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SERVING THE BLACK COMMUNITY WITHOUT FEAR OR FAVOR SINCE 1947

May 17 - 23, 2018

“BLACK PANTHER” CHADWICK BOSEMAN SALUTES GRADS AT HOWARD UNIVERSITY

Athletic Hall of Fame celebrates sports legends



Inaugural Dallas ISD Athletic Hall of Fame inductees.
Photo Courtesy: Dallas ISD

DALLAS — From “Mr. Raider” to “Grandmama,” the inaugural Dallas ISD Athletic Hall of Fame induction ceremony celebrated 10 outstanding alumni who have made their mark both on and off the field of competition.

The ceremony held May 4 at the American Airlines Center presented the inductees with jackets, plaques and rings to celebrate their accomplishments. Each living inductee addressed the audience, sharing jokes, stories and inspirational words about their life journey.

Dallas ISD Athletic Director Troy Mathieu applauded the 10 phenomenal student-athletes who were inducted into the Hall of Fame and inspiration they provide students everywhere.

“We need to celebrate the great history we have here in Dallas ISD,” Mathieu said. “This is a motivational tool that shows students that, one day, they too can be great.”

Also at the ceremony, Kennedy Taylor of Lincoln High School and Sergio Armendariz of Adamson High School were selected as the 2018 Dallas ISD Student-Athletes of the Year.

Armendariz received a cross country and track scholarship and will attend Sam Houston State University to complete his studies. Kennedy received a basketball scholarship and will attend Texas State University to further her academic career.

Kennedy and Sergio both received a \$2500 scholarship.

The Black Police Association of Greater Dallas Launches Home Buying Community Outreach Program

See Page 5



“Black Panther” actor Chadwick Boseman delivered the commencement address during Howard University’s 150th Commencement Ceremony in Washington, D.C. (Freddie Allen/AMG/NNPA)

By Lauren Poteat (NNPA NewsWire Contributor)

After celebrating the success of back-to-back, global box office hits, Marvel’s “Black Panther” actor Chadwick Boseman, returned to his alma mater, Howard University, to deliver the school’s 2018 commencement convocation address.

In March, Marvel’s “Black Panther” became the highest-grossing superhero movie of all-time in the United States (not adjusted for inflation), when it surpassed the \$623 million mark set by “The Avengers” in 2012, according to Variety.com. Then, Boseman reprised his “Black Panther” role for “Avengers: Infinity War,” which is currently the fifth highest grossing movie of all-time.

Championing his own personal experiences during his time studying at the prestigious, historically Black university, Boseman urged proud degree recipients, to press forward, to hold up their heads and to never fear rejection.

“I can think of no better place to be right now, after the ‘Black Panther’ and ‘Avengers’ campaigns, then to return and participate in these graduation ceremonies with you,” Boseman told the graduates. “It is a great privilege, graduates, to address you on your

day, a day that will be one of the most important accomplishments of your life to date.”

Howard University President Dr. Wayne A. I. Frederick recalled “how Boseman and his classmates advocated and participated in a three-day protest against the university to dismiss an initiative to transition the College of Fine Arts into the Department of Fine Arts. The protest was unsuccessful in stopping the transition,” a press release about the president’s speech said.

With Boseman by his side, Dr. Frederick, “announced a campaign to re-establish the College of Fine Arts and launch an Endowed College of Fine Arts Award,” the press release said.

Dr. Frederick encouraged the graduates to “take risks” and “learn how to be wrong.” “It is the best way to learn and grow,” Dr. Frederick said. “Build a culture of generous listening so that others may be emboldened to take risks, too.”

According to school officials, during the 2018 commencement convocation, Howard University awarded 2,217 degrees, including 343 master’s degrees, and 90 Ph.Ds.

Boseman called Howard University “a magical place” as he recalled the day that he met Muhammad Ali, as he

walked across “The Yard.”

“I remember walking across this yard on what seemed to be a random day, my head down, lost in my own world of issues like many of you do, daily. And I raise my head...Muhammad Ali is walking towards me,” Boseman said. “Time seemed to slow down, as his eyes locked on mine. He then raised his fist into a quintessential guard and I was game to play along with him, to act as if I was a worthy opponent. What an honor to be challenged by ‘The Greatest of All-Time.’”

