

**PROPOSED NON-SMOKING PROGRAM
FOR ELEMENTARY SCHOOL CHILDREN
AND MEDIA WATCH SERVICES**

SUBMITTED TO

**BROWN AND WILLIAMSON
TOBACCO CORPORATION**

BY

MINORITY ACCESS, INC.

**5214 Baltimore Avenue
Hyattsville, Maryland**

**Andrea D. Mickle
President**

**Samuel L. Myers, Sr.
Chairman &
Senior Education Advisor**

**PROPOSED NON-SMOKING PROGRAM
FOR ELEMENTARY SCHOOL CHILDREN
AND MEDIA WATCH SERVICES**

The last few years have been very difficult--indeed, traumatic--for litigants, defendants, the judiciary, legislators and the public in connection with litigation and legislation involving the tobacco companies. We now enter a period of reconciliation in which there is concurrence on action programs agreeable to all parties. One action on which there is now a consensus is the implementation of a non-smoking educational program for elementary school age children. Minority Access, whose principals have been long-term advocates and supporters of Brown and Williamson in implementing community support projects, now proposes to implement a non-smoking educational program for educational school children with support from Brown and Williamson.

In an accompanying paper, we document that the current chairman of Minority Access, Dr. Samuel L. Myers, in previous roles, established a dramatic track record of success supportive of his constituencies. This included the spectacular success achieved in assisting Brown and Williamson in implementing the nationally acclaimed Kool Achiever Awards program.

Minority Access now proposes to provide three services with the support of Brown and Williamson. The first is to implement a non-smoking educational program for elementary school age children.

Secondly, Minority Access will monitor media services to track the quantity, quality and impact of the programs nationally directed toward non-smoking by children.

Thirdly, Minority Access will provide Brown and Williamson with a database of high-performing students whom the corporation might consider as prospective professional employees.

NON-SMOKING EDUCATIONAL PROGRAMS FOR ELEMENTARY SCHOOL AGE CHILDREN

- Minority Access will carefully study the agreement, the legal mandates, and the consensus on instituting non-smoking educational programs for children. We will clearly agree upon the age level and the nature and types of messages that will be directed toward the targeted audience.
- Minority Access will carefully study exemplary programs that exist throughout the nation to assure that the programs are within the constraints of the compromises on instituting non-smoking educational programs for children.
- The non-smoking educational program implemented by Minority Access will be an action program but it will be subtle and indirect. The main focus, for example, will be on developing and recognizing the artistic talents of children. A number of activities will constitute the action program on art. The non-smoking messages to elementary school children will be incidental and subtle.

- Minority Access' proposal is to concentrate on art for children as the focal point of assembling a group of children who then would constitute the audience toward which subtle and indirect non-smoking educational materials would be directed.
- Minority Access will establish a Children's Visual Art Museum.

Minority Access owns solely and completely, without mortgages or encumbrances, a magnificent building on the main U