

# BUSINESS

## Planning helps black businesses earn bucks

By James Hart

Special to Sentinel-Voice

WASHINGTON, D.C. — "With the onset of automation, the Negro moves out of his historical state of oppression into one of uselessness. Increasingly, he is not so much economically exploited, as he is irrelevant. The dominant Whites no longer need to exploit the Black minority. As automation proceeds, it will be easier for the former to disregard the latter."

Will this prophecy be fulfilled? Oppression had assured it, false doctrines insured it and financial monopolies guaranteed it.

In fact, economically, Blacks have long since been left for dead.

However, the government's economic weapons of mass deception (e.g., credit and loan chicanery, employment

schemes, and empowerment zones) — keep Blacks on economic life support systems.

Consequently: investment capital ordinarily reserved for their businesses mysteriously keeps vanishing; interest rates rise, credit tightens, higher prices ensue and Black businesses collapse; opportunities for maximum employment, production and self-reliance are lost; scores of Blacks are in debt — serving the financial establishment like slaves.

Nevertheless, oppression has slowed, and false doctrines can be exposed by lightning bolts of truth. What's more, financial monopolies always lack one thing — permanency. Sound the trumpets!

Blacks, now with \$500 billion in purchasing power — as reported by the Selig Center for Economics at the

University of Georgia, are coming back changed.

According to the 1992 U.S. Census, there were 640,000 Black owned businesses. Subsequently, scores of new Black businesses have also been established.

However, these businesses need real investment — e.g., mentors, superior asset management and experience, marketing, technical know-how, and private capital — to grow. Otherwise, "a beautiful dream can be murdered by a brutal gang of facts."

So business owners, here's how you can make baskets of big bucks now!

—Marketing is the engine that drives your business.

For instance, there's risk reversal, referrals, endorsements, reinstating, volume options, add-ons, and a USP (Unique Selling

Proposition).

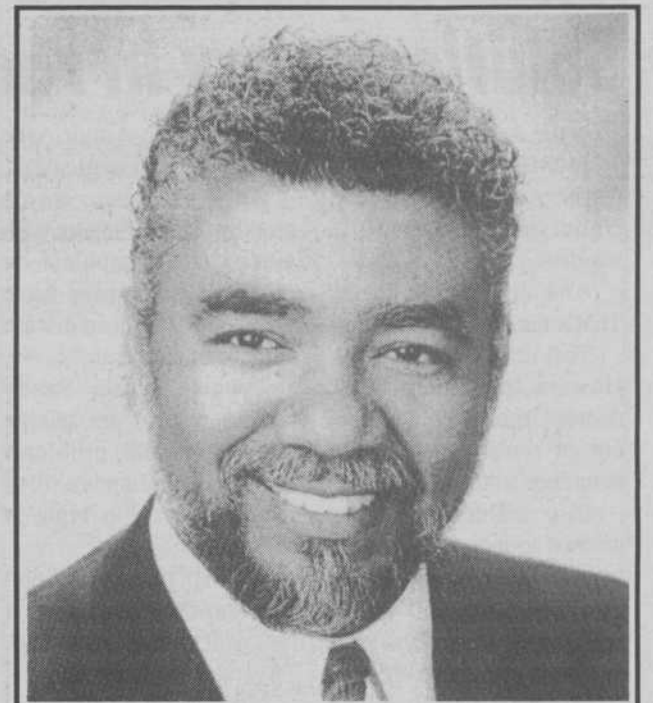
These pillars of potency (among others) can help you market like a phenom.

Take the USP concept. Can you articulate in one sentence what makes your business special and better than your competitors?

An effective USP gives your business the wings to soar above your competition. Weave your USP throughout every client-centered marketing communication you create.

— Sell the "Ultimate Benefit(s)." Why? Because benefits are what people really want. They are the chief reasons customers buy again and again. Smart business people know that products and services are really secondary and are useful insofar as they assist your customers in getting what they want.

