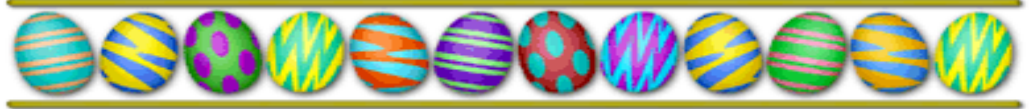


An African-American Newsletter



Roosevelt "Jackie" Robinson (January 31, 1919 – October 24, 1972) became the first African-American Major League Baseball player of the modern era in 1947. The Baseball Hall of Fame inducted Robinson in 1962 and he was a member of six World Series teams. Jackie earned six

consecutive All-Star Game nominations and won several awards during his career. In 1947, Robinson won The Sporting News Rookie of the Year Award and the first MLB Rookie of the Year Award. Two years later, Jackie was awarded his first National League MVP Award. In addition to his accomplishments on the field, Jackie Robinson was also a forerunner of the Civil Rights Movement. He was a key figure in the establishment and growth of the Freedom Bank, an African-American owned and controlled entity, in the

1960s. He also wrote a syndicated newspaper column for a number of years, in which he was an outspoken supporter of Martin Luther King Jr. and, to a lesser degree, Malcolm X.



Another Happy Black History Moment!!!!



Another history moment for us and our children The Higher Education of the Nation's Top African-American Restaurateur

Each week tens of thousands of diners eat at an Olive Garden or Red Lobster restaurant. Few of these diners know that the CEO heading these large restaurant chains is a black

man.

Clarence Otis Jr. is the CEO of Darden Restaurants Inc., the largest casual dining operator in the nation. The firm operates nearly 1,400 company-owned restaurants coast to coast serving 300 million meals annually. Darden employs 150,000 workers and has annual revenues of \$6 billion. Born in Vicksburg, Mississippi, Otis moved to Los Angeles when he was 6 years old. His father was a high school dropout who worked as a janitor. The family lived in Watts at the time of the 1965 riots. In the post-Watts period, Otis recalls being stopped and questioned by police several times a year because of the color of his skin.

A high school guidance coun-

selor recommended him for a scholarship at Williams College, the highly selective liberal arts institution in Massachusetts. Otis graduated Phi Beta Kappa from Williams and went on to earn a law degree at Stanford.

Otis landed on Wall Street as a merger and acquisitions attorney for J.P. Morgan Securities. He joined Darden Restaurants in 1995 as corporate treasurer. He became CEO in 2004.

"Now you know the rest of the story"

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When you are down to nothing...God is up to something!

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There's a whole lot of music floating around in the air these days. The air is full of all kinds of music and its very easy to access it too. We can give thanks to iTunes, myspace, youtube, satellite and web radio. Don't forget the vast

underworld of illegal file sharing. As a music lover you'll got to appreciate all of that.

When Tower Records went out of business we lost a major distributor that was more friendly to Indie Labels than main stream giants like Best Buy and Wal-Mart. The budgets got very tight with the big chains and we can't count on the small record stores to pick up the slack. Many of them have closed up in the past several years and we don't see new ones opening up.

The trick now is how to maintain a cool steady cash flow when the traditional way of investing time and money into studio sessions, concert tours and making money on CD and record sales are al-

most dead if not dead already. If it wasn't for mail order labels wouldn't work any more. It's time to think of other places to sell CD's besides record shops.

Your first best customer is somebody who already likes your music. Think about moving into a way of touring income as well as merchandising such as hats, T-shirts, and collectibles.



Economists: Inflation will remain in check

The old rule of thumb: As the economy gets stronger, inflation will rise. That won't be true this time around, economists predict.

One of the most important factors will be how globalization and technology have changed corporate pricing customs. In the face of great competition, companies are reducing costs rather than raising their prices.

Cost control, rather than

price increases, is now the driving force behind profits.

Additionally, the growth/inflation relationship changed over the last decade. The Federal Reserve has built enormous credibility as an inflation fighter, for one thing.

For another, central banks around the world have placed a new emphasis on inflation control.

With the low unemploy-

ment rate, some economists reporting in Business Week give 2006 as an example of how profit margins widened in spite of tight job markets and soaring energy costs.

A survey by the National Association for Business Economics shows that profits will continue to improve. This means the labor market and the costs of doing business are under control. Prices will not rise much in 2007.

Honoring the legal profession

May 1: Law Day, U.S.A.

America's legal system is central to protecting the constitutional principles on which our nation was founded. As we observe Law Day, we celebrate our heritage of freedom, justice, and equality under the law.

It is also the day to honor those in the judiciary and legal profession who work to uphold and serve our principles.



Hello my name is PJ

I am a mom of five, grandmother of 8 (and one on the way)... I enjoy building websites and meeting fun people. The picture on the right is The Persuaders new CD MADE TO BE LOVED that was released this year! I'm so thrilled to be a part of such a unique and talented family....



New disk drives and flash drives have huge storage capacity



Haven't heard much about terabytes? We'll all be hearing about them soon.

A terabyte is 1,000 (actually 1,024) gigabytes. Ordinary PCs have about 100 gigabytes. Now, disk drive maker Hi-

tache will soon be shipping a terabyte-capacity disk drive. Seagate, another big drive maker, says it will soon have terabyte-capacity disk drives as well. Top-of-the-line units will sell for about \$400, but the price will come down over time.

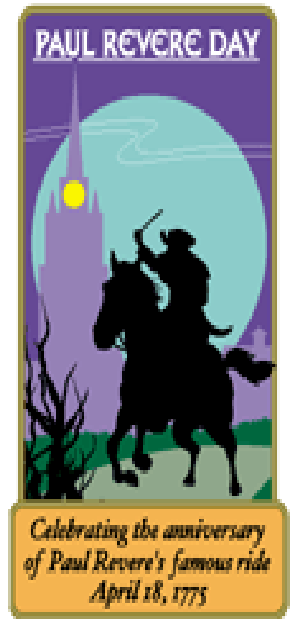
It was 1991 when the first gigabyte drives were introduced. Makers boasted that a gigabyte would store 1,000 copies of *Gone With the Wind*, but users couldn't imagine why anyone would need so much storage.

Now we know how the terabyte will be used. The new owners will record TV shows and

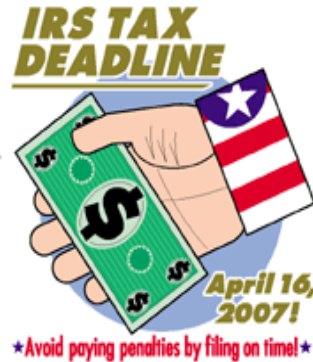
movies. A terabyte gets you 250 hours of HD programming.

Flash is the solid-state memory found in USB thumb drives. Because it has no moving parts, it is considered more durable than disk drives. But the biggest flash drives on the market today are in the eight- to 12-gigabyte range.

This year, flash drives of both 16 and 32 gigabytes are expected. The half-gig drives that were top of the line just a few years ago are being phased out.



What's Going On April 2007



mass media records mass media records mass



Mass media is a term used to denote, as a class, that section of the media specifically conceived and designed to reach a very large audience (typically at least as large as the whole population of a nation state). It was coined in the 1920s with the advent of nationwide radio networks and of mass-circulation newspapers and magazines. The mass-media audi-

ence has been viewed by some commentators as forming a mass society with special characteristics, notably atomization or lack of social connections, which render it especially susceptible to the influence of modern mass-media techniques such as advertising and propaganda.



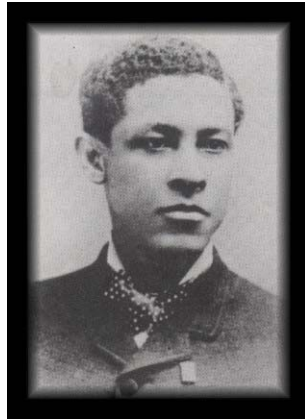
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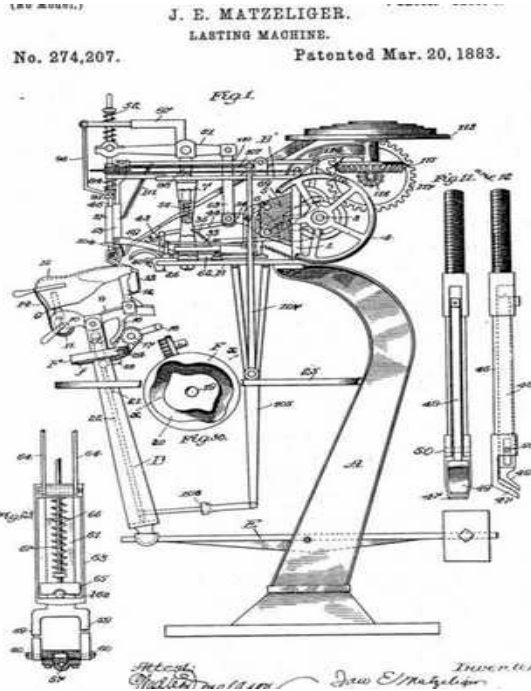
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An African-American Newsletter



Jan Ernst Matzeliger was born September 15, 1852, in Paramaribo, Dutch Guiana (now Suriname). His family immigrated to the United States of America and first lived in the state of Philadelphia, where he learned the trade of shoe manufacturing. He invented and patented the shoe lasting machine (patent #274,207) March 20, 1883 and revolutionized the shoe industry. Matzeliger's invention revolutionized production because it increased consumer demand for shoes by making them less expensive. His

lasting machine could adjust a shoe, drive in the nails and deliver the finished product in 1 minute to turn up to 700 pairs of shoes a day compared to 50 done manually. In 1992, the United States Postal Service issued a special stamp to honor Jan E. Matzeliger the inventor of the shoe lasting machine.



You can protect the Earth



Earth Day, April 22, is an ideal time to become more earth friendly and take action to make our planet a cleaner and safer place for us all to live.

As an individual, you can start with something as simple as picking up any trash you see on the ground and turning off the water while you brush your

teeth or shave.

You can turn off appliances and lights when you leave a room and select energy efficient products for your home. You can make the right energy efficient choice by going to www.energystar.gov and using the Energy Star program. Energy Star is the government-backed symbol for energy efficiency.

You can save energy by insulating your water heater and pipes, and having leaky refrigeration systems fixed. In good weather, hang your laundry on a line.

Planting a tree is a favorite way to celebrate Earth Day and while you are busy planting a new tree, you can offer any leftover tree seedlings to your neighbors and friends.

Beginning a recycling program is an excellent way to commemorate Earth Day. Recycle your paper, plastic, glass bottles, cardboard, and aluminum cans. At the same time, you can investigate how to properly dispose of items such as paint, solvents, car batteries, motor oil, and pesticides.

As a companion to recycling, you could start a compost pile with leftover food and clippings.

When you go shopping always try to buy products with less packaging and look for packages made from recycled materials. When you do your shopping, try walking or riding your bike instead of driving the car. Good for your health and good for the environment!