Cosmetics 2%

Where are the biggest black businesses?

Construction 12%

General

1 Seidel Chevrolet, Inc.
Landover, Maryland
Established in 1974 by John Seidel who is the current president and primary owner. Seidel employs about 45 persons and has annual sales which exceed $10.3 million. Seidel specializes in the sale and repair of Chevrolets.

2 Jones and Artist Construction Company
Suburban Washington
Established in 1972. Carl D. Jones is president. Jones and Artis employs 200 persons and has sales and contracts which exceed $5.4 million per year. They specialize in paving and construction.

3 The AFRO-AMERICAN Company
Baltimore, Maryland
Established in 1892. Is the oldest publishing black newspaper in the country. John H. Murphy, III is the chairman of the board and grandson of the founder. The AFRO employs close to 200 persons and has sales of over $3.9 million.

Savings and Loans

4 Advance Federal Savings and Loan Association
Baltimore, Maryland
Established in 1967. Dr. W. O. Bryson, Jr., is the current president. Advance has assets which exceed $16.7 million and invests over $15 million in savings in home and business mortgages.

5 Ideal Savings and Loan Association
Baltimore, Maryland
Established in 1920. Mr. E. Gaines Lansey is the current president. Ideal has assets which exceed $2.1 million and has invested over $1.8 million in home and business mortgages. Ideal has one of the fastest growth rates in the state of Maryland.

Insurance

6 Mutual Benefit Society of Baltimore City
Baltimore, Maryland
Established in 1903 and is the fourth oldest black insurance company in the United States. Henry O. Wilson is the current president. Mutual Benefit has assets which near $4.9 million and over $12.9 million worth of insurance in force.

7 Southern Life Insurance Company
Baltimore Maryland
Established in 1906. Milton E. Branch, Jr. is the current president, Southern Life has $1.3 million in assets and has over $3.2 million of insurance in force.

National

Each year Black Enterprise magazine lists the one hundred top black businesses in the country. We decided to analyze this list to reveal where each of these businesses made their mark.

Of the one hundred businesses listed, the majority were involved in automobile sales service or in building construction. Listed below is how the list was divided:

Servicing	38%
Food Manufacture and Distribution	13%
Construction and Contracting	12%
Publishing and Communications	10%
Light and Heavy Manufacture	7%
Liquor Sales	6%
Fuel Oil Sales and Export	5%
Retail Sales	5%
Cosmetics and Personal Care Products	2%
Entertainment Recording and Distribution	2%

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The Baltimore Marketing Association
CELEBRATING IT'S 10th ANNIVERSARY.....
BMA is a professional association that has several prime functions.
- Further the professional training of persons seeking to enter the fields of business and administration.
- Collects, compiles, and disseminates data and ideas to its members and their organizations concerning programs, methods and techniques relative to their respective fields.
- The referral and recruitment program where BMA—through its members—seeks to fill the manpower needs in one another's organization and limited in the general business community.
- Acts as business advisor in the capacity of lecturer, panel participant or provide on-site guidance.
- A career guidance program for high school and college students to encourage them to pursue fields of business and administration.
- Serves as a cooperating organization with other community and business groups to assist in developing a viable role in the general community.
- Serves the professional worker through efforts to secure adequate salaries, decent working conditions, proper job security, and recognition of professional integrity so that competent, qualified persons may be attacted and retained in various fields.

"OUR THIRST FOR KNOWLEDGE IS UNQUESTIONABLE GREAT...WE ARE LEARNING THROUGHT EXPERIENCE AND THEORY. HOW BUSINESS ACTUALLY FUNCTION ON A DAY TO DAY BASIS, WITH ITS MANY INTEGRAL PARTS THAT MESH TOGETHER TO FORM ONE HUGH COMBINE, KNOWN AS FREE ENTERPRISE....WE ARE LEARNING OUR LESSONS WELL."
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WOODROW DINKINS
A Black Economic Development profile:

Baltimore, Maryland
Woodrow Dinkins is a man who has achieved success in two different worlds. One, as a successful entrepreneur, the other, as a valued and esteemed employee of a division of one of America's largest conglomerates.

