

African-American Convention Seeks Greater Cooperation Between Black Business And The Black Church; Seen As The Principal Depository Of The Black-Controlled Capital

OAKLAND, Calif. — Acknowledging the black church as the African-American's greatest resource for creating economic development from black-controlled capital, delegates of the black church, black press and black business sought ways to work toward closer cooperation in economic development projects nationwide.

The delegates, assembled by the U.S. African-American Chamber of Commerce (USAACC) during its recent annual convention here, also warned that the goal of greater business, press and church cooperation would have to be approached with caution and care.

"History has worked effectively to keep the three black resources apart," said Oscar J. Coffey, retiring president of the USAACC and the summit sponsor.

"The black church is by far the largest and most powerful black organization in the world," said Coffey during the USAACC's recent convention. "The time has come to foster creative partnerships between the black church, the black press and the black business community. The black church collectively deposits close to \$10 billion a year in white-owned banks and savings institutions that, in most cases, will turn around and refuse to make loans to black entrepreneurs. There must be a better way — and there is."

Coffey outlined the first step of a plan

in which a straw poll was conducted in his own church to determine its resources, including property, automobiles, bank accounts and other sources of capital.

Once these surveys have been completed and the results tabulated, the church — armed with impressive financial statistics — could then approach banks and lending institutions from a position of strength and as a unified force.

In conjunction with Coffey's message of hope and cooperation, Rev. Dr. J. Jerome Cooper, Minister of Berean Presbyterian Church, USA, Philadelphia, Pa., warned delegates to be on the alert for "the killers of the dream" as they attempted to implement their plans.

Rev. Cooper said that, in spite of the tremendous potential inherent in such a "church, press and business fusion," African-Americans would need to be constantly vigilant for pathological behavior patterns — including jealousy, distrust, selfishness and self-hatred — that could sabotage such an effort.

Key to the success of the plan is the concept of unity, said Rev. Cooper, adding that blacks could learn a lesson from other ethnic groups regarding the benefits to be derived from supporting one's own. Rev. Cooper noted that, while in California, he had observed large numbers of Chinese-Americans traveling by public transportation

to shop at a nearby Chinese market.

"How many brothers and sisters would travel 15 or 20 minutes by bus to shop with their own kind?" asked Rev. Cooper. "Not enough, and that's a fact."

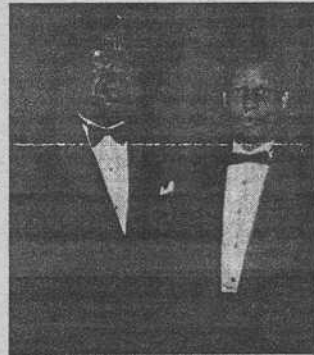
Mark V. Monteverdi, Manager, Public Programs, Philip Morris Companies Inc., was master of ceremonies for the 1995 Distinguished Leadership Awards Gala, sponsored by Philip Morris Companies Inc. and Miller Brewing Company.

Monteverdi said, "I am pleased to be a part of this vitally important attempt to create an effective and workable alliance between these three cornerstones of Black-American life."

Among the guests honored by the Chamber were Willie L. Brown Jr., Speaker Emeritus, California State Assembly, and J.C. Watts Jr., Republican black U.S. Representative from Oklahoma. Other honorees included actor Danny Glover and H. Patrick Swigert, President-elect, Howard University.

Convention delegates urged the creation of a national campaign to promote discussions between representatives of the church and of business.

Coffey said: "It is within the black church's power to do more than save souls. Given the right planning, the black church can help lift the African-American people from poverty — and build our business community in the pro-



THE PRESIDENT of the West Coast Black Publishers Association, Bernie Foster, right, confers during the convention with Clarence Patterson, Chairman of the USAACC. Representatives of the African-American church, business and media made strong presentations for building more effective communications for the good of the community.

cess. Black economic power can be used strategically to advance the race, but first we must lay the groundwork. If we move forward with this, this meeting may one day be seen as the dawning of a new age in African-American economics."



