Publishing offers McNamara career as account salesman

By Alverta Moore

BALTIMORE — As an account salesman for Waverly Press, Inc., Mt. Royal and Guilford Avenues here, Wilbert McNamara has management over about $2.5 million of business in the Washington, Virginia and suburban Maryland areas.

For his services for the publishing and printing firm, McNamara receives a respectable salary plus bonuses which could average $5-6,000, depending on the profit of the firm.

Explained McNamara: "My primary job . . . is to manage existing accounts I'm responsible for and to generate new sales in my territory."

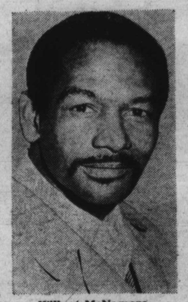
Waverly, consisting of two manufacturing plants and a publishing company, Williams and Wilkins, prints books and journals for professional Societies and Associations.

With the firm for 17 years, McNamara has been a Waverly salesman since the latter part of 1971.

In addition to his fulltime job at Waverly, McNamara works part-time at the AFRO-AMERICAN Newspapers in phototypesetting.

McNamara, who tries to sell Waverly printing or publishing services to professional associations, said printing and publishing is a very competitive business. "My personal satisfaction comes when I make a sale that took a lot of cultivating and personal effort."

He explained why he enjoyed his work. "I like the travel aspect of it. You feel more independent," he added. A salesman's performance in the field and the office is always being measured by the customer and company management.



Wilbert McNamara

"We have a very unique sales approach in that though we are printers, we are publishers," McNamara said.

"We realize the needs of publishers and we developed a publishing services division with the company whereby we sell publishing services to other publishers," he asserted.

He noted publishers need services dealing with such areas as advertising sales, subscription fulfillment and promotion in addition to a whole host of income producing functions.

"We sell these services to other publishers on a fee basis," he said.

The firm, about 100 years old, had been privately owned until 1972. Now the company is public and the corporate goals are quite extensive and elaborate. Growth is the emphasis with an eye toward expansion.

The 38-year-old McNamara said he was the first black at Waverly to either work on a production job or run a major production department.

Some of the major accounts managed by McNamara include: American Society of Plant Physiologists, Rockville, Md. and Brookings Institute, American Public Health Association, American Psychological Association, the Opticians Association of America and the American Association of Dental Schools, all of Washington, D.C.

McNamara, who resides at 3407 Ludgate Road here, is the husband to Mrs. Irene Margaret McNamara and father to three children: Kevin, 17; Tracey, 10 and Keith, 6.

—Morgan College

(Continued from Page 31)

are higher, then there are probably more openings in that field, the need for skilled labor raises salaries. Business, accounting and engineering have starting salaries around $10,000 while the liberal arts jobs start around $8,400."

Continuing on job openings, MacDonalds states "The sciences are another stable field. We have placed all of our graduating seniors who are in the physics and chemistry fields. Recruiters beg to come on campus, but we just don't have the students to place.

"Paramedics is another field that will 'boom' in the next few years, and Morgan has already started offering courses in that field."

But those in high school at present take heed, says MacDonald — "Students should have more career counseling in high school.

"Although there may be high-paying, very available jobs in certain fields, parents seem to push students into fields that are overcrowded.

"Those students may learn, broken heartedly in their senior years of college, that opportunities in their particular field are dim. Most have no planning, and don't know about careers."

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Careers abound in agriculture

By Rufus Wells

WASHINGTON — A recent national television show focused on the burgeoning enrollments in colleges of agriculture throughout the country and on the steadily increasing job opportunities in agribusiness. So, if you're scouting around for a career, you should check out agriculture.

It's our nation's largest industry and today it encompasses much more than plowing, planting and pigs. A recent independent study of the agricultural industry showed that close to 17 million persons, or 20 per cent of all U.S. workers, have jobs directly involving agriculture.

Approximately 135,000 young men and women graduate from high school vocational agriculture program each year. Close to 80,000 continue in some type of agriculture, either through additional schooling or employment.

