

BUSINESS

DOLLARS & SENSE MAGAZINE REVEALS WHAT IT TAKES TO BE A SUCCESSFUL BLACK MAN IN AMERICA

Over 75 male achievers in the business world and the professions offer their views on "What It Takes to be a Successful Black Man in America," in the September 1991 issue of *Dollar & Sense* magazine.

Headlining the Special Men's Issue is the story of Dr. Benjamin Carson, world renowned pediatric neurosurgeon at Johns Hopkins Hospital in Baltimore, who describes in "Gifted Hands" the route he followed to achieve success and the philosophy that sustains him today.

In addition, five seasoned executives—corporate trailblazers—examine the current business climate and offer advice in their roles as mentors and passers of the torch: Henry H. Brown, vice president, marketing development and affairs, Anheuser-Busch Inc., St. Louis; and William E. Jackson, vice president/regional manager, Shieffelin & Somerset Co., Chicago.

Also, Cirilo A. McSweeney, owner of five McDonald's franchises, president of McSweeney Insurance Counselors and Brokers Inc., vice chairman of Drexel National Bank and Independence National Bank, and treasurer of Indecorp, the banks' holding company, Chicago; Charles E. Morrison, vice president, African-American and Hispanic consumer markets, Coca-Cola USA, Atlanta; and Wayman F. Smith III, vice president, corporate affairs, Anheuser-Busch Companies Inc., St. Louis.

Other honorees features include "Men in Medicine," 21 doctors in the 25-45 age range

nationwide, who present their views on the health status of Black Americans.

Of special note is the story of Matty Rich, the 19-year-old

Brooklyn filmmaker who tastes success with his first movie, "Straight Out of Brooklyn," in which he also stars. Male authors are highlighted in the World

of Books column with reviews of Carson's autobiography, "Gifted Hands," written in collaboration with Cecil Murphey, "Muhammad Ali, His Life and Times," by

Thomas Hauser, with the co-operation of Ali; "Men of Courage," by Kenneth W. Bentley; and "Why Black People Tend to Shout," by Ralph Wiley.

Dollar & Sense is available at newsstands, supermarket checkout counters, community bookstores, including B. Dalton and select Waldenbooks.

THE CENTER FOR BUSINESS SUCCESS OPENS ITS DOORS PROVIDING AN ARRAY OF SERVICES FOR THE LAS VEGAS BUSINESS COMMUNITY

The Center for Business Success has opened its doors this week providing a much needed array of services for the Las Vegas business community. CBS will offer practical business seminars vital to success and profitability, training workshops for owners and employees to improve productivity, and an associate consulting network of professionals for business consulting and problem solving. The services are geared toward the small businessman and businesswomen. CBS hopes to fill the void in dealing with the numerous obstacles businesses face daily by providing a learning environment and a support network to ensure a successful business. The Center for Business Success is located at 953 E. Sahara, Suite B-28. The telephone number is 892-0005.

The CBS officers include Joe Blanton, President; John Petchel, V.P. of Operations; Walt Michaels, V.P. of Training; Ihab Shahawi, V.P. of Finance; Joel Cooper, corporate counsel and board member; and Dr. Richard Powell, Director of Curriculum Development. Dr. Powell is

affiliated with UNLV in the Department of Instructional and Curricular Studies.

"CBS is the 1990's one-stop learning shop for companies to meet their day to day business needs and wants successfully. The Center is a comprehensive training, educational and business consulting oasis for businesses in the Las Vegas desert. CBS provides a learning environment for business owners and their employees to improve productivity, resolve problems and therefore ensure success by turning theory into practice and thought into action. CBS is a vital resource for the Las Vegas business community," states Joe Blanton.

Walt Michaels, V.P. of Training at CBS notes that the \$30 billion spent annually on training and consulting are geared predominantly at corporate America. "The focus is on manager and upper management and improving sales or technical skills. Yet two out of three jobs are provided by small businesses representing 60% of the gross national profit. Each year 600,000 new businesses start and 420,000 (7 out of 10!) fail, and by the fifth year 540,000 (92%) are gone! People go into

business and do not have the skills to be in business. CBS was created to give small business community the basic elements, tools and skills to stay in business. Don't build, buy or start a business until you talk to us," advises Michaels.

John Pethel, a successful small businessman himself, states, "We at CBS are dedicated to the survival and success of the small business community. We have arranged for a wide range of consulting services from 'A to Z'. We have personally selected the top consultants available with ex-

perience in these specialized fields: finance, banking public relations, sales, marketing, insurance, commercial real estate, accounting bookkeeping, telecommunications, computers, advertising, business signs, business brokerage, legal, promotional, business maintenance, investments, new hope for learning problems, taxes, operations and interpersonal skills."

Ihab Shahawi invited local Las Vegas business owners and employees to attend the various seminars on practical business topics such as: business plans

, marketing plans, financial management, effective public relations and advertising, sales skills and customer services. "These seminars will also have related learning workshops covering in detail each topic. Employers and employee can attend training sessions on interpersonal skills, communication skills, operations, management and a myriad of other categories. These classes will be held in a super learning environment which has proven a greater retention rate than conventional classrooms," Shahawi concludes.

AFRICAN-AMERICAN CONSUMERS URGED TO JOIN "BLACK DOLLAR WEEK"

African-American consumers are being asked to participate in the NAACP's Eight Annual Black Dollar Week from September 8-13, as a method of encouraging merchants to provide a greater share of jobs and business opportunities to the black community.

Through the use of \$2 bills and the Susan B. Anthony dollar coins, black consumers will be able to demonstrate their economic clout, thus sending a

message to merchants that they must be more sensitive to their economic needs, Dr. Benjamin L. Hooks, the NAACP's Executive Director said.

"We must spend our dollars wisely by doing business with those who do business with us. Doing business with the black community is hiring us, promoting us, and utilizing black business for a share of purchase of goods and services," he added.

The NAACP's Director of Economic Development, Fred H. Rasheed, has also stated:

"In 1991, black Americans will earn more than \$200 billion

and will spend more than \$170 billion on various goods and services. Total black income exceeds the gross national product of all but nine nations in the world and we need to use this leverage to improve our own economic infrastructure.

"Black Americans must also support, and help to build their own businesses. Last year blacks spent more than \$12 billion, over six percent of our total black income, with black businesses. We must keep a larger share of our money in our own communities," said Mrs. Rasheed.



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