NATIONAL AND LOCAL speakers rallied for the USAACC convention in Oakland, including (from left): Willie L. Brown Jr., Speaker Emeritus, California State Assembly; Barbara Lee, California State Assembly;

Mark V. Monteverdi, Manager, Public Programs, Philip Morris Companies Inc. and Awards Gala Master of Ceremonies; and Rep. J.C. Watts Jr., Republican Member of the U.S. House of Representatives from Oklahoma.

AFRICAN-AMERICAN HISTORY OCTOBER DATES TO REMEMBER

By Gwen Walker

Oct. 17 — Black Poetry Day. To recognize the contributions of Black Poets to American life and culture, and to honor Jupiter Hammon, first Black Poet in America to publish his own verse. Jupiter Hammon of Huntington, Long Island, NY was born Oct. 17, 1711. Approximate attendance 600.



GWEN WALKER

Oct. 20 — Kenyatta Day...Kenya observes this day as a public holiday.

A federal jury convicted seven members of the KKK of conspiracy in the 1964 murders of three civil rights workers James Chaney, Andrew Goodman and Michael Schwerner, in Mississippi. Eight others were acquitted and no verdict was reached on three others.

Oct. 21 — Somalia...National Day observed.

Oct. 24 — Zambia...National Holiday commemorated the Instruments of Independence signed on this day in 1964. Celebrations in all cities, but main parades of military, labor and youth organizations are at the capital, Lusaka.

Oct. 30 — Cassius Clay named Heavyweight Champ. Twenty-two year old Cassius Clay who later changed his name to Muhammed Ali, became world heavyweight boxing champion by defeating Sonny Liston. Ali was well known for both his fighting ability and his personal style. His most famous saying was, I am the greatest! Convicted of violating the Selective Service Act in 1967, he was stripped of his title; the Supreme Court reversed the decision, though in 1971. Ali is the only fighter to win the heavyweight fighting title three separate times, and he defended that title nine times.

OCTOBER BIRTHDAY'S

Tito Jackson - 10-15; Chuck Berry - 10-18; Tommy Hearns - 10-18; Winton Marsalis - 10-18; Ntozake Shange - 10-18; Randy Jackson - 10-29; Melba Moore - 10-29; Gordan Parks - 10-30; Fred McGriff - 10-31.

FOURPLAY

(Continued from Page 17)

sessions have included projects for artists ranging from Steely Dan to Barbara Streisand. With 25 solo albums to his credit, Lee is a leader in contemporary jazz, known for his inimitable blend of jazz, rock and R&B.

Bassist/composer/arranger Nathan East has recorded and co-written dozens of chart-topping hits for everyone from Phil Collins and Eric Clapton to Michael Jackson and Barbara

Streisand and has played with a literal Who's Who in contemporary music. East was honored by NARAS as the most Valuable Player four years in a row and was also named 1990 MVP at the International Rock Awards in the bass category.

Drummer/producer/composer/arranger Harvey Mason had an impressive number of Grammy nominations and a mantle of awards, including four First Place awards in *Modern Drummer's* Studio poll and three Most Valuable Player trophies from NARAS.

Tickets to see the Jazz Supergroup of the '90s, "Fourplay," are available at the Artemus Ham Box Office, Vesely Music, Upper Ear, and all 4 Mr. Bill locations.

**IT PAYS TO
ADVERTISE
CALL NOW
383-4030**

**R & B
RAP
POP** *Odyssey* **GOSPEL
BLUES
JAZZ**

COMPACT DISCS • RECORDS • CASSETTE TAPES

1600 Las Vegas Blvd. S • Open 24 hours • 384-4040

A Great Place to Start

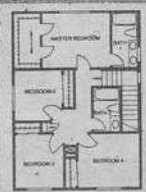
4 Floor Plans Starting
from \$91,900



Your first home is closer than you think. At Sunbeam you'll discover extra features that don't cost extra, plus the convenience of living close to everything from shopping to schools. Just minutes from downtown Las Vegas, Sunbeam homes are a great place to start.

Extremely Attractive Mortgage Rates Available

MODEL 4 SUNDIAL



- Four exciting floor plans, one right for your family.
- Choose 3 bedrooms or 2 plus den option.
- All feature lifetime tile roofs and over 40 standard options.

MODEL 2 SUNBURST



Take Lamb Blvd. to Owens Sunbeam II is located 2 blocks west of Lamb, at Gateway **878-8500**

