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The Black Economic Development Task Force, Inc.

President's Letter

San Diego Chapter September 1991

Dear Friends,

Thank you for your new memberships. We appreciate your financial vote of confidence and support. The number of new members in the Task Force has grown tremendously over the last six months. Thanks again.

Have you ever asked yourself the question, "**Who Is Minding The Store?**" That is an interesting question we all need to ponder. Who in San Diego is minding the economic store—protecting the gains we've made and fighting for future gains? I'm glad there are a few who are dedicated to doing this.

However, prior to 1987, when the Black Economic Development Task Force was formed, no one was tending to the economic problems of San Diego's African American Community. NO ONE WAS MINDING THE STORE! The Black Economic Development Task Force is attempting to fill that void.

How effectively the Task Force minds the store depends on your continued support and involvement. We can guard the store with sticks or we can guard the store with sophisticated weapons. If we guard it with sticks, then the store will eventually lose all that was inside. The point I am making is this, let's not arm the Task Force with sticks. Help us to build a machine that will be capable of preserving all that we have gained and will allow us to continue fighting for economic justice.

As you read this newsletter, think dollars. Think about what it costs to engage in the activities you are reading about. Think about what it costs just to keep you informed about the economic issues and how those issues are being addressed. What is the cost of economic justice? How much does it cost to someday see a time when African Americans will be intricately woven into the mainstream of economic prosperity? How much will it cost to produce presidents of Fortune 500 companies and presidents of Black owned Fortune 500 companies? How much will it cost to produce Black owners of major hotels and department stores that will capture the millions of dollars we spend there? I don't know how much it will cost, but **I KNOW IT WON'T BE CHEAP**—just as it was not cheap to get to where we are today.

Working with the Task Force since its inception has been an exciting and inspiring experience for me. It hasn't been easy, but we achieved a great deal over the past four and a half years, as you will see from reading these newsletters. But we are digging with our hands when we should be digging with picks and shovels—and someday with earthmovers!

For those of you who haven't as yet joined with us, we need your fnancial support to sustain and increase the level of advocacy that is required to reach economic parity. Become a member and support the Task Force's efforts to 1)develop programs to raise the level of our economic education, 2) make capital more accessible to us and, 3) collect the economic research data we need. You will be glad you did.

Sincerely,

Harold K. Brown

CENTER FOR ECONOMIC DEVELOPMENT AND RESEARCH

Everyone needs a place of their own. As individuals and as a group, we need something in our lives that represents stability and provides a focal point for directed action and reflection. Religious institutions offer a spiritual framework for organizing people's lives. There are also social clubs, fraternal and professional networks that help give us a sense of being useful and properly socialized. When it comes to expressly economic issues, however, many of us feel left at sea. Statistics confirm this feeling too, in the puzzling contrast between the strength of African American dollars on the one hand, and the poverty of African American communities on the other.

How many times have your thoughts shifted from the grim economic reality of our communities to the success stories of growing economic empires in other ethnic communities? Though analysts give convincing explanations for the delayed entry of African Americans into the economic mainstream of ownership, our report card relative to other groups is dismal. It is true that, given the obstacles we have faced historically, we have made remarkable progress as a group in many arenas, and large numbers of us are successful in this economy. However, the nagging feeling remains that, as a group, we need to be more focused on economic development issues.

Can you imagine what a real Center for Economic Development for African Americans could mean for our community? At long last, we would have an institutional structure whose sole purpose would be to lay the foundation for wealth building for African Americans. To do so would involve serious research into both the impact of economics into the ways we live and think about ourselves, as well as the impact of these factors on the level and quality of our economic development. Research would also look at the key components of the successes of other ethnic groups, and pattern their success for African Americans. The benefits of this focused research program would be seen in the classes, workshops, training seminars, internships, capital formation entities and publications that would result from the Center's activities. This would be a real first, not only for San Diego County, but for the nation as a whole.

How much longer will we wait for a Center of our own? Well, for four years, the BEDTF has been looking into the foundations of wealth building for African Americans, and has decided to wait no longer. We have just completed a Proposal for the Formation of a ***Center for Black Economic Development and Research***, and we are in the beginning stages of seeking its funding.

Does this sound like an idea whose time has come? We think so, and would like to know that we have your support. Write to us with your comments about the Center. Maybe you know of some funding sources we haven't thought about yet. Become a part of this exciting new step the BEDTF is taking. You can help us create economic strength and empowerment for African Americans.