(See Money, Page 7)



The Urban Chamber of Commerce elected a new batch of officers to its board of directors. Elections were held November 12. The Chamber chose Sherman Rutledge, (above), general manager of KCEP-FM as president; McCarran International Airport's Tenant Services Manager Hannah Brown as vice-president; and Jerrie Merritt, vice-president of the Private Client Group at First Security Bank was re-elected as treasurer.

## Exposing Connerly key to stopping anti-affirmative action drive

By John William Templeton

Special to Sentinel-Voice

The political cover provided by Ward Connerly is the fuel driving the assault on affirmative action programs represented by California's Proposition 209 and Washington's Initiative 200, according to the author of "The Lynching of the American Dream," the first book on Proposition 209.

Frederick E. Jordan, a 30-year veteran architect and engineer, said, "If anyone else had tried to do what Connerly did, they'd be dismissed as racist, but people say, 'He's Black, so it must be alright.'"

During a book signing, Jordan cited a Los Angeles Times survey that 27 percent of the Californians who voted for Proposition 209 thought they were actually supporting affirmative action, due to its innocuous-sounding language.

There were two other factors that allowed Prop. 209 to pass in 1996 despite the opposition of more than 400 organizations in California, Jordan added. "Gov. Pete Wilson, who was the real power behind this, and Newt Gingrich called corporate CEOs throughout the state one weekend and threatened them if they came out in opposition to Prop. 209," Jordan said. "For instance, he [Wilson] called utility CEOs and reminded them that he appointed the members of the Public Utilities Commission."

A third reason was "we

didn't do a good enough job of explaining the issue to the voters," Jordan admitted. "That's why I wrote this book so that we would not have to repeat history."

More is required than just the opposition of elected officials and corporate leaders to the attack on affirmative action, he said.

"In Washington, we had the governor and top companies against Initiative 200, and we still lost," he said. "We need to educate the grassroots. Affirmative action programs create a fair playing field, not just for minorities and women, but for everybody."

The next battleground will be states like Florida and

Georgia, where Connerly has begun to supply money and organizational support as he did in Washington state. Jordan is co-chairman of Americans United for Affirmative Action, along with Southern Christian Leadership Conference President Martin Luther King III.

"We've already defeated bills to end affirmative action in Florida, and Georgia and Colorado and every other state where it's come before the legislature," said Jordan.

Jordan's leadership on the issue began when bills attacking affirmative action first came up in California in 1994. He launched the first Black-owned civil

engineering firm in the state in 1968 after graduating from Howard and Stanford universities. He has since designed and/or managed the construction of more than 600 projects, including the initial response to the earthquake-damaged Cypress Freeway in Oakland after the Loma Prieta earthquake.

"I couldn't figure out why this was happening in the most diverse state in the country, where minorities are 47 percent of the population and women are 51 percent, but together they only get 10 percent of state contracts," Jordan recalled.

"Since Prop. 209 — that's been cut in half — and we've just learned that Black and

Latino admissions to the University of California have been cut by 51 percent in just two years."

Despite the danger to his business from Wilson's heavy-handed tactics, Jordan put together more than 80 organizations in a coalition for affirmative action.

"The irony is that Connerly took advantage of affirmative action programs with \$3 million dollar contracts from the California Energy Commission after A.B. 1833 (the state affirmative action law) was passed in 1988," noted Jordan. Connerly's career began as an aide to Wilson in the mid-1960s when the current governor was in the

state assembly.

"Then he benefited from affirmative action again when Wilson appointed him to the University of California regents," Jordan said.

Jordan sees hope in the large turnout of African-American voters during the Nov. 3 elections.

"There was a stunning rebuke of Wilson's policies in California, and voters around the country need to let politicians know that they have to really stand up against these Prop. 209 clones," he said.

"We need leadership, like the Lyndon Johnsons and Martin Luther King Jr.s., who would stand up for what was right."

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