

## EXPANDING EMPLOYMENT OPPORTUNITIES

Atlanta-American Motor Hotel, Atlanta, Georgia

*Eastern Regional Action Conference*

**December 13, 1967**

### *The Urban Coalition*

1819 H Street, N.W. Washington, D. C. / 20006 / Telephone 293-1530

Co-chairmen: Andrew Heiskell / A. Philip Randolph

National Coordinators: John Feild / Ron M. Linton

8:30 am *Registration* — Atlanta-American Motor Hotel  
Atlanta, Georgia

9:30 am **Opening General Session:** Grand Ballroom

*Presiding:* David Sullivan, President  
Building Service Employees  
International Union AFL-CIO

*Greetings:* Honorable Ivan Allen, Jr.  
Mayor, City of Atlanta

*Remarks:* William Flynn, Director  
STEP Program, National Association  
of Manufacturers

Dr. Lawrence D. Reddick  
Executive Director  
Opportunities Industrialization Center  
Institute

Augustus H. Sterne, President  
Chamber of Commerce  
Atlanta, Georgia

10:30 am **Workshops:** Expanding Private Employment  
Opportunities

Five concurrent workshops will be held, all dealing with the same topics.

*Morning Session: Film* — "Employment Programs,  
City of Atlanta"

Organizing local employment  
campaigns

Recruiting, training and placement of the hard-core unemployed

Reassessing under-employment

12:15 pm **Luncheon Session:** Georgia Ballroom

*Presiding:* John Wheeler, President  
Mechanics and Farmers Bank  
Durham, North Carolina  
President, Southern Regional Council

*Address:* Gerald L. Phillippe,  
Chairman of the Board  
General Electric Company

2:00 pm **Concurrent Workshops**

*Afternoon Session:* Job development and upward mobility

Entrepreneurship—Promotion of economic growth in the ghetto.

3:30 pm *Adjournment*

