

# NAMAD.....

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the achievement of our equal opportunity objectives.

—Donald E. Petersen

General Motors is the #1 company in our industry, and we're counting on our 93 Black dealers to help us stay there. Along with the rest of the corporation, they've come out swinging against the competition. But we're not going to stop at 93. We're committed, as we have been for many years, to seeking out and appointing more Black dealers—because when we do, everybody wins. The individual has an opportunity to turn talent, ingenuity, and hard work into the outstanding rewards that our exciting business can offer. And General Motors gains those very same qualities in pursuit of our goal—total customer satisfaction. That's why you can expect to see more and more Black General Motors dealers, benefiting from—and contributing to—our success.

—Roger B. Smith

## AOIP's Support:

**T**HE extensive details are in the making as this article is being written. However, we do know one of the important things that will have been recommended as an outgrowth of three consecutive days of deliberations by AOIP's national Executive Committee in Freeport, Bahamas. This was a meeting of top leaders of AOIP plus several special resource persons. All met to plan a major long-term agenda for all of the 15 million constituents of the AOIP-participating organizations collectively.

Among the leadership group were renowned personages like Dr. Leon Sullivan, Shirley Chisholm, Tony Brown, Rep. Augustus Hawkins...with Moses Norman, Dr. Mildred Bradham and James Floyd assisting Ozell Sutton in leading the discussions.

These recommendations include the request that every local chapter of every AOIP-participating organization meet (interorganizationally where feasible or otherwise) with the nearest minority dealer listed herein.

The objective of this meeting will be to work out a mutually-satisfactory "priority support" plan for such dealers or where none is nearby, to do the same with the nearest other "Made in America" auto dealer who is providing exemplary support for the equitable development of our Black community.

Their overall, or ultimate, aim is to provide sufficient purchasing support for every one of these minority dealers that they never will be forced out of business. Obviously, AOIP's aim also is to en-

courage these dealers and the makers of "Made in America" cars and others to work in close-up and equitable ways with all of us in Black America. The cars you see advertised in this issue are supporters

of AOIP because 100 percent of all proceeds beyond production costs are allocated to AOIP-related needs. These are the cars we are to buy. All other industries will be both monitored and similarly sup-

ported (where justified) by AOIP.

For more information on AOIP, please call (212) 867-0898 or 0983 and ask for Ms. Emille Smith.



A business tip from the President of General Motors.

## How to do well while doing some good.

Doing business with minority firms is good business. These firms tend to be smaller, newer firms with lower overhead costs. Our experience at General Motors is that minority firms can meet or better the costs of more traditional suppliers.

Minorities make up most of the employees of these firms and increasing minority employment is good for our country. We are all aware of the high rate of unemployment among minorities and as minority firms grow they reduce this unemployment.

As Chairman of the National Minority Supplier Development Council, I believe that good business judgment and a stronger America are two winning reasons for expanding minority business.

The NMSDC expands opportunities for minority companies. Through local Councils, member companies can receive a list of qualified minority companies in their area ready and able to supply them with outstanding products and services at a competitive price. If no minority company is available in your local area, your local Council will widen its search through the National Council's nationwide network.

If your firm is a member of the NMSDC, I hope you will draw upon its services in order to expand your purchases from minority firms. If your firm is not a member of the NMSDC, write to me and I will see that you are sent information on joining.



Jim McDonald  
President, General Motors Corporation  
Chairman, NMSDC