

INVESTING IN BLACK AMERICA..... (Continued from Page 15)

million dollar piece of real estate or other entity, for example, would require a massive amount of actual cash. Also, many other concerns understandably were raised by our leadership even after

they seemed convinced that the concept of "earning" ownership was a viable alternative to attempting the impossible—i.e., raising millions of dollars from our leadership groups.

The following excerpts from two of our many important Memos on a hotel-acquiring project surely will be as equally helpful to all of our other AOIP/NBLR members and their families as we join

together and move rapidly toward the long-awaited day of Jubilee!

The first is an excerpt from a July 9, 1987 memo to all board members from the two national co-chairpersons of AOIP—Faye Bryant and Earl Gray. Its subject and contents were as follows:

"Addressing More Of Your Hotel Ownership Concerns"

Many thanks for the enthusiastic support received. One hundred percent of the responses were positive. Not one negative reply came. Yet, there were understandably several concerns. The intent of this memo is to address them.

Concern #1: "Some of our organizations have absolutely no money to invest in any project. So, what role, if any, can we play?"

Response #1: *Absolutely no cash money is asked for—or expected—of any organization. Thus, your role would be exactly like that of the "dollar richest" of all organizations.*

Concern #2: "Fine! But how will 'no cash money' ever pay for any hotel investment?"

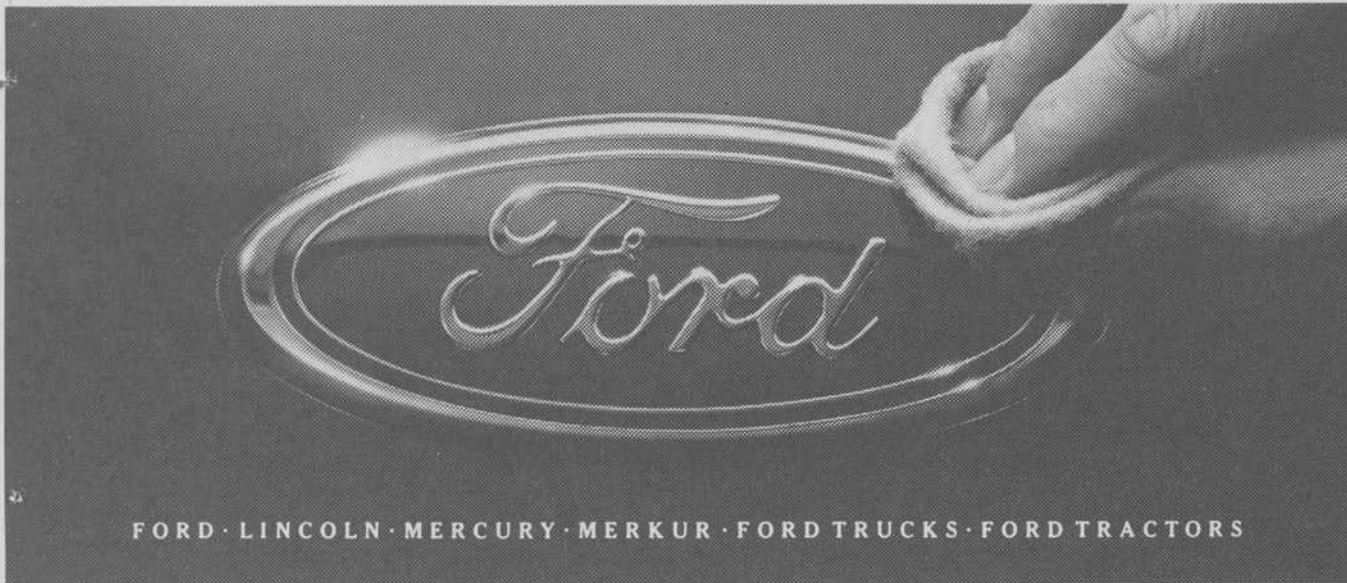
Response #2: "No cash money" from you doesn't mean that there will be *no investment* by you. Every time we spend money for hotel expenses or anything, it represents an investment for someone. The economic predicament for us has been that we have not leveraged those expenditures or "investments" and asked for anything in return.

Concern #3: "OK. I read all the interesting material sent, especially that eye-opening document by Dr. Cleveland Chandler. And, I'm beginning to understand more. Yet, why would any hotel owner be willing to trade my modest expenditure for hotel services for an investment in *their* hotel?"

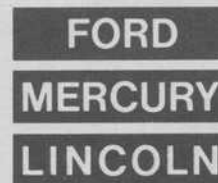
Response #3: Your concern is justified because they would never trade your "modest outlay" for any claim on ownership. Yet, *under certain circumstances*, when there are thousands of people like you and me with *combined or organized* expenditures mounting to many dollars, then that is another story in terms of translating that to ownership.

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