Sincerely,
JoAnn Cornwell-Giles
First Vice-President

1991 ACCOMPLISHMENTS

For 1991, the Task Force will concentrate on creating a voice of influence on economic matters that are affecting the black population and other minorities.

Jun 14 One of the sponsors of a reception for the Mayors of Color held at the Neighborhood House. Hal Brown coordinated the reception's program topic "Black Economic Development in San Diego. Program participants included Gladys Calvin of the California Southern Small Business Development Corp., Jerry Groomes of the Southeast Economic Development Corporation and the Task Force.

Jun 19 Roz Winstead, chair of the Governmental Relations committe, testified before the City's Public Services and Safety Committee about the Clean Water Program's noncompliance. Major problems include the lack of a disparity study and failure to perform technical assistance workshops when they have let two-thirds of design firm contracts.

Jul 2 Hal Brown gave a presentation on the MESBIC to a group of bank representatives at a luncheon hosted by the Greater San Diego Chamber of Commerce.

Jul 9 Hal Brown and representatives of the African American community met with representatives of the Jewish community to discuss ways to develop a stronger relationship of understanding and support between the two communities.

Jul 11 Roz Winstead, Shirley Spivey-Scott and Hal Brown met with City Manager Jack McGrory and his two deputies on the major problems surfacing around the Clean Water Program. There was agreement that the EOCP office had not been as responsive to the needs of minority businesses as they had testified.

Jul 16 Attended the Citizen's Equal Opportunity Commission hearing where Shirley Spivey-Scott was appointed to the Clean Water Program's Advisory Committee.

Jul 16 Shirley Spivey-Scott participated in the first planning meeting of the Bicentennial U.S. Constitution Committee to celebrate the 200th Anniversary of the signing of the Bill of Rights hosted by the Scottish Rite Center. The Constitution observance day and festivities will be held Saturday, September 21st from noon to 5:00 pm at the Spreckels Organ Pavilion in Balboa Park. Please join the Task Force at 12:00 noon to make a strong Black presence and statement about how important the Bill of Rights is to African Americans.

Jul 18 Participated in the Communities United for Equal Justice (CUEJ) meeting which has representatives from the Asian, Hispanic, Mexican American, American Indian and women's communities.

Jul 22 Met with UCSD Extension to discuss the possible formation of a program to assist minority entrepreneurs.

Jul 24 Joe Outlaw participated in a meeting sponsored by San Diego Trust & Savings Bank to discuss minority business financing issues. Major issues discussed included how to reach the ethnic community, sources of capital and loans, how to increase community awareness and educating the community on the loan process. Other attendees included representatives from Councilman Wes Pratt's office, a professor at Miramar College and owner of Copy Shops, and City of San Diego Economic Development Division.

Jul 30 Harold Brown and Shirley Spivey-Scott attended the planning meeting of the Constitution Observance Day hosted at the Scottish Rite Center.

Jul 31 Hal Brown, representing the Mayor's Black Advisory Board, met with the America's Cup Services representatives to discuss ways of increasing the number of minority businesses that will participate with the America 's Cup.

Aug 5 Attended the next meeting of CUEJ.

Aug 8 Roz Winstead and Hal Brown met with Ralph Shackleford, Director of Purchasing for the City to follow-up on the issues surrounding the Clean Water Program.

Aug 12 Third quarterly general membership meeting where the Nation of Islam discussed their economic development plan. Attendance was overflowing.

Aug 20 Met with Jewish Community representatives to further duscuss support for each other's group.

Aug 21 The Board of Directors hosted a meeting for the three firms who have agreed to be our advisors. They are: law firm, Hinchy, Witte, Wood, Anderson & Hodges; accounting firm, Eisenberg & Hyman; and, marketing and advertising firm, Cooper Iverson. The acquintance meeting was an outstanding success.

Aug 22 The Board of Directors hosted a meeting with 15 African American ministers from the Southeast Ministerial Alliance. The purpose of the meeting was to acquaint the ministers with the programs and activities of the Task Force and to obtain their support of the Task Force and the Summit. The outcome was increased understanding and support for the Task Force.

Aug 24 Participated in the VIP reception for Ethnic Resources Unlimited's Business Directory. This is the first comprehensive business directory with over 350 ethnic businesses.

The President's Letter is a publication of *Marketing Matters*, Shirley Spivey-Scott, Owner and Operator.
3350 Market Street
San Diego, CA 92102
(619) 531-1967
(619) 531-0924 Fax
We provide Marketing Planning, Advertising, Public Relations and Promotional assistance to business.

