'At Your Service' is complete professional cleaning firm

The "Cleaning Lady." That's what they call her now. Who would have thought it? Tall and striking. Classy some would say. How did she come to this?

Well, it was a long and circuitious route. Carole Smith, the "Cleaning Lady", owner of At Your Service Cleaning Contractors, came to Baltimore in 1973 as a National Urban Fellow from Yale University, via Chicago and Philadelphia.

The present director of BEDCO, Bernard Berkowitz, then Associate Director of planning, was her mentor. He introduced her to the working of Baltimore city government.

When Berkowitz was appointed Physical Development Coordinator for the city, she moved with him to the mayor's office. There she obtained a comprehensive view of public administration and became more involved with the various city agencies through her work with the mayor's cabinet and other responsibilities such as providing fiscal and program management for the HUD 701 program and preparation of the grand application; assisting in the preparation of Baltimore's Economic Development Grant Application for Public Works, Capital Improvement Program and City's Loan Authorization Package for State Legislative approval for FY 75; and coordinating the final phase of the Baltimore Urban Observatory, closing out research projects between the City of Baltimore, Johns Hopkins University Center for Urban Studies and the National League of Cities.

This she did during the day. Three evenings a week she could be found in night school where she worked for the Baltimore Department of Education as a supervisor in vocational education.

Carole liked her work and hoped to return to Baltimore after completing the final academic phase of her fellowship at Occidental College in Los Angeles. These hopes were not realized however, the position and funds for that failed to materialize.

Not being one who let things stand in her way, Carole continued to live in Baltimore while working as a researcher for the Center for Governmental studies in Washington, D. C.

The HUD funded project, to identify, categorize and document the management needs of local chief elected and administrative officials on which she worked expanded her knowledge of the intricacies of public administration.

Completing that project, Carole returned to Baltimore to work with C.E. Pagan and Associates, Inc., a minority consultant firm. Her affiliation with Pagan and Associates lasted three years.

As writer-editor, independent consultant and finally as project director and senior staff associate, she documented analyzed and evaluated training programs for health professionals sponsored by the Bureau of Health Manpower and Regional Medical Programs of the Department of Health, Education and Welfare and the Veterans Administration.

She has also administered projects and activities as the executive director of the National Institute of Public Management in D. C. This firm, then affiliated with the National League of Cities-U.S. Conference of Mayors, is a public interest group focusing on management issues which affect the public such as health, human resources, youth alcohol and drug abuse and education.

With them, she also served as coordinator of the National League of Cities' Human Resources Committee, providing legislative analysis, program evaluation and conference management functions.

Carole Smith

Professional progress for Carole has been consistent and varied. Before her selection as a National Urban Fellow and coming to Baltimore, she was a Chicago based housing specialist with the Community Relations Service of the U. S. Department of Justice.

Her work in the CRS's Midwest region entailed assessing local situations where there was unrest or dissatisfaction among citizens concerning neighborhood planning and housing needs.

Prior to moving to Chicago, she worked with the Philadelphia Council for Community Advancement as a manager specialist. This post involved developing and carrying out management programs for section 236 non-profit housing sponsors.

The job entailed working with architects and contractors handling public relations, training sponsor representatives for management roles, and interviewing, processing and selecting tenants.

Before taking on this post, Carole had been PCA's director of community organization. She provided community groups with technical assistance in funding, proposal development and program implementation.

The quality of her work earned her a Ford Foundation stipened to take part in a NAHRO institute for housing management specialists.

Carole's experience as a community worker for the Model Cities and Urban League while getting her B. S. degree from Temple was key to her entering into the professional world.

This early tie to the community continued. Activities included district four member of the Philadelphia Fellowship Commission; chairman, committee of 1,000; chairman, Philadelphia Schools campaign; coordinator, Citizen Committee on Public Education, membership in the Black Women's Political Alliance and media spokesperson for blacks and other groups.

Carole has also worked as an independent consultant. Her first contract was with Arthur D. Little, evaluating Project Rehab in Philadelphia.

Since that time she worked as a freelance writer for the Philadelphia Inquirer, conducted contracts for the Office of Assistant Secretary for Policy, Evaluation and Research, U. S. Department of Labor; National Citizen Participation Council, National League of Cities, Peoples Involvement Corporation, Bureau of Equal Educational Opportunity, Pennsylvania Department of Education, Area Agency on Aging for Charles and Calvert Counties in Maryland; Women's Bureau, National Urban Fellows, and the University of Maryland Medical School.

But when did the change come? How did Carole Smith move from a career woman to a cleaning lady?

Well, all those things she had been doing required extensive time and travel. While she did all this, she was also a

(Continued on Page 32)

Women's Club to host management seminar

The Business and Professional Women's Club of Baltimore is planning to hold a "Management Development Seminar," Saturday, Nov. 21 at the Lord Baltimore Hotel.

The agenda includes a series of workshops to be held throughout the day covering a variety of topics.

Experts from the Baltimore area and beyond will lead the discussions addressing everything from salary negotiation to paying taxes smartly.

Catharine Stevens, a consultant from New York, will give the keynote address. She is an expert in effective communications and counts among her clients certain Fortune 500 companies.

Patty Baker, president-elect of the Baltimore BPW Club, observed that this conference is an ideal opportunity for working women in the metropolitan area to come together and exchange ideas and discuss relevant work issues such as stress management.

For more information contact K. Diemel, Mersey Court, Apt. J, Baltimore, Md. 21220 or call 332-5185. The cost is $20 for pre-registration, $25 on-site-registration and includes lunch.

The Business and Professional Women's Club of Baltimore was founded in 1923 to elevate the standards of working women and to extend opportunities to women through education and related activities.

Membership is open to any working persons, and Business and Professional Women's Clubs now extend across Maryland and throughout the United States.

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Pat Cooper—Eastern Airlines

After completing five years of domestic and international travel counseling in Southern Virginia, Pat Cooper joined Eastern Air Lines at Washington, D.C.'s National Airport.

In two and a half years she qualified for a position in the Central Division Sales and Marketing office and relocated in Maryland.

Since taking this new position in Baltimore in July 1980, Pat has met the challenges of her sales post with enthusiasm and skill.

Her formal education was obtained in Bridgeport, Conn. where she majored in Business Administration.

Since college, she has been certified at TWA's Breech Academy, United Airlines Travel Agency Training Center, Lufthansa German Airlines International School and Eastern Air Lines Sales Training School.

Ms. Cooper's duties at Eastern consist of providing input for scheduling times and destinations, pricing seat inventory and generating passenger traffic for flights leaving Baltimore - Washington International Airport.

She travels extensively throughout the Eastern System (Bahamas, Caribbean, Bermuda, Virgin Islands) promoting Eastern Air Lines as the best way to fly.

Pat is 33 and single. She plans to remain in the travel industry as long as it presents a challenge to her.

Though she is in the air a lot of the time, when at home, her feet are planted securely on the ground.

Her personal and community activities include Big Sisters of Greater Baltimore, YWCA, O.I.C. of America, NAACP, Women in Management at Eastern, Management Council, Association of Black Air Line Employees, and Bons Vivants of Baltimore.

She was also nominated as one of the Outstanding Women in America for 1981.

Patricia S. Cooper

Morgan grad is BWI planner

Nadine S. Jones of Baltimore has joined the State Aviation Administration's Department of Planning and Engineering at Baltimore - Washington International Airport as airport planner.

Married and the mother of one child, Ms. Jones has pursued an active career in planning since earning both a B.S. and an M.A. degree, Magna Cum Laude, at Morgan State University.

Her undergraduate major was in Urban Studies - Community Organization, Development and Leadership, and her master's degree is in Urban Planning and Policy Analysis.

Her career experiences have been extensive, including a wide range of accomplishments in research, program and community planning, housing and community development planning, cultural resources and harbor planning.

She has gained her experience in these areas with such organizations as the Morgan State Center for Urban Affairs, the Regional Advocacy Planning Council, the Baltimore County Community Action Agency, the Anne Arundel County Office of Planning and Zoning, the Maryland Department of State Planning, and the Regional Planning Council.

Nadine S. Jones

In her most recent position with the Regional Planning Council, Ms. Jones was coordinator of the Metropolitan Clearinghouse, where she supervised a staff responsible for reviewing, evaluating and disseminating data on a wide range of federal and state-funded projects to various agencies.

Her responsibility included maintenance of a regional data system on such information, and final actions based on it.

She also provided coordination and liaison with the Central Maryland Health Systems Agency and the Federal Regional Council, Office of Management and Budget, and worked with staff committees to develop work program procedures for grants.

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Dorothy Brunson is first radio station owner

Dorothy Edwards Brunson, the owner of WEBB radio station, has achieved the distinction of being the first black female in the country to own a radio station.

Mrs. Brunson, 43, assumed the presidency of Brunson Communications Inc., a company which operates broadcast properties, in 1979.

From 1962 to 1969 she was assistant general manager of WWRL radio in New York. During that period, she also served as corporate coordinator and reported directly to the chairman and chief executive officer of the Sonderling Chain, Egmont Sonderling.

From 1969 to 1973 she held two positions as vice president of AD agency. One position was for the first black advertising agency on Madison Avenue.

In 1973 she served as general manager and corporate vice president of Inner City Broadcasting Corporation. She remained there until 1979 when she left to form her own communications company and purchased WEBB radio.

Ms. Brunson has 19 years in electronic communications and four years in layout-graphic communications. She majored in high school in a special city program which stressed academic and advertising art as a career preparation goal.

She has a B.S. in business from the State University of New York.

Ms. Brunson's awards for communication excellence are extensive. Among them is the citation by the Conference of Christians and Jews as one of the 50 outstanding women of America.

She has been a panelist at the White House, in a program which sought to find ways to address and bring more minorities into the communications industry.

In 1979, Ms. Brunson was nominated for the President's Advisory Council. She was cited by Black Citizens for a Fair Media, an organization of several thousand in New York, as a leader in opening the door for blacks across the country.

She is listed in the historical archives of American Women in Radio and Television as the first black woman to be a general manager of a radio station, a corporate General Manager of seven radio stations and the first black woman in American to own her own radio station.

And recently had added to the archives the only woman to purchase two radio stations on her own, black or white.

Ms. Brunson is listed in Who's Who in Black America, Who's Who in Advertising as well as other periodicals.

Several books, hundreds of newspaper articles and several magazines contain information on Ms. Brunson.

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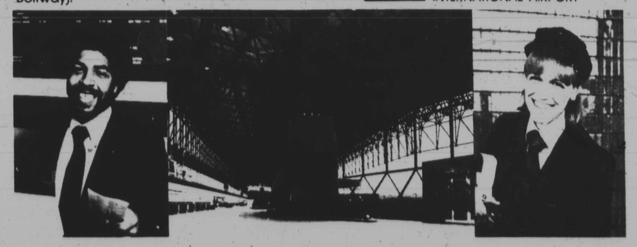
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