Boseman continued: “I walked away floating like a butterfly. I walked away, at that moment, amused at life, amused that no one would be able to believe that story, but me. That is the magic of this place [Howard University].

“Almost anything can happen here,” Boseman said before giving the crowd the official Howard salute (“H-U! U-Know!”).

Boseman also praised the students for their drive and perseverance in organizing the longest sit-in protest at Howard University’s administration building in the school’s history. Allegations of mismanagement in the school’s financial aid office sparked the protest, which lasted nearly two weeks in April.

“Everyday that you fought

for, was not for yourself, but for those that come after you,” Boseman said.

Overcome with gratitude and excitement, Howard graduate Kyla Maupin, who received her degree in French, expressed her sentiments about Boseman’s speech.

“Hearing Chadwick speak was really inspiring,” Maupin said. “I really appreciated hearing about his struggles in the beginning of his career; that was really inspiring for me.”

Maupin added that she was proud to see a fellow Bison deliver the commencement address.

Closing out the high-energy ceremony, Boseman offered one last nugget of wisdom, urging graduates to find their purpose.

“Purpose is the essential element of you,” Boseman said. “It is the reason you are on the planet at this particular time in history. Your very existence is wrapped up in the things you are here to fulfill.”

Boseman continued: “Whatever you choose for a career path, remember the struggles along the way are only meant to shape you for your purpose.”

This article was originally published at BlackPressUSA.com.

IN THIS ISSUE...

EDITORIAL - PAGE 2



Discovering the Best of Black America in 2018

SPORTS - PAGE 5



American Indian tribes are welcoming an opportunity to offer sports betting at Hundreds of Casinos

SCRIPTURE OF THE WEEK

MY GRACE is SUFFICIENT for YOU for my POWER is MADE PERFECT in WEAKNESS



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 The Black Press believes that America can best lead the world away from racial and national antagonisms when it accords to every person, regardless of race, color or creed, full human and legal rights. Hating no person, fearing no person, the Black Press strives to help every person in the firm belief that all are hurt as long as anyone is held back.

EDITORIAL PAGE

DISCOVERING THE BEST OF BLACK AMERICA IN 2018

By Dr. Benjamin F. Chavis, Jr. (President and CEO, NNPA)

There is an old African proverb that says, "What you seek, you will surely find." We live in a world where the news cycle continues to decrease, because of innovations in communications technology. Yes, we are living in the fast-paced digital age. The high-velocity delivery and transmission of news and information, however, may or may not produce authentic or accurate facts or simply the truth.

Yet, for more than 47 million Black Americans the reality of life's multiple challenges and opportunities are not the primary concerns and focus of what is popularly known as "mainstream media." Thus, the value and mission of the Black Press of America today is more strategically important than ever before, for Black Americans and others who embrace the trend-setting cultural, academic, technological and game-changing achievements that are accomplished daily in Black America.

This is why the National Newspaper Publishers Association (NNPA) is pleased with the continued partnership between the

General Motor's Chevrolet Division and the NNPA to sponsor the 2018 Discover the Unexpected (DTU) Journalism Scholarship and Fellowship Program. We are identifying and mentoring the next generation of young, gifted, talented and committed journalists and publishers who will rise to take their rightful place as our future community leaders and business owners.

Seeking out the best of Black America, not only in the field of journalism, but also in the overall context of the long-protracted struggle for freedom, justice, equality and empowerment is of the utmost importance. This summer in Georgia, Virginia, New York and in Washington, D.C., six NNPA journalism scholars selected from Historical Black Colleges and Universities (HBCUs) located across the nation will have the opportunity to work in Black-owned newspapers.

These outstanding NNPA DTU Fellows will also journey together to highlight and file news reports about real life stories that are occurring in our communities. In the current national media climate where allegations of "fake news" are routinely propagated, we will welcome receipt of the news

and inspirations from the writings, videos and social media postings of our young, aspiring journalists.

We are also grateful to the National Association for Equal Opportunity in Higher Education (NAFEO) for assisting Chevrolet and the NNPA to notify and reach HBCU students attending 120 HBCUs across the nation about the DTU fellowship opportunities. In fact, over 23,000 online responses were made by students who were interested in the DTU program.

