

Black Business Workshop, February 20

Atlanta's Community Relations Commission announced today plans for its "Workshop on Black Business Opportunities" to be held February 20 in the new building of Atlanta University's School of Business.

The workshop will be co-sponsored by the Atlanta Business League, the Atlanta Chamber of Commerce, the Atlanta University School of Business, the National Alliance of Businessmen, the National Association for the Advancement of Colored People, the Small Business Administration and the Urban League.

"The primary goal of the workshop is to involve Atlanta Negroes who are interested in becoming owner-managers of businesses in Atlanta. We hope that this combined community effort will offer a quantum jump to Atlanta black business entrepreneurs and strengthen on going efforts of the Atlanta Business League's Project Outreach, the Small Business Administration, and Atlanta University's Business Economic Development and Business Service Center" stated CRC's executive director Nat Welch.

The planning committee has identified nine likely break-thru areas for black business opportunities...fast food franchises, auto dealerships, service station, building contracting, ice cream outlets, franchised dry cleaning stores, coin operated laundries, drug

stores, and specialty auto stores selling such items as tires and mufflers.

If you are interested in becoming an owner/manager of any type of business and want to participate in this workshop, call Benny T. Smith, field representative, Community Relations Commission, Room 1203, City Hall, phone number 522-4463 extension 433, who is in charge of community participation for this important affair.

"The workshop will have a heavy emphasis on franchised operations because these are geared to family involvement. Good franchises offer proven management assistance and formulas for successful operation", stated Nat Welch.

Some three dozen national franchise operations are being invited to have top management representation. The afternoon session will feature "Fifty Great Business Opportunities" and will provide a two and a half hour period for the franchisor and the franchisee to have individual discussions with the hopes that new businesses will be birthed as a result of this workshop, explained CRC's executive director.

The morning session will have a panel discussion on "Do's and Don'ts in Launching New Business Ventures"

by five successful Atlanta black entrepreneurs and individual panel discussions in the nine areas of business break-thrus being emphasized at the workshop.

The afternoon session will have two additional panels. One will be on "On Going Programs of Technical Aid" in which presentations will be made by the Small Business Administration, Project Outreach, and Atlanta University's Business Economic Development and Business Service Center. The other will be a banker round table with Atlanta bankers discussing opportunities envisioned, how bankers can help and what bankers look for in a loan

applicant.

The banquet session, to be held at Paschal's Motor Hotel, will climax with an address by a nationally-known black business leader.

The planning committee for the workshop includes: Frank O'Neal of the Atlanta Business League; Dean Harding Young of the Atlanta University School of Business; Lyndon Wade of the Atlanta Urban League; Curtise Driskell of the Atlanta Chamber of commerce; Henry Reid of NAB, Lonnie King of the NAACP; John P. Latimer of SBA and Nat Welch and Chuck Williams of CRC.

THE ATLANTA CONSTITUTION, Thursday, Jan. 23, 1969

CRC Plans Workshop For Blacks

The Community Relations Commission announced plans Wednesday for its black entrepreneurship workshop to be held Feb. 20 at Atlanta University's School of Business.

The Workshop on Black Business Opportunities will be co-sponsored by the Atlanta Chamber of Commerce, the local chapter of the National Association for the Advancement of Colored People, the Atlanta Business League, the Atlanta University School of Business, the Urban League and the Small Business Administration.

BASIC GOAL

"The primary goal of the workshop is to involve Atlanta Negroes who are interested in becoming owner-managers of businesses in Atlanta," said CRC executive director Nat Welch.

The workshop will feature nine "likely breakthrough areas for black business opportunities"—fast-food franchises, auto dealerships, service stations, building contracting, ice cream outlets, franchised dry cleaning stores, coin-operated laundries, drug stores and specialty auto stores.

THREE DOZEN OPERATIONS

About three dozen national franchise operations are being invited to have top management representation. The afternoon session will feature "Fifty Great Business Opportunities," Welch said. Technical aid programs and a round-table discussion by Atlanta bankers also will occur in the afternoon.

The morning session will have a panel discussion on "Do's and Don'ts in Launching New Business Ventures" by five successful Atlanta black entrepreneurs plus individual panel discussions in the nine breakthrough areas.

A dinner session at Paschal's Motor Hotel will end the workshop with a speech by a yet-to-be-announced nationally-known black business leader. In addition, five black entrepreneurs for 1967 will be given special recognition by the CRC.