

Urban Coalition Holds

Holds Planning Conference On Hard-Core Unemployment

The Urban Coalition held an all day "Eastern Regional Action Conference - Expanding Employment Opportunities" at the Atlanta American Motor Hotel Wednesday, Dec. 13. The planning conference jointly sponsored by the Urban Coalition's Task Force on Private Employment, The Atlanta Chamber of Commerce and Mayor Allen's Office, attracted more than 275 local and national participants.

Mayor Ivan Allen, Jr. greeted the delegates to Atlanta during the opening general session in the grand ballroom. David Sullivan, president Building Service Employees - International Union AFL-CIO, presided over the opening session which also heard remarks from Augustus H. Sterne, president Atlanta Chamber of Commerce, Dr. Lawrence D. Reddick executive director; Opportunities Industrialization Center Institute (Philadelphia), and William Flynn, Director STEP Program of the National Association of Manufacturers.

Vernon Jordan, project director of voter registration: Southern Regional Council, presided over the

luncheon session which heard the key note address by Gerald L. Phillips, chairman of the Board General Electric Company. This is the third conference attended by Mr. Phillippe in the past two weeks as the Urban Coalition continues to focus attention on the nation's unemployment problems.

He noted that the traditional attitude of the business world with regards to job qualifications can no longer prevail if the American business and industry is to continue to prosper and expand.

He further stated that the Urban Coalition has scheduled other regional action planning conference to take the message direct to the business men everywhere.

Co-chairman of the conference were Mr. Phillippe, Mr. Sullivan and Mr. John Wheeler, president; Mechanics and Farmers Bank, Durham, N. C. There were five workshops.

Workshop A. included:

Chairman: John L. Denman, Manager, Dept. of Urban Affairs, Ford Co. Resource Persons: William Downs, Associate Services, Inc.; Dayton Harwick, Employee

and Community Relations, General Electric Co.; Dr. Lawrence D. Reddick, Executive Director, Opportunities Industrialization Center Institute.

Workshop B included:

Chairman: Harold Shepard; W. E. Upjohn Institute for Employment Research Resource Persons: Paul R. Thomson, Manager, Employee & Community Relations, General Electric Co.; Samuel Daniels, Associate Director, Council for Equal Business Opportunity; Don Garris, Vice President, Sears Roebuck Foundation.

Workshop C. included:

Chairman: Dr. Henry Brenner, Personnel Manager, Xerox Corporation Resource Persons: Cecil Alexander, Finch, Alexander, Barnes, Rothschild and Paschal, Architects; Berkeley G. Burrell, President, National Business League; Ken Howard, Industrial Relations, Eastman Kodak Co.

Workshop D included:

Chairman: Rodney Austin, Personnel Manager, Reynolds Tobacco Co. Resource Persons: Dr. Louis Kishkunas, Assistant Superintendent, OVT Education, Pittsburgh; Adolph Holmets, Assistant Director, Economic Development and Employment National Urban League, Inc.; James J. Forth, Manager Employee and Community Relations, General Electric Co.; Benjamin Goldstein, Director, The Council for Equal Business Opportunity.

Workshop E included:

Chairman: William Flynn, Director, STEP Program National Association of Manufacturers.

Resource Persons: Earl Redwine Consultant, ESR; Richard Lyle Assistant Director, Urban League South Regional Office; John Wilson, President, Horne - Wilson Co.; E. L. Klein, Manager, RCA