

EXPANDING EMPLOYMENT OPPORTUNITIES

Atlanta-American Motor Hotel, Atlanta, Georgia

Eastern Regional Action Conference

December 13, 1967

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**

The Urban Coalition

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Co-chairmen: Andrew Heiskell / A. Phillip Randolph

National Coordinators: John Feild / Ron M. Linton

