

BUSINESS

BLACK ECONOMIC EMPOWERMENT GOES HIGH TECH

New York-based American Minority Media, Inc. has unveiled a product that promises to revolutionize African American business development.

The product, called the "1-DISK," is a mailing database with the names, addresses, and

phone numbers of over 2700 African American organizations, including newspapers, radio stations, colleges, churches, associations, and other non-profit organizations. Anyone with an IBM-compatible computer and Word-Perfect software can

use it to make personalized and customized mailings.

According to AMM President Phillips Jones, "The principle is simple. If you're trying to market to Black America, and you have a limited mailing budget, would you rather sell to individuals or

groups?"

Although the database holds the names and phone numbers for all of the African American colleges, newspapers, and radio stations in the United States, Jones points with particular pride to his section on churches. "Every time we talk about getting mobilized for anything, the first thing that comes to mind is the Black church. Trouble is, no one knows exactly where they are. That's why the 1-DISK is so important. We have every region of the country represented in the church file. In time, we hope to have most of America's Black churches listed."

Jones cites the importance of the church file as the primary reason why he is not marketing this disk to white businesses. "This is a product for Black businesses," he says. "White businesses have been using these marketing methods for years on the Black community — mining our markets and carting away the gold. With this tool, we can reach our own consumers and build our businesses. Black America has the buying power of Canada, but that power means nothing if it goes into everyone else's pockets. Just imagine if we could steer that money back into our community. I warn you, if we don't use our spending power to our advantage, there are plenty of others who will."

The 1-DISK retails for \$124.95. For more information, call (800) 477-2159.

IBM LENDS 34 EMPLOYEES TO EDUCATIONAL INSTITUTIONS

PURCHASE, N.Y., Aug. 11, 1992 - In an innovative partnership between business and education, IBM is lending 34 employees to schools and other educational organizations during the 1992-93 school year. The goal is to help minority and disadvantaged students pursue higher education, especially in the critical fields of science and engineering, which face a nationwide shortfall of students.

Under IBM's Faculty Loan Program, employees receive full pay and benefits while they work in colleges, universities, high schools and related organiza-

(See IBM, Page 18)

TRAVEL with Bates

By Sandi Bates



Cruise the Hawaiian Islands, a tropical Oasis rich with extraordinary loveliness and tranquility, one of the most romantic destinations in the world.

The Hawaiian Islands have captivated an endless number of travelers since it was first discovered in 1778 by British explorer Captain James Cook. It is an exquisite collection of islands, each with its own personality and charm.

Imagine cruising the Hawaiian Islands during your glorious vacation. Imagine being gently rocked to sleep, then waking up to a new island almost every morning, step out on deck with a cup of Kona coffee and savor the ever-changing panoramic view. One morning it's the soft green slopes of Maui looming in the distance. Or Kauai, the big island, Oahu, each one unforgettable in its own uniqueness.

Imagine the sensational foods of Hawaii which delight the senses and inspire the chefs. Enjoy tempting cuisine: Fresh Pineapple, Papaya, Fresh Island Fish, Lobster and Macadamia Nut Cream Pie. The combination of continental and Hawaiian cuisine artfully blended and exquisitely presented.

Feast your eyes on the scenic ports and coast lines. The island of Oahu is considered the major center of Hawaii's activity. The state's capital of Honolulu is located on Oahu, the most populous of the Hawaiian islands. Wakiki Beach, a tropical paradise which beats to its own exotic rhythm. The playground of the Pacific rests in the shadow of Diamond Head, Oahu's famous landmark. Diamond Head, named in 1825 by English sailors dreaming of riches, reigns over the beach at Wakiki. Here you will find world-class shopping, towering glass skyscrapers and gracious remnants of Hawaii's royal past. Authentic crafts, striking village replicas and extravaganza of music and Hula dance bring the South Seas to life at the 42 acre living museum at the Polynesian Cultural Center. A journey into the history of the Polynesian people. Take a circle island tour and see Diamond Head crater, Hanauma Bay, Waimea Falls. Also Pearl Harbor, once a battleground, now a tourist attraction.

Over 200 years ago, whalers and missionaries sailed onto Maui's shores, awestruck by the sight of pink-rimmed clouds nestled against grey-green mountains. You will know the magic of Maui as you cruise along its gently curved beaches and pastel colored coast.

Maui, Hawaii's second largest island, known as the "Valley Isle," was once two separate volcanic peaks which eventually fused together. Maui's most impressive sight is Kaleakala Crater, a depression large enough to hold all of Manhattan. It sits serene, majestic, and like the Mountain itself magically beautiful.

You'll find a different kind of magic in Maui's ranches and rodeos, beaches, yachts and its unique island winery. More enchantment awaits in the ocean-front town of Lahaina, framed by the exquisite West Maui Mountains. If the season is right, you might see a Humpback Whale.

Unquestionably the most romantic of the islands, Kauai is the island many people seek but never find! A stunning and endlessly spectacular haven with a pace all of its own. As you approach beautiful Nawiliwili Bay, you see at once why Kauai is called "The Garden Island" with its lush tropical scenery.

Kauai is one of the oldest sugar cane plantation towns. It is the sight of Captain Cook's landing in 1778. This is the oldest of the Hawaiian islands. It has more than 450 inches of rain annually, which gives it the distinction of being "The wettest spot on earth."

During the fifth century, Tahitians arrived in Hawaii, a trip celebrated at the Kauai Museum. Is there any canyon in the world more beautiful than Waimea? Come judge for yourself. Small boats carry you to the serenity of the fern grotto, a soaring cave in a lush, magical setting which provide the most popular wedding spot in Hawaii. A profusion of wild blossoming plants and trees has served as the setting for films, such as "South Pacific" and "Blue Hawaii."

A Hawaii cruise is a voyage of a different style, a journey that takes you to the legendary islands with grace, comfort, and style.

(See Travel with Bates, Page 18)

RTC

Resolution Trust Corporation

Department of Minority & Women Owned Business

Presents

"How to Work With The RTC"

8/27/92 Radisson Hotel Denver Colorado	9/17/92 Radisson/ Airport Albuquerque New Mexico	9/24/92 Marriott Hotel Salt Lake City Utah	10/1/92 St. Tropez Las Vegas Nevada	10/8/92 Hyatt Regency Phoenix Arizona
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Program Highlights

- Final Policy for MWOB Program
- How to Purchase Savings & Loans Associations
- How to Acquire RTC Assets (REO)
- Contracting with RTC
- Contracting for Legal Services Contracts

Program Schedule

Registration begins at 8:00 a.m.

The program will begin promptly at 8:30 a.m. and will conclude at 12:30 p.m.

PRE-REGISTRATION IS NOT REQUIRED

Seating is limited. Attendance is on a first come, first serve basis...

For additional information on these Seminars

Call 1-800-542-6135

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