And yet the number of trained graduates entering the field each year does not meet the demand for workers with skills and knowledge of agriculture, as reflected in recent surveys.

According to the National Future Farmer magazine, "the opportunities for employment in agriculture are tremendous." These include a wide range of occupations, many of them far removed from the farm.

The highest percentage of jobs are in agribusiness, including sales and management positions. Agricultural finance is a rapidly growing area and there are many opportunities for graduates with various backgrounds and majors — on farm loan servicing and management positions with the Farm Credit System and local land bank, and production credit associations, for instance.

Other openings are in professional farm management, dairy plant or food processing, ag journalism, feed science, soil conservation, milling science and bakery management.

Ag grads also go into livestock buying, turf management, recreation, extension, agricultural research — for government or private industry; college teaching, agronomy, animal science, engineering, plant pathology, poultry science and entomology.

And then there's forestry, which offers a variety of careers related to conserving natural resources. At Tuskegee Institute students are being recruited for a two-program that leads to a bachelor's degree and to jobs in this growing branch of agriculture.

Scholarships, grants and summer jobs paying up to $3 an hour are being offered to lure students into this field.

year pre-forestery training

Although agriculture is generally considered to be male-oriented, an increasing number of women are entering the field. "This is the best time to be a gal . . ." says one recruiter as his company and many others make a big push to hire females. Women are landing positions in ag journalism, food sciences, agribusiness sales and even veterinary medicine.

In marked contrast to the glut situation for teachers in general, there's a critical shortage of high school vocational agriculture teachers, with an estimated 400 posts vacant nationally. Many agriculture teachers become successful high school administrators and college instructors.

So if you're uncertain about a career, check out agriculture — the nation's largest employing industry.

For Miss Thomas it's on to surgery

BALTIMORE — "It's been tough but I've just about made it through medical school. Now I'm on my way to Yale University to begin my training to become a surgeon specializing in orthopedic surgery. I understand that there have only been about 20 women in this field. I guess I'll be the first black."

Claudie Thomas, a native of Queens, N.Y., is a tall, attractive woman with full Afro hairstyle and a warm friendly smile. Her manner is quiet and slightly reserved. On conversing with her you come to realize that she is full of self confidence.

She is completing her final months of medical school at Johns Hopkins with an externship at Baltimore's Good Samaritan Hospital. The Hopkins Medical School is regarded as one of the world's finest, attracting some of the world's top students and faculty. The atmosphere is highly competitive, rigorous and stimulating.

Claudia looks upon her experiences with mixed emotions, realizing on one hand that she competed successfully, won the respect and admiration of fellow students and faculty and received a prestigous training assignment with Yale; while on the other hand hardened by an atmosphere which has had such limited experience with black students and their problems.

The school graduated its first black student in the late 1960s and since then has never exceeded a 10 per cent black student enrollment in its 400 total student body.

Ms. Thomas has maintained an active role in black student affairs as a member of the Student National Medical Association (SNMA); was a coordinator and instructor in the Cooperative Orientation to Medical Education (COME) project, a joint project led by area medical students designed to give black undergraduate students medical school instruction and experience as a way of helping undergraduates decide on careers in medicine.

She is active with the Hopkins Black Student Organizations (BSO).

"Through BSO we've tried to make our position clear with the administration. We tried to attack what we thought to be incidents of racism. Most of all we tried to communicate among ourselves to help us make it through," she said.

For the last two years she has lived in one of the university's efficiency units at the medical campus. There she found time to attractively decorate the unit, using her artistic and crafting skills.

"I guess art is my hobby. There were a couple of times when I wanted to hang this whole doctor thing up and go on to art school," Claudia said. She has won national honors for medical illustration through SWMA medical illustration contests.

Claudia Thomas is a product-producer of the enlightened views about both blacks and women in this country. She has come to personify those colors associated with our people; totally black in her prospective and hopes for our people; red for dues paid and those yet uncollected and green for her freshness and uniqueness.

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