Reviewing and evaluating the numerous applications that were submitted revealed the tremendous academic achievements and commitments of HBCU students, who fervently desire to serve the empowerment interests of Black communities via their respective journalism skills and talents. This, in itself, is a good news story.

Too often we only learn or hear about the tragic injustices and systematic racial discriminations that are in fact facets of the realities that are all too prevalent in Black America. We need, however, more balance and truth-telling in the media when it comes to the struggles and plight as well as the resilience and transforma-

tion of Black America.

For more than 191 years, since the first publication of "Freedom Journal" in March 1827, the Black Press of America has continued to be on the frontlines reporting our triumphs, defeats and our successful resistance to oppression, injustice and inequality. Each generation has a responsibility to help prepare the next generation to take the baton of history and to run to win by breaking and setting new records of achievement and excellence of all fields of endeavor.

Again, we publicly thank General Motors - Chevrolet for enabling the NNPA to award this group of young, freedom-fighting scholars to sharpen their pens and commitments to become champions of the freedom and responsibilities of the press. The Black community will benefit. All of America will benefit. The DTU Fellows will seek and they will find. They will also exemplify the good news.

Dr. Benjamin F. Chavis, Jr. is the president and CEO of the National Newspaper Publishers Association (NNPA) and can be reached at dr.bchavis@nnpa.org. You can follow Dr. Chavis on Twitter @drbenchavis.

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We welcome letters to the editor. Submissions must be signed, addressed and must include a daytime and an evening phone number. Please limit submissions to 350 words. We reserve the right to edit and correct all submissions although; every effort will be made to retain the intended meaning of the submission. Send your submissions via email to production@dallasposttrib.net or by mail to P.O. Box 570769, Dallas, Texas 75357-0769.

BE KIND! Never speak harsh words. Be kind and gentle with your tongue. For it has been said that the tongue can be like a sword. Think long before you criticize your neighbor. Your tongue can be nasty. Living is one of the most beautiful things in the world. But the tongue can kill!



Colleen White, Ed.D.
 Editorial Columnist

One of the most important holidays for a Christian, is Easter. Unlike Christmas, we do not celebrate the birth of a small child with His future ahead of Him. No, with Easter, we celebrate the brutal death and resurrection of a man who was lied on, tortured, and crucified for the sins of the world. So, when you stop to think about it, it seems strange that the death of someone would be celebrated with such joy.

But that is what makes the Christian faith so unique.

A Little Bit of Faith: He Lives!

When Jesus was crucified upon a cross, the story did not end there. Yes, He died, but He rose again! Our faith is based upon His resurrection. He was born to die. He had to die. His death fulfilled prophecy, it completed what needed to be done.

The resurrection of Jesus is told so lovely and tenderly in the book of Matthew. It says, "But the angel said to the women, 'Do not be afraid, for I know that you are looking for Jesus, who was crucified. He is not here; He has risen, just as He said! Come, see the place where He lay.'" But it does not stop

there. After the women saw that Jesus was not there, the angel told the women to go and share the good news that Jesus has risen.

The angel said, "Then go quickly and tell His disciples, 'He has risen from the dead and is going ahead of you into Galilee. There you will see Him.' See, I have told you" (Matthew 28: 5-7). I am thankful that the women were willing to follow instructions and share the good news of Jesus with His disciples. They could have gone back home in disbelief after seeing that His body was not there, but instead

their faith, hope, and trust in Him (Jesus) allowed them to come into a better understanding of their Lord and Savior Jesus the Christ.

I pray and hope that as you celebrated Easter with your loved ones and family, that you allowed the truth of Jesus' death and resurrection to penetrate your heart and to see Him more completely--- as a living and risen Christ who can help you and love you only if you are willing to listen, obey, and follow Him (Jesus). Amen? Amen.



