

## BUSINESS

# Black Republicans just pawns in the process

## Special to Sentinel-Voice

George W. Bush is the 43<sup>rd</sup> president of the United States and most African-Americans are still disappointed that we all put our eggs in the other basket.

But it's fact, not fiction that Bush has appointed almost as many blacks to positions in his administration as did President Clinton. Pending domestic and international issues will gauge if Bush's Blacks will be more than backdrops in a sea of conservative colorblindness.

Colin Powell has been appointed as the nation's first black Secretary of State, Condoleezza Rice is the first black head of the National Security Agency and Rod Paige is the first black to head the nation's Department of Education.

These are noteworthy "firsts", yet surveys still show only 16 percent of African-Americans approving of Bush's presidency and an

even less, 10 percent, who believe the Republicans have our interest at heart.

So, how can President Bush and the Republican Party gain more support from the African-American community? Urban League President Hugh Price says, "The way to African-American hearts is through their wallet."

Jennifer Carroll, a Black Republican who is executive director of the Florida Department of Veterans' Affairs and recently lost a bid for Congress to Corrine Brown in Florida's 3<sup>rd</sup> District, echoes similar sentiment, "It's important to communicate to black voters that the Republican agenda - tax cuts, education and numerous policies aimed at encouraging private enterprise - can be good for them."

Bush only got nine percent of African-American votes in 2000, but says he is not conceding our vote to the

## Business Exchange

By William Reed,  
Publisher of Who's Who in  
Black Corporate America.



Democrats. He says he intends to reach out to blacks and demonstrate he means to represent all the people. We will know them by their deeds. Winning blacks over will be tough for the GOP unless Bush and Black Republicans put more emphasis on issues facing African-Americans.

Bush's poll numbers among blacks are not likely to increase until he demonstrates he understands our disparate treatment and start to tackle problems such as: lack of economic development in urban communities;

affordable housing; education and training; unemployment rates double that of whites and increasing demands for an apology and discussions on reparations for slavery and the nation's legacy of institutionalized racism.

If they look and quake like ducks, they should talk like ducks. Education Secretary Roderick Paige deserves commendation for concerns and actions on issues affecting us.

He's making America's education system better and spending productive time and

effort with black and urban leaders improving school systems and upgrading learning standards for youth.

Black Republican appointees able to impact important African-American issues and concerns at the Housing and Labor Departments have been invisible and inert.

Interestingly, the two the President destined to be out of the domestic policy loop have been up to their necks in an issue of growing interest to blacks in this country and the world - reparations.

Foreign policy heads Powell and Rice find themselves against allowing a U.S. delegation to attend the U.N. World Conference Against Racism if reparations are on the agenda.

It's ironic that these blacks

would be feinting for whites on the very issue that has determined their status for the past 400 years. The most important international discussion of race ever held, the Durban Conference holds great possibilities for final recognition and resolution of America's most pressing problem.

If Republicans really want to garner broader support in our communities, blacks in the party need to send a strong signal that show they are moving forward with what is needed to benefit our communities.

It's important for Black Republicans who have input into the political process to put issues facing the African-American community on the table. If not them, who?

## Toyota aims to hire more minorities

CHICAGO (AP) - Toyota Motor Sales USA will spend hundreds of millions of dollars a year to train and hire more minorities, buy from minority companies and spend with minority advertisers as part of an agreement with the Rev. Jesse Jackson's organization. The details of the deal were announced last week by the company's vice president and chief operating officer, James E. Press, and Jackson at the Rainbow/

PUSH annual meeting.

The deal calls for Toyota to spend more than \$7.8 billion over the next decade - or about 30 percent to 35 percent more than what the company currently spends in these areas - on the diversity programs, company spokesman Mike Michels said.

As part of the agreement, Press said, Toyota will spend \$650 million in the next year with minority businesses and expand the use of minority

banking firms.

Press also said that Toyota has "set a goal of adding four to six new minority dealers each and every year."

Press also said the company will hire a black advertising agency next month and spend more than \$150 million over the next three years on black and Hispanic promotional programs.

In all, the company said it will increase spending on minority advertising agencies

by 37 percent.

Jackson had threatened the boycott in May after seeing what called an offensive and racist postcard ad that showed a close-up of a dark-skinned man's mouth with an image of a gold Toyota RAV4 on one tooth. The next month he postponed his call for a boycott after Toyota said it was in discussions with a black advertising firm and retained a new consultant to make the automaker more diverse.

## Center plans Women's Business Development Day

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Are you a women with questions about financing your business? Are you just beginning to think about starting your own business? Do you have questions about legal structure, management, business planning?

The Nevada Women's Business Resource and Assistance Center (NWBRAC) will address all of those topics at its Women's Business Development Day on Saturday, September 8 from 9 am to 4 pm, at the Charleston Campus of the Community College of Southern Nevada.

The conference will have several breakout sessions on specific topics that are important to women trying to develop a small business. The cost is \$60 for early registration, which includes lunch, or \$100 at the door.

For more information call Denise at 732-0414, or log onto NWBRAC's web site at [www.nwbrac.com/courses.htm](http://www.nwbrac.com/courses.htm). You may also register by email at [nwbrac@aol.com](mailto:nwbrac@aol.com).

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