

BUSINESS

Holocaust, genocide tie into black reparations

Dr. Conrad W. Worrill
Special to Sentinel-Voice

At this stage in the history of the black liberation movement, it is important that key concepts be revisited and re-discussed in our continued efforts to understand the fundamentals of the America foundation of white supremacy.

First, there is the concept of the African holocaust of enslavement. According to most dictionaries, holocaust means any widespread

destruction.

As African holocaust researcher Michael Scott explains, "No African was waiting as a slave to be traded to the Europeans. In all regions of Africa, from which Africans were transported, the African was involved in a brutal war declared by the European aggressor, interested in exploiting the human and natural resources of the richest continent on the earth."

Further, Scott reveals,

"These Africans who became prisoners of war were placed in detention camps and then transported to the Americas to be enslaved by the benefactors of their captors. No African began his or her ordeal as a slave. Africans were reduced to slavery by conquest."

It is important for African people to understand and internalize these historical facts. Just as the Jews internalize their holocaust and act on it, so must we

come to the collective reality of our African holocaust and act on it.

Finally, Scott instructs us that "Our foreparents were innocent victims of this heinous system of forced labor. They were never able to comprehend being seized in early morning attacks on their villages by vicious raiding parties. They were never able to understand why they were being sold by the avaricious middlemen. They could never fathom why they

were being marched in fetters and chains to the coast where they were bartered for European merchandise, especially rum and guns. They could never appreciate why they were being warehoused in hell-like dungeons in Elmina or Goree."

Now that we have some insight into the idea and concept of the African Holocaust, it should make it easier to understand the idea and concept of genocide.

In Olomenji's book, "White Genocide, Black Obsolescence, The Question of Black Survival In White America," he defines genocide very succinctly. He says genocide is the "deliberate and systematic destruction of Black people by White American socio-economic and cultural forces."

According to Olomenji, America has created an ideology that justifies the (See Holocaust, Page 14)

What's in a name? Your business' future success

Special to Sentinel-Voice

Q: After developing a successful business as an African-American artist, my company is now designing a line of greeting cards, which will appeal to an ethnic market. Like my artistic style, the greeting cards will be realistic, yet whimsical.

Together with a writer, the overall message in the cards is joyous, depicting slices of everyday life that force us to laugh and to find a rainbow behind every cloud. The full concept is developed, but I am in need of a company name which encompasses all that I do.

What considerations should be made in finalizing a choice of company name?

A: A name can be an asset or liability. The choice of a product or company name is one of the most

significant decisions a business will make. A good name can be similar to a patent, proprietary software and other intellectual property in that it has the potential to create a monopoly position in a consumer's mind.

Today, finding the ideal name is more difficult than ever. There are more than two million U.S. federal trademarks, and the number is increasing. The Internet is eliminating geographical boundaries. Legally available names that are clear, distinct and memorable are in limited supply.

Corporate identity, personality and focus of the company are considerations and target market are major factors.

When artist Robyn McClendon of Washington, DC (see August 1999 Black



By Regina Lynch-Hudson

Enterprise) was transitioning from her role as a nationally known artist, and focusing on the surface design and corporate contract side of her business, she needed a name that encompassed everything that she does. Because McClendon's forte is working with fragments of history to create mixed media paintings, stationary and greeting cards, she needed a catchy name that hinted of antiquity, yet clearly depicted her business as one that specializes in various art

forms.

In working with McClendon, I conceptualized a corporate identity that would portray the client as a historian and artist. Thus, ARTeological was born. The simple monogram works well on stationary goods, greeting cards and for surface design, which entails art that's used for textiles, paper goods, and home accessories.

The name, a clever combination of the word "Art" and the word "Archeological" conjures up

images of archeology, which was perfect for the chronicler of cultural heritage who uses art as a means to preserve people's stories and to highlight similarities in ancient culture.

The name ARTeological is also compatible with her historical art-projects and subliminally suggests the essence of McClendon's primitive and contemporary techniques, without even seeing her style.

Like ARTeological, a good name should leave a strong visual perception. People have either a visual, auditory, or kinesthetic preference when processing sensory information.

While the majority of people have a visual preference, a combination of sensory input makes for a greater audience. Pay special

attention to how a name will work with visual imagery such as logos and corporate identities when making a decision. Look at other synergies such as visual imagery, phone directory placement, the availability of Internet domain names, vanity telephone numbers and international meanings.

When Hallmark Cards began targeting African-Americans, the company selected the brand name Mahogany Products to celebrate African-American culture, heritage and tradition. Because 70 percent of African-Americans visit church at least once per month, a subsidiary of the Mahogany line was added called Certainly Lord!, an ideally named greeting card line for Mahogany's Christian consumer.

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Monitoring telecom opens avenues for entrepreneurs

John William Templeton
Special to Sentinel-Voice

The idea of building a large telecommunications company based on the calling volume of the African-American market has twinkled in many an eye for decades. Now it's time to cut to the chase.

Tony Chase has built a company that can offer local phone service, wireless communications, business service and Internet access from Boston to Los Angeles through an alliance with SBC Communications, one of the four remaining Regional Bell Operating Companies. Within the service area of SBC, which was scheduled to expand throughout the Midwest this month, with the closing of the merger with Ameritech, Chase has contracted to offer a full range

of services to ethnic minority groups and small businesses.

"The RBOCs traditionally haven't marketed well to those audiences, so they've off-loaded them to us," said Houston-based Chase, a Harvard graduate.

Another beneficiary of the SBC expansion has been Chester Davenport, who sold his technology firm, Envirotest, in 1998, but gained a franchise for cellular phone service in the Midwest as a spinoff from SBC.

Although both have volumes of qualifications, an indispensable ingredient for their deal-making has been the advocacy of organizations like the NAACP's Economic Reciprocity Program and Rainbow/PUSH Coalition's Wall Street and LaSalle Street projects.

"When (Chase) came in

to visit us, the first thing he said was that initiatives like our telecommunications report card were a big help," said Linda Haithcox, manager of economic development in the NAACP's Baltimore headquarters.

That report card on how the telecom industry does business with African-Americans will be released during the NAACP national convention in New York July 10-15.

Davenport's deal was one of the major victories noted during the first LaSalle Street Project conference in Chicago recently held by Rainbow/PUSH. The entrepreneur, named Outstanding Young Businessman by Texas Business, will be among the panelists on a workshop titled

"Closing the Digital Divide" at the NAACP's national convention on Wednesday, July 14, along with Dr. George Campbell, CEO of the National Action Council on Minorities in Engineering; Stephenie McLean of the HBCU Technology Transfer Program of the Executive Leadership Conference, and Roy E. Clay Sr., CEO of Rod-L Electronics — "the godfather of Black Silicon Valley."

Rainbow/PUSH will also tackle how to break into employment and entrepreneurship in Silicon Valley on Aug. 5 at its national convention in Chicago with Clay and Marx Casenave, leaders of its emerging Silicon Valley Project.

Chase has built a (See Telecom, Page 14)

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