Rev. Johnny C. Smith
 Editorial Columnist

"A SURVEY OF THE BOOK OF ROMANS" ROMANS 3:1-8 FAILURE TO BELIEVE THE PROMISES OF GOD

Thus far, in this grand epistle of Romans, the Apostle Paul has argued vehemently that both the Gentiles, as well as, the Jews did not attain God's righteousness because the Gentiles had the light of God's natural revelation (creation) and rejected the knowledge that they had of God, and that resulted in them exhibiting unnatural immoral behaviors (1:18-32); moreover, the Jews, who were privileged with being the custodians of the Law, also did not attain God's righteousness because they did not keep the Law (Romans 2:1-29). Now, in Chapter 3, Paul will again prove that the Jews, who had the advantage of having the Law, did not really attain God's standard of

righteousness because they could not keep the Law that could not save anyway!

In verse 1, the grand Apostle Paul raised two rather interesting questions that said: "What advantage then hath the Jews? Or what profit is there of circumcision? The first question relates to what Paul wrote in Romans 2:17-24, and the second question relates to Paul's words in Romans 2:25-29. By raising the questions, Paul was not stressing that being a Jew or being circumcised had really no value. Paul answers the first question by stating that the Jews were entrusted with the promises and commands of God; however, being in a much entrusted position, they did not live up to God's holy standard. Furthermore, the advantage that the Jews

had did not serve its' intended purpose, and does this mean that God's faithfulness to His people is nullified?

In verse 3, the failure of the Jews or their lack of faith cannot negate the faithfulness of God. His promises to the Nation of Israel cannot be cancelled due to their disobedience or rejection. The most succinct or brief answer to Paul questions in verse 3 is stated by Paul in verse 4 with an emphatic "No."

All of God's promises for the Nation of Israel will be fulfilled to His glory despite their unbelief and rejection. Paul continued to stress that God's faithfulness is not affected by Israel's unbelief, for verse 4, says: "God forbid: yea, let God be true, but every man a liar; as it is written, that thou mightest be

justified in thy sayings, and mightest overcome when thou art judged." God will always remain faithful and true despite man's changeableness. The questions of verse 5 can better be rendered- "If God uses sin to bring glory to Himself, and then does He have the right to punish the sinner?" Or, maybe, you will understand if I were to render it this way: "Is God just to punish that which brings glory to Himself? Paul's answer to the argument stated in verse 5 is "God forbid (v.6). The question of verse 7 is another attempt on the part of the unsaved to blaspheme God and to advance their bent to engage in sin (v.8).

May God Bless!

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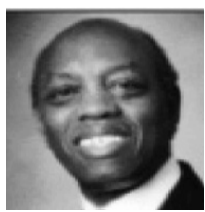
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Sunday School - 9:00 a.m.
Sunday Morning Worship - 10:30 a.m.
Wednesday Prayer Meeting - 7:00 p.m.
Brotherhood (1st & 3rd Wed.) - 8:00 p.m.
Senior Mission (1st & 3rd Wed.) - 8:00 p.m.
Adult & Youth Bible Study (Fri.) - 7:00 p.m.

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Sunday

Early Morning Worship- 8AM
Church School- 9AM
Morning Worship- 10AM



SUNDAY
Church School 9:30 A.M.
Morning Worship 11:00 A.M.
Awana Clubs 5:30 P.M.
Evening Bible
Exploration 5:30 P.M.
The Lord's Supper
1st Sunday 5:30 P.M.

WEDNESDAY
Music Ministry 6:15 P.M.
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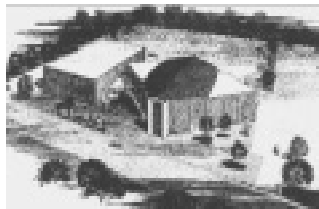
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Evening Worship 5:30 PM

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Johnnie Rodgers, Sr.

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Early Morning Worship
8:00 a.m.
Bible Class
9:45 a.m.
Morning Worship
10:45 a.m.
Evening Worship
6:00 p.m.

WEDNESDAY

Prayer Service - 6:30 p.m.
Bible Class - 7:00 p.m.

THURSDAY

Bible Class - 11:00 a.m.

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Sammie Berry
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Police called on black student sleeping in her Yale dorm

(AP) — A white graduate student at Yale called police on a black graduate student who had fallen asleep in a common area of their campus residence — an episode that a dean said shows the need for efforts to make the Ivy League university a more inclusive place.

Lolade Siyonbola posted two videos of Monday's encounter on her Facebook page, including part of a conversation with the white student who told her she was calling police after finding her on a couch in the room at Yale's Hall of Graduate Studies on the New Haven campus.

After questioning Siyonbola for more than 15 minutes, police confirmed she was a Yale student who lived in the building and then left. Police told her the encounter was prolonged because her name was not spelled correctly in a database of student information.

Siyonbola did not immediately respond to emails and messages on social media requesting comment. She expressed gratitude Tuesday on her Facebook page for "the love, kind words and prayers" she has received.

"Black Yale community is beyond incredible and is taking good care of me," she wrote. "I know this incident is a drop in the bucket of trauma Black folk have endured since Day 1 America, and you all have stories."

The videos show Siyonbola telling police the woman who called them suffered from mental illness and had called police several months ago on a friend who had gotten lost in a stairwell of the building.

Siyonbola, who showed police she had a key to her room and later provided them with her ID, accused the officers of harassing her.

"I deserve to be here," she said in the video. "I paid tuition like everybody else. I am not going to justify my existence here. It's not even a conversation."

Lynn Cooley, the dean of Yale's graduate school of arts and sciences, sent an email to graduate students Tuesday telling them that Siyonbola had every right to be in the building and inviting them to share their concerns about the incident.

"Incidents like that of last night remind us of the continued work needed to make Yale a truly inclusive place," she wrote. "I am committed to redoubling our efforts to build a supportive community in which all graduate students are empowered in their intellectual pursuits and professional goals within a welcoming environment."

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Tribes welcome opportunity to add sports book to casinos

(AP) — American Indian tribes are welcoming an opportunity to offer sports betting in potentially hundreds of casinos across the country after the U.S. Supreme Court cleared the way for states to legalize it.

Tribal casinos generate more than \$31 billion a year in gross revenue. While adding sports books isn't expected to boost that number significantly, tribes say it's another source to deliver services to tribal members.

"The conversation is always, 'Why don't you do like Vegas?'" said Sheila Morago, executive director of the Oklahoma Indian Gaming Association. "Everybody always wants to give their customers things they have asked for."

Many tribes give a share of casino profits to states in exchange for exclusive rights to conduct gambling operations. In Arizona, the state's share was about \$100 million last year.

Some tribes believe agreements with states already give them the right to control sports betting, while others will work out the details through negotiations in compacts that vary in wording state by state.

"It's going to be important for the tribes that their position as sovereigns and their existing compacts within their states are recognized," said Valerie Spicer, a co-founder of the consulting firm Trilogy Group. "There's still a lot of work left to do."

Nearly 240 tribes operate casinos in more than half of U.S. states under the federal Indian Gaming Regulatory Act or as commercial ventures. Some only have games like bingo or pull tabs that don't need authorization from states. The majority of the roughly 475 tribal casinos have those games and others like slot machines, blackjack and other table games, according to the National Indian Gaming Commission. Sports wagering would fall in the latter category, the commission said.

The U.S. Supreme Court on Monday struck down the Professional and Amateur Sports Protection Act on a challenge from New Jersey. The law limited sports betting to four states that met a 1991 deadline to legalize it: Nevada, Delaware, Montana and Oregon.

States now can adopt laws regulating sports betting, though some already have the legal framework in place.

In California, voters would have to approve a change to the state constitution. As is, California tribes have exclusivity in casino-style gambling, and some believe that includes sports betting.

Steve Stallings, the chairman of the California Indian Gaming Commission, said the group that represents 34 tribes wants specifics on what sports betting would encompass before the state moves to legalize it. For example, he said, would it occur at a physical sports book or could wagers be placed online?

"Expansion of gaming is a slippery slope," he said. "Tribes feel like they have somewhat an exclusivity to it. When the state or other interests violate that, then tribes are concerned."

In Arizona, Gov. Doug Ducey saw the U.S. Supreme Court's decision as a way to modernize tribal gambling compacts and potentially boost revenue to the state. Most of the tribal compacts are up for renewal in 2022.

Greg Jones was visiting a casino run by the Navajo Nation east of Flagstaff this week. He said he used to bet regularly on college football and being able to do it at a tribal casino less than an hour from his home beats traveling to Nevada.

"It's a big pot," he said. "Everyone should be able to dip their foot in the pool."

Tribes in Oklahoma have been trying to get sports betting approved through the state legislature in the last two sessions but have been unsuccessful, Morago said.

In Connecticut, the Mohegan Tribe said it's looking forward to working with the state to legalize and regulate sports betting.

"We have long felt that Mohegan Gaming & Entertainment was in a great position to offer this type of gaming at our properties," spokeswoman Jennifer Harris Ballester wrote in a statement.

Ernie Stevens Jr., chairman of the National Indian Gaming Association, said the group has been preparing tribal governments for sports betting with listening sessions outlining internal regulations and negotiations of state gambling compacts. Location and competition would be major factors in tribes' decisions to add sports betting, he said.

"I don't believe this is going to take the place of our slot machines, but it's another amenity we can enjoy and people can have fun with," he said. "And we want to be able to move forward with the overall industry."

Fountain of the Living Word Church will be celebrating 54 years Pastoral Anniversary of Apostle Jerry Skelton

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The Black Police Association of Greater Dallas Launches Home Buying Community Outreach Program



The Black Police Association of Greater Dallas is committed to building strong partnerships with residents, civic organizations, community leaders, school officials and local businesses to meet the ever-changing law enforcement needs of the community.

On April 7th, the association held a Home Buying 101 seminar led by local real estate agent, Randy Bell, and lender, Ed Tatum, giving police officers and community members the tools needed to purchase homes in Dallas county including grant information and financing options. This is the first of many seminars the association will be hosting as part of their new home buyers community outreach program. The next one is scheduled for May 19th from 12 to 2 PM at 211 Centre Street. Register to attend at bpadallas.eventbrite.com.

Starbucks: From Boycott to Victory

By Phillip Jackson

Case Study

If Howard Shultz wasn't the founder of Starbucks, he would have been one of the boycott protesters with us. He said he was "embarrassed" and "ashamed" by the arrest of two Black men in a Starbucks Store in Philadelphia, Pennsylvania who were taken away by police and subsequently held for 9 hours in a Philadelphia jail for the crime of sitting in a Starbucks store and not ordering coffee.

Starbucks is widely known as a good operator and an overall good guy in American business circles with its clean stores, open meeting spaces, free Wi-Fi; strong community relations, and its great business model consisting of good jobs with fair benefits.

But the Starbucks decision to fix this public relations problem with "diversity training" is not the Howard Schultz or even the Starbucks way. Rather than work with the Black community towards a solution to this potentially international issue, Starbucks turned to themselves and created a program for diversity training that includes closing their stores for one day and hiring the highest-priced diversity trainers money can buy.

The Black community wanted to know, "How will we, the Black community--aggrieved by this incident and aggrieved every day--how will we be better because of your "diversity training"? The only answer Starbucks could give was, after the training "You will be better because we will be better." Sorry! Not good enough!

Numerous studies by Harvard University, MIT, Tel Aviv University and others show that diversity training doesn't work and can produce the opposite of intended outcomes. These studies conclude that decades of cultural, racial and environmental bias and prejudice cannot be eradicated with one or 50 or 100 "diversity trainings." In fact, such "trainings" can cause those hard-wired feelings to become more deeply entrenched thus resulting in the opposite of the sought-after effect.

The Chicago Boycott –

In Chicago, The Black Star Project organized a 12-store boycott of Starbucks. During the boycott, no anger was displayed. No one was arrested. No windows were broken. No stores were firebombed. Instead, there was plenty of dialogue. Dialogue is the Starbucks way. There were reports of Starbucks' employees offering the boycotters free coffee and standing with the protesters. Protesters held doors open for elderly customers who did not honor the boycott. One protester even offered to buy a Starbucks coffee for the sick father of a man who expressed guilt about violating the boycott, but explained that his dad could only drink one kind of coffee—only available at Starbucks. It seemed as though boycotters and boycottees had reached a human accord -- The Starbucks Way.

The Chicago boycott organizers are now planning community forums at more than 300 Black-owned or managed coffee houses, as well as at faith-based and community-based organizations across the U.S., especially near the 12 Starbucks stores previously boycotted. These community forums will serve as "Black Economic Empowerment Forums", where attendees will develop plans to improve the economic vitality of their communities.

We wanted Starbucks to be part of this initiative. So far, they have said no. Starbucks is really one of the "good guys" in corporate America but working with the community will only make them better. It's important to understand that even with over 9,000 stores throughout America, Starbucks shops are really only guests in these communities.

Meet Howard Schultz, Executive Chairman of the Board of Directors

Howard Schultz, Founder and Executive Chairman of the Starbucks Board of Directors does understand Starbucks culture and he understands America. He knows that the Starbucks success is tied to communities' success. He is unafraid to try new ideas even though those ideas might fail. However, this

seems not to be the Starbucks way today. In 2015, Starbucks tried to convene a "Race Together" dialogue through its stores. America was not ready then. In 2018, America is coming apart racially, socially and religiously. America is now ready for Howard Schultz' ideas. But this effort cannot be owned by Starbucks alone. Other corporations, government agencies at all levels, foundations, faith-based and civic organizations along with social institutions and others must partner with Starbucks to make America and the world better.

Mr. Schultz' leadership style has been described as transformational. He does not think like a businessperson. He thinks like a person wanting to make the world a better place. But even he, super-rich, powerful, and well-intentioned, needs the help of the world to achieve this transformational vision and reality. Starbucks, well established in business history, now has a chance to establish itself in human history.

In the words of Mr. Schultz: "...if we think about the country today — and I'm not talking about politics — I think the country needs to become more compassionate, more empathic. And we can't speak about the promise of America and the American Dream and leave millions of people behind. And it's my view that — leave Washington aside and all the politics aside — businesses and business leaders need to do a lot more for the people we employ, the communities we serve, and we can make a significant difference."

So where does Starbucks go from here?

Schultz says that he knows the Starbucks chain "won't bridge the racial divide on its own" and that a coffee company "can only do so much." However, he hopes to keep pushing forward and pursue initiatives that matter to him with the "same vigor he pursues corporate profits."

The Montgomery Bus Boycott that changed America forever lasted 381 days. The Starbucks Boycott is only 33 days old. Only 348 days to go.

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Wells Fargo launches \$60 billion plan to increase African American homeownership

After years of moving and renting, novelist Randy Camp, recently became a first-time homebuyer at age 55.

"It feels good," said Camp, a resident advisor at a youth services agency in Des Moines, Iowa.

"There's this idea of 'this place is yours, so now make sure you take care of it and enjoy it.' I also did it for my children. As I get older, I realize the importance of leaving an asset for them."

In an effort to make homeownership dreams a reality for others like Camp, Wells Fargo has launched a 10-year diversity initiative to provide \$60 billion in home loans, supporting at least 250,000 African American homeowners by 2027. As part of the plan, the company also intends to significantly increase the diversity of its mortgage sales force.

Working with the National Urban League and the National Association of Real Estate Brokers, Wells Fargo announced the initiative Feb. 28 at the National Center for Civil and Human Rights in Atlanta.

The company aims to help reverse the decreasing homeownership rate in the African American community, said Brad Blackwell, head of housing policy and homeownership growth strategies for Wells Fargo.

Blackwell added that the company also plans to invest \$15 million in a wide range of initiatives that promote financial education and counseling for African American homebuyers over the next 10 years. The company will also boost its recruiting, hiring, and retention of African American home mortgage officers, he said.

Year of transformation at Wells Fargo

In a letter published in the 2017 Wells Fargo Annual Report, CEO Tim Sloan had this to say about the past year:

"This was a year of transformation at Wells Fargo. We achieved a great deal in 2017 and look forward to building on our momentum in the months ahead. Our top priority remains rebuilding the trust of our customers, team members, communities, regulators, and shareholders. We have made foundational changes to identify and fix problems so they do not happen again and achieved significant progress in our commitment to make things right for our customers and build a better bank. Our transformation is grounded in our vision of satisfying our customers' financial needs and helping them succeed financially. While we have more work to do, I assure you that the Operating Committee and I are fully committed to building on our accomplishments. In addition, we take very seriously the consent order we entered into with the Board of

Governors of the Federal Reserve System in February 2018, and we will work diligently, yet swiftly, to meet the requirements.

In response to feedback from our team, we introduced a streamlined Vision, Values & Goals of Wells Fargo in late 2017 — replacing what previously was a 37-page expression of our culture. Today the wallet-sized booklet focuses exclusively on our guiding principles and goals, clearly expressing the beliefs that guide every team member as we work together to build the best Wells Fargo possible.

We have overcome challenges many times during our history. We have a solid foundation, exceptional businesses, and an outstanding team. Our more than 260,000 team members are dedicated, talented, and committed — and, without a doubt, they are our most important resource. Thank you for placing your trust in Wells Fargo and for your support. Our commitment to you is unwavering as we continue our transformation into a better, stronger company.

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New Wells Fargo structure focuses on customer experience "Change for the Better"

After a successful pilot in select locations across the U.S., Wells Fargo branches have rolled out the first phase of changes designed to transform the customer and team member experiences.

One of those changes is to put in place a new compensation program for retail bank team members to focus on the customer experience within its branches. The new compensation program took effect on Jan. 1, 2017, and applies to all branch team members, including managers, tellers, and personal bankers.

The changes have also simplified complicated processes, replaced required questions with tips and suggestions relevant to customers, eliminated sales pressure, and allowed bankers and tellers to simply talk to their customers, ask questions, listen, and meet their financial needs by offering the right products and services or referring them to the right partners.

A celebration of black entrepreneurs

Celebrity chef Roblé Ali joins Wells Fargo in a salute to African American small business owners who are working to improve the quality of life in their neighborhoods.

As early as middle school, Mandy Bowman knew she wanted to be an entrepreneur. The Brooklyn, New York, native went on to study entrepreneurship and global business management at Babson College in Massachusetts, and then took a job as a social media manager by day, while she worked on developing her own business at night.

By October 2017, Bowman was a full-time entrepreneur and had launched her business — the Official Black Wall Street app. "I wanted to support black-owned businesses in my local area, but was unable to find a directory that was current or easy to use — so I created my own," said Bowman. The app is now the largest directory of its kind in the world, according to Black News, and allows users to find and rate black-owned businesses in their neighborhoods and nationwide.

Bowman's business, like other small businesses, required hard work, dedication, and, most of all, support to succeed. Currently, there are more than 2.6 million black-owned businesses in the U.S.,

according to the U.S. Small Business Administration's Survey of Business Owners Facts (PDF). In support of these businesses, and in an effort to strengthen communities, Wells Fargo is saluting and highlighting Community Builders — the African American small business owners who go above and beyond to make things better for their businesses, their customers, and their neighborhoods.

"Initiatives like Community Builders help encourage and inspire black entrepreneurs, and we hope this initiative will encourage others to seek out and support the Community Builders in their neighborhoods," said Candace McCullom Gainer, Wells Fargo's head of African American integrated campaigns. Wells Fargo launched the Community Builders initiative in 2017 by spotlighting the stories of African American business owners nationwide who were working to give back to their local communities. In honor of Black History Month, Wells Fargo is once again celebrating Community Builders.

"Supporting small business owners is critical to the success of our communities and a priority Wells Fargo takes seriously," said Lisa Frison, multicultural segment strategy leader. Wells Fargo has helped small businesses in local

communities through focused investments and by providing small business tools and resources.

The company also supports small businesses through Wells Fargo Works for Small Business® and the Wells Fargo Works for Small Business: Diverse Community Capital program. The Diverse Community Capital program, established in 2015, provides capital to Community Development Financial Institutions, or CDFIs. CDFIs provide technical assistance, financial services, mentoring, and other resources for diverse small businesses that may not qualify for conventional bank loans.

Throughout February, Community Builder recognition events are taking place in Atlanta, Houston, and New York City. The marquee event in New York City will feature Bowman and special host, entrepreneur, and celebrity chef Roblé Ali.

"I'm excited to work with Wells Fargo to celebrate Community Builders," Ali said. "Simply trying to run a business as an entrepreneur takes a lot of work, so going above and beyond that takes even more effort, but also brings even more rewards. I am proud to be in a position to acknowledge other entrepreneurs who are doing great business and serving as Community Builders for their neighborhoods."