On March 15, 1977, Mr. Dinkins was honored by Tiffany Uniforms, for having served that company loyally and with outstanding ability for 35 years. Mr. Edward Sullivan president of Tiffany, a division of U.S. industries, recalled that Mr. Dinkins started with the company in 1942 as a janitor and is now Tiffany's Director of Distribution, responsible for warehousing, traffic, building maintenance functions, shipping and receiving.

Mr. Dinkins was feted for having dedicated his talent to Tiffany's growth and success, while at the same time having achieved a position of eminence in the Black community as the President of Dinkins Dry Cleaners, one of Baltimore's largest dry cleaning organizations. Mr. Dinkins established the dry cleaning company in 1948, with his wife, Lulu M. Dinkins, who is the organization's Vice President. (Mrs. Dinkins and Woodrow Dinkins, Jr. are responsible for the daily administration and operation of the company, under Mr. Dinkin's aegis.)

Today's Dinkins Dry Cleaners is a member of the National Institute of Drycleaning and consists of a chain of four stores, a main plant and a team of employees who serve the Black community.

Mr. Dinkin's story is an unusual one, but it does show that with faith, determination and the desire to succeed, anything can happen in our America.

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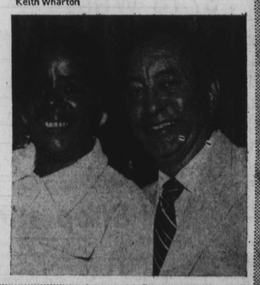


RODNEY PARKER
Currently managing the Boys Clothing Department at the Montgomery Ward retail store in the Golden Ring Mall is Rodney Parker.

Mr. Parker started his career with Wards in 1975 at the Monroe Street store as an Assistant Manager. From there he was transferred to Glen Burnie to manage their Chain Shop fashion department. Rodney had prior retail experience as a Houseware Buyer with Stewart and Company before joining the management ranks at Montgomery Ward.

Rodney likes the concept of managing his own department as a stepping stone to staff level management. Since each department is like a store in itself it allows him to exercise controls to achieve success.

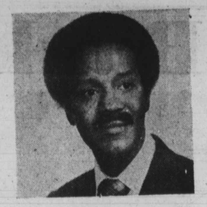
Coaching Little League Baseball takes up Rodney's extra time when not working. Originally from Connecticut, Rodney now lives on Wakefield Road in Baltimore.

GEORGE SAVAGE
Achieving $200,000 in sales is quite an accomplishment for any salesman in the retail business. Mr. George Savage has exceeded this figure several times in his eight years as Truck Tire salesman for Montgomery Ward.

Mr. Savage joined the company in July of 1949. In September of that ydar he was assigned to the position of tire mounter, a position he held until the sales bug bit him in 1969. He has been recognized as the number 1 fleet volume salesman in Wards Region 1 four different times.

George's motivation and desire to serve and satisfy the customer has helped him become one of the top salesmen at the Pulaski Highway Tire Center. "Getting out and meeting the drivers and fleet owners on the job sites is one of the best ways to sell Truck Tires" says George.

He and his wife live at Wicklow Road in Baltimore.



JESSE PRINCE
At the mid management level of training in the Monroe Street retail store of Montgomery Ward is Jesse Prince. A referral by Sylvester Andrews, manager of the Ellicott Wards, brought Jesse to the company from Stewarts in Baltimore where he served as buyer for fabrics, linens and giftware. Prior to Stewarts he was a stock supervisor with Hochschild Kohn, another well known retailer in Baltimore.

Mr. Prince hails from Selma, North Carolina where he graduated from the R. B. Harrison High School there. His goals are to become a line merchandiser with Wards and eventually store manager. This fall he will be on loan from Wards as a representative for the United Fund Campaign in Maryland.

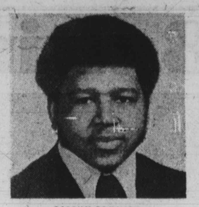
Jesse, his wife and two children reside on Presstman Street in Baltimore.

BARBARA KELCH
With no prior retailing experience selling men's clothing on commission was a real challenge for Barbara Kelch. Now, as the Department Manager for Draperies, Curtains and related items she must have handled that previous assignment quite deligently.

From her position of saleswomah she moved to Manager of Montgomery Wards' Chain Shop at the Monroe Street store and then to Drapery Manager. Barbara has three full time Interior Decorators reporting to her along with eight other salespeople to handle the selling floor.

