NAMD services is the promotion of professional interrelationships among its members. Thus, each professional is enabled to better service his or her enterprise in the whole area of race-related activities. The association helps its active members to keep in touch and abreast of the rapid developments and the many programs and personalities affecting their work.

Equally significant, NAMD keeps members reminded of their basic responsibility to the Black consumer and the Black community. It thus counteracts any tendency for members to become unduly committed to an established company viewpoint that does not adequately reflect and serve the legitimate aspirations of the Black community. NAMD helps its members to adopt realistic positions that are actually more constructively useful to their employers or clients.

In recent years, NAMD has seen a greater influx of self-employed businessmen and women into its ranks. These entrepreneurs require services beyond pure marketing information.

They need to know how to get started in business, how to build their business image and other aspects of running a business. NAMD's challenge for the future is to provide an effective professional base for these new members comparable to its marketing expertise.

NAMD and AOIP

SINCE its inception, NAMD has consistently afforded Black students a unique opportunity to work and gain valuable experience. To encourage the entry of young Blacks into the marketing professions, NAMD provides two assistantships annually for prospective students majoring in business. Now, NAMD is committed through the national Assault On Illiteracy Program (AOIP) to help those young Blacks who have fallen by the wayside and are out of reach of our formal school systems.

In a recent letter addressed to the leadership of AOIP, an NAMD-inspired program, H. Naylor Fitzhugh said:

You have assembled an institutional coalition that has a potential for good within the Black community and, thus, for the total community. The combination of Black [newspapers], the *BLACK MONITOR* [AOIP's official in-

(Continued on page 14.)