ANNOUNCEMENTS

For the small investor, the San Diego Community Investment Club, started by the Task Firce, will meet on Monday, September 16 at 6:00 p.m. The minimum amount per investor is $25 per month. For more information, call Hal Brown at 594-6437 or attend the meeting. Membership in the Investment Club is open to the public.

One of the results of successful negotiations between FamMart and the African American Community is free vendor space. FamMart has made available vendor space in their swap meet for training and sales for an African American business. This effort was spearheaded by Syrone Campbell and Douglas Gray. They worked diligently and tirelessly in convincing the owners that the incident surrounding garment return should have a positive outcome. Those business owners who would like to take advantage of the free space should contact Syrone Campbell at 267-3667.

The Task Force has formed a Board of Advisors. They are: Eisenberg & Heyman, a pulic accounting firm; Hinchy, Witte, Wood, Anderson, and Hodges, a law corporation; and Cooper Iverson, a marketing and advertising firm.

$5,000 DONATION

Thanks to a referral from Rev. George Walker Smith, Pastor of Christ United Presbyterian Church, the Task Force has received a $5,000 donation to assist it in its efforts to develop Black owned businesses. The Task Force receives a number of requests for assistance in starting or developing a business. The donation will be used to investigate the opportunities that appear to be feasible and to develop them where appropriate.

Due to the number of requests and the lack of a paid staff, requests will be accepted from members only.

1991 OFFICERS

President	Harold K. Brown
First Vice President	JoAnne Cornwell-Giles
Second Vice President	Joe Outlaw
Treasurer	Lloyd Griffin
Secretary	Lorri Ann Taylor-Daigle

COMMITTEE CHAIRS

Membership	Delores McNeely
Government Relations	Rosalind Winstead
Media/Public Relations	Shirley Spivey-Scott
By-laws	Regina Dillard
Church Liaison	Loreeta Earl
Community Organizations Liaison	Douglas Gray
Corporate Liaison	Percy Myers
College/University Liaison	Larry Porter

CLUSTER GROUP MEETINGS

We have had several showings of the Tony Brown videotape, " The Only Color of Money is Green." The meetings have been motivating and have shown the historic and cultural basis for blacks to use the entreprenuerial route to overcome poverty. *Regina Dillard* hosted a showing at her house on August 1st. Guests included: Randa Trapp, Janice Brown, Randy Jones and Vincent Mason. *Joe Outlaw* hosted a showing at his home on August 9th. Guests joining the Task Force Board included: James Smith, Dr. Herbert Coverdale, Barbara Holley, Robert Council, Robert Henderson, Darryl A. Scott, Herman Clark, Rosyln Johnson, King Bishop, Rhonda Clark, Dedra Nolan and LaVerne Brown. We will continue to rotate the showing among our Board members to inspire as many professionals as we can.

SCHEDULE OF MEETINGS

BOARD OF DIRECTORS	October 14, 1991
GENERAL MEMBERSHIP	November 11, 1991
COMMITTEES	Monthly on first Monday

Board of Directors and general membership meetings will be held at the College of Retailing, 652 Gateway Center Drive, next to the Southeast Price Club. Meetings will begin at 6:30 p.m. and will be adjourned no later than 8:30 p.m. General membership meetings will include a speaker who will address a pertinent and timely subject. A social with refreshments will be available from 6 to 6:30 p.m.

THE STATE OF BLACK OWNED BUSINESSES

Consider the Following:

❑ America's top company in sales for 1990 was 17 times larger than the combined sales of America's top 100 black-owned industrial/service companies and the top 100 black-owned auto dealerships.

❑ The average annual sales for a black-owned company in America in 1987 was $47,000 as compared to $146,000 for all businesses.

❑ San Diego County black-owned firms had an average of $42,000 in annual sales for 1987.

❑ Black-owned businesses in America generate less than 1 per cent of the business sales of the nation.

❑ Only 18% of all Black-owned businesses in San Diego have paid employees.

These findings indicate that there is much work to be done in the area of economic development. Most of all, they indicate a need for strong leadership and intelligent planning.

ECONOMIC SUMMIT VENDOR RESPONSE

The Task Force invites you to participate in our 4th Annual Black Economic Summit. The Summit will be held on October 26, 1991, from 8:00 A.M. to 6:00 P.M. at the Scottish Rite Center, 1895 Camino del Rio South in Mission Valley.