Mrs. Kelch has worked as a lab technician and in the Probation department before joining Wards in 1972. Her desire is to continue to improve her department performance and eventually move up the ladder in merchandising.

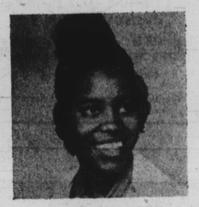
She and her family reside at Stavecroft Road in Baltimore.



CALVIN CORNISH
Annapolis, Montgomery Wards' southern most store in their Baltimore District is the training ground of Calvin Cornish. A graduate of Queen Anne's High School and Bowie College where he earned a B.S. in Business Management, Calvin is a member of Wards' Retail Management Program.

Employed with the company since 1973 Calvin currently manages the Boys Clothing Department and the Chain Shop, a fashion boutique. He hopes his training will lead to a position with the recently formed Regional Merchandising Unit which operates the companies Mechanized Merchandising System in this eastern region.

Before joining Wards, Mr. Cornish was with N.A.S.A. as part of a work study school program and held a position as inventory analyst with Dart Drug. His hobbies include sports, especially basketball. He, his wife and 4-month-old baby make their home in Glen Burnie.



SYLVESTINE SIMMS
Sylvestine "Tina" Simms is employed at the Montgomery Ward retail store in Catonsville, Maryland. A graduate of the University of Maryland in Baltimore, Mrs. Simms currently is a Retail Management Trainee in charge of the Fabric Department, a job which she has held for the past two years.

Tina feels the most important part of the retail business is providing good customer service and handling the important flow of paperwork. Her goals are to possibly get into the Personnel Field then back to Merchandising and eventually to the Buying Office.

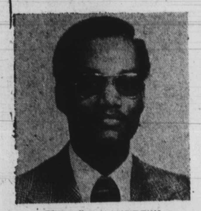
Tina has participated in the National Alliance of Business Summer Job Development Program Store Newspaper, United Fund and Blood Drive Campaigns while with Wards. She lives in Baltimore with her husband Gregor.

MONTGOMERY WARD AFFIRMATIVE ACTION PLAN FOR MINORITY AND FEMALE EMPLOYMENT

As a company Montgomery Ward is ranked among the leaders in the retail industry. As part of this leadership Wards has developed an Affirmative Action Plan with an aggressive approach to hiring and promoting minorities and women. All members of the labor force from stock to service to sales and management come under Wards' commitment of equality in employment opportunities. Company policy states that each member of management especially those with the hiring and promotion responsibilities, have the obligation to hire and upgrade all qualified people, and to implement this policy in the interest of assisting promotion opportunities to members of minority groups and women.

The Affirmative Action Plan is established Corporately and set up in each District of the five Ward Regions. Each location keeps records of policy, time-tables, applications, employment history, promotions, training, advertising, and recruitment.

In Baltimore, Montgomery Ward under the direction of M. A. Pavik has locations throughout the city and counties to sell and service its merchandise. Each location has established goals upon existing hiring/trading areas to achieve parity of all job levels within the organization.

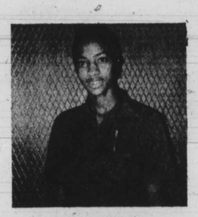


SYLVESTER ANDREWS
Sylvester Andrews is the Store Manager of Montgomery Wards' retail store in Ellicott City, Maryland. The twenty-seven year old Andrews joined Wards in May, 1974 as a Middle Management Trainee, after achieving merchandising management positions with other retail firms.

In September, 1968, Mr. Andrews was employed by Stewart and Company of Baltimore. He began his career as a salesperson in the Men's and Boys' Department. Within six months, Mr. Andrews became the Assistant Buyer for those departments. By 1970, he was promoted to Branch Store Supervisor for Men's Fashions. A year later, he became the company's buyer for the department, a job he held until he moved to Montgomery Ward.

From his position of Middle Management Trainee, Mr. Andrews became Merchandise Manager at the Monroe Street retail store. In February of this year he was promoted to his present assignment as Ellicott City Manager. Although the store is small in comparison to other Baltimore Wards, Mr. Andrews sees this as a good foundation upon which to advance to larger stores within the company.

Mr. Andrews was brought up in Baltimore, graduating from Baltimore City College. He, his wife, Shirley and their two daughters, Sabrina, and Syreeta reside in the Baltimore area.

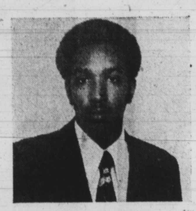


PAMELA DARIEN
If recently you have had tires mounted or a battery installed in the Montgomery Ward Auto Center at Catonsville, there is a good chance you already know Pamela Darien.

Pamela started with Wards on August 2nd., after completing the Automotive Course at Edmondson High School. A mistake on the school schedule found Pamela in the course, but she decided to stay with it. This coming school year she will continue her automotive education by taking night mechanic courses at C.C.B.

At the present time Miss Darien is employed at Wards as a mechanic's helper and the fact that she is the only female in the shop doing this type of work brings varied comments from co-workers and customers. At first the guys were hesitant, but now after two weeks they are really helping me out, states Pamela. "It's the idea of getting in there and doing the work and the challenge of the job that excites me." The main problem is "how to keep my hands from becoming a mess."

Besides mechanics Pamela enjoys serving and track events. She resides on East Pratt Street with her family.



MONTY MARSH
While attending college at Morgan State, Monty Marsh worked part-time for Montgomery Ward in the Repair Service Department. Upon graduation Monty was offered a position as Management Trainee in the Bel Air retail store.

His training started in Bel Air helping different departments on the sales-floor overcome problems with inventories, personnel and merchandising. After working in different non-selling units of the store Monty held assistant manager positions in the hardware and garden shop and this led to his current assignment as manager of the Boys' Clothing Department and Chain Shop Boutique.

Mr. Marsh grew up in Philadelphia and came to Baltimore on a basketball scholarship at Morgan. Usually, when not working, Monty can be found at Memorial Stadium watching his uncle, Pat Kelly help the Orioles battle for the pennant. Monty, his wife and child reside in Randallstown.

RITA COVINGTON
One of the newest management trainees to join Montgomery Ward in the Baltimore stores is Rita Covington. A product of Sollers Point High and Towson State University, Miss Covington currently is training in the Glen Burnie store.

Because Rita has only been with Wards since June of this year she has not been exposed to all the functions of the retail business. Yet the experience working in her father's grocery business gave her the fundamentals of good customer service and a taste of the long hours and weekend scheduling inherent with retailing.

Besides being an avid reader and swimmer, Rita enjoys traveling. She lives with her family at Lakeside Avenue in Baltimore.

LEE CUNNINGHAM
Lee Cunningham is a Montgomery Ward's management trainee, currently managing a merchandise department in the Towson, Maryland retail store. Lee is from Baltimore, attended Baltimore City College High School and received his undergraduate degree from Morgan State.

From his one year as manager of Towson's work wear-outer wear department, Lee has learned the value of being in-stock in the best selling items and aware of trends and fads in wearing apparel.

Mr. Cunningham was recruited for Wards' Management Training Program by Mr. Chuck West in the Regional Personnel Division of the company. After a series of interviews he began training at Towson in June, 1975.

Lee's hobbies include soorts and he is a martial arts instructor. While attending Morgan he participated in the Drug Education Program. He makes his home in the Towson area.

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Annapolis Mall	S. Monroe at Wash. Blvd.	Harford Mall	Rt. 40W at Rolling Rd.	Glen Burnie Mall	Golden Ring Mall 8400 Roseville Blvd.	Eastwood Shopping Plaza	Middlesex Shopping Center	Rt. 40W at Rt. 29
Mon.-Sat.: 9:30-9:30 p.m.	Mon.-Sat.: 9:30-9:15 p.m.	Mon.-Sat.: 9:30-9:30 p.m.	Mon.-Sat.: 9:30-9:30 p.m.	Mon.-Sat.: 9:30-9:30 p.m.	Mon.-Sat.: 9:30-9:30 p.m.	Mon.-Sat.: 9:30-9:30 p.m.	Mon.-Sat.: 9:30-9 p.m.	Mon., Thurs., Fri.: 9:30-9:00 p.m. Tues., Wed., Sat.: 9:30-6:00 p.m.