

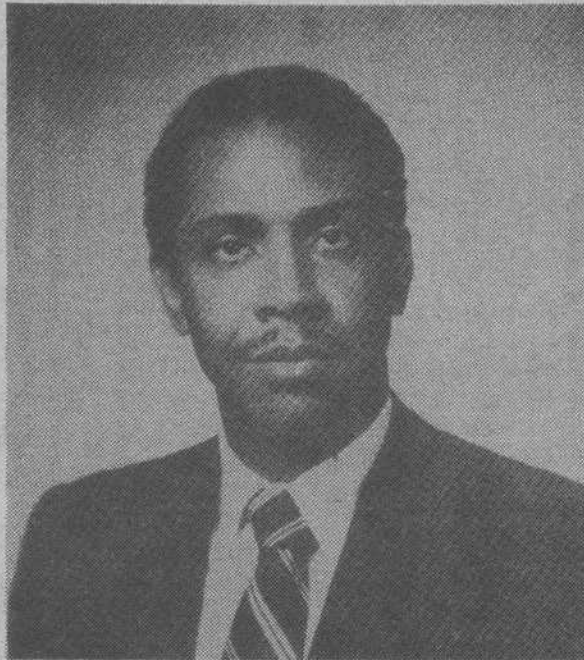
## NBL Convention Addresses Black Consumer Market Issue

WASHINGTON—According to Arthur E. Teele, Jr., President and CEO of the National Business League (NBL), the objective of the 86th Annual NBL Convention is to formulate and implement plans to leverage the \$200 Billion Black Consumer Market.

This year's convention, which is traditionally one of the nation's largest conventions for minority businesspersons, is being

held in historic Cleveland, Ohio, at the Stouffer Inn on the Square Hotel.

"The Black Consumer Gross Income was approximately \$200 billion in 1984. Of that amount, only 12.6 billion was circulated back into our communities and businesses. This is why we have chosen the theme, Turning Point: Networking/Leveraging the \$200 Billion Black Consumer Market; so we can educate



Arthur E. Teele, Jr.

and implement our plan into the Black community," said Teele.

NBL's Convention '86 includes a wide variety of educational workshops, business seminars, and an exciting variety of special features, that will address solutions to the Black consumer market problem.

Some of these events include: the Annual Town Meeting, featuring, Congressman Louis Stokes, SBA Administrator Charles Heatherly and Motivational Speaker -- Les Brown; a Certificate Institute, which will assistance minority businesspersons in marketing, finance and other areas; Workshops on Redevelopment of Urban America; a Black Leadership Roundtable; a Franchising and Dealer Development Seminar; a Women Business Owners Workshop; and much more.

The Honorable George L. Forbes, President of the Cleveland City Council, is this year's Honorary

## Black and White Americans Agree On Primary Issues Confronting The Nation

By Rhoda McKinney  
NNPA National News Correspondent

Washington D.C.-Black and white Americans are bridging the gap on primary issues confronting the nation with both groups citing unemployment, the high cost of living and the drug crisis as their three major concerns, according to a survey given by Gallup for the Joint Center for Political Studies.

"Although we still may be

Convention Chairperson. Forbes has been working very closely with Convention '86's host chapter, the Cleveland Business League, which is led by Convention Steering Committee Chairperson Bob Caldwell and Chapter President William Hall.

According to Teele, George Forbes' progressive leadership will be an added plus to what is already going to be a dynamic convening of America's minority business community.

The National Business League was founded in 1900 by Booker T. Washington, and is the nation's oldest business association. It is a multi-trade and professional association, with 127 chartered chapters in 37 states, which advocates for the economic education and development of Blacks and other minorities.

separate societies, in many respects, the survey indicated that black and white America are in agreement about principal problems before the country," said Eddie Williams, president of the JCPS.

The poll indicated that there was a rise in black approval for President Reagan's job performance, especially among young black professional men under the age of 30. Only 37 percent of all blacks polled, ages 18 to 29 cast themselves as "strong Democrats." The poll also revealed there was a considerable decline in Democratic partisanship among blacks, in total only 49 percent considered themselves to be "strong Democrats." But overall, the black vote, including those who leaned toward the party, appeared to remain Democratic.

"While blacks are still voting Democratic, this is the clearest evidence we have that the Democratic party may be losing its grip on the core of its black support," said Eddie Williams.

Dr. Linda F. Williams, senior political research associate at the JCPS said there were three factors that explained President Reagan's increased popularity among blacks: "improved ratings on foreign policy, beliefs about one's personal financial situation and the declining emphasis on civil rights."

With the exception of the South Africa situation, in a two year span (84-86), Reagan's ratings on issues of foreign policy increased 10 to 15 percent among blacks. Blacks actually wanted harsher sanctions than those recently approved. And only 16 percent of blacks listed civil rights as a major issue."

Though whites and blacks nationwide had similar concerns, and blacks were more accepting of President Reagan's performance, the groups differed when it came to the implementation of the Reagan Administration's policies. Blacks disagreed with Reagan's approach to social welfare programs, 86 percent felt the government should allocate more money. When asked if the federal

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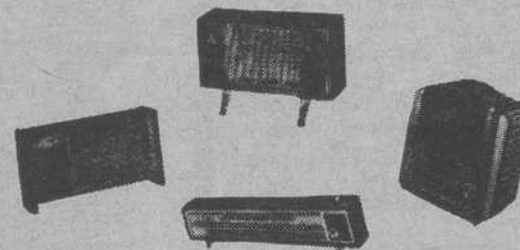
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