As part of our attempt to reach out to Black businesses, the Summit will again include exhibit space for companies who wish to show their products and services. Space has been set aside for exhibit tables that are available for a $50.00 donation to the Black Economic Development Task Force. Your donation will include a continental breakfast, an exhibit booth, workshops for one person, and admission for one person to attend the keynote speaker address. Your product or service will be exposed to the more than 500 guests that are expected to attend the Summit, and to the general public who will be visiting the exhibits. Our vendor exhibits continue to grow. In 1990, there were seventy businesses represented. This year we are expecting over 100 Black-owned businesses to participate in the Summit. Space assignments will be on a first-come, first-served basis.

Space request deadline is October 1, 1991. Reserve your booth early as exhibit space is limited. Please indicate if electricity is needed because these booths are very limited. Registrations received after October 1 will require a $60.00 donation. Earlier releases of the space request form indicated there would be an additional cost per table. That was in error. There is no additional charge per table. We have Corporate Tables for $400 and Co-sponsoring Tables are free with a $500 donation. We look forward to seeing you there. Loreeta Earl is Chairman of the Vendor

1991 BLACK ECONOMIC SUMMIT EXHIBITORS SPACE REQUEST

Saturday, OCTOBER 26, 1991

❑ **$50 Black Business Donation**

❑ **$400 Corporate Donation**

❑ **$500 Co-Sponsor Donation** (includes exhibit booth)

Call 594-6437 for information

Please Print

COMPANY NAME:_____

ADDRESS:_____

APT/ SUITE #

_____

CITY STATE ZIPCODE

PRODUCT OR SERVICE:_____

_____

CONTACT PERSON:_____

PHONE:_____(Day)_____(Evening)

NUMBER OF SPACES:_____ TODAY'S DATE:_____

ELECTRICAL OUTLET NEEDED?_____

SIGNATURE OF COMPANY REP_____

ENCLOSED IS PAYMENT OF $_____ FOR THE REQUESTED SPACE.

DO NOT WRITE IN THIS AREA

CONFIRMATION OF EXHIBIT SPACE

DATE REQUEST RECEIVED_____

DATE DONATION RECEIVED:_____

DONATION AMOUNT:_____

EXHIBIT SPACE:_____ SPACE NUMBER:_____

MEMBER SIGNATURE:_____

MEMBERSHIP APPLICATION

We are asking for your help. Will you help us keep the fight alive by becoming a member? Simply complete the enclosed form and mail it today along with your membership dues.

NAME_____ HOME. ADD._____

HOME.CITY_____ HOME.PHONE_____

EMPLOYER_____ DAY.PHONE_____

TODAY'S DATE _____

MEMBERSHIP TYPE:

___	ACTIVE INDIVIDUAL	$25
___	SUSTAINING INDIVIDUAL	$50
___	SUSTAINING ORGANIZATION	$100
___	SUSTAINING CORPORATE	$500

PLEASE mail your membership application, summitt registration and vendor registration and check to

Black Economic Development Task Force, Inc.
P.O. Box 12441
San Diego, CA 92112-2441

Please make check payable to BEDTF

Don't Miss the Fourth

Black Economic Summit and Expo!

Saturday, October 26, 1991 at the
Scottish Rite Center in Mission Valley
1895 Camino del Rio South
San Diego, CA 92108
8:00 am. to 6:00 p.m.

ADVANCED REGISTRATION: $20 for Individuals ($30 after Oct.15)
$50 for Black-Owned Businesses ($60 after Oct. 1)
$400 for Corporations, Service Companies and Government Agencies
$500 for Co-Sponsorship (Includes free booth)
Pre-registration CALL: (619) 266-2200 or 594-6437

Keynote Speaker: Joshua Smith, Chairman
President's Commission on Minority Business Development

Informative Seminars

☞Capital Acquisition: The Key to Business Start-up and Survival

☞Management and Marketing Techniques: The Tools that Grow Your Business

☞Business Dynamics in the African-American Community

Door Prizes
Over 100 Black Businesses and Their Products

Registration Form

Name(s):_____

Company:_____

Address:_____
City State Zip

Product or Service:_____ Telephone_____

_____ Individual

_____ Check Amount
Make Check Payable to: BEDTF
Mail to: P.O. Box 12441
San Diego, CA 92112-2441

_____Vendor

Black Economic Development Task Force, Inc.
San Diego Chapter
P.O. Box 12441
San Diego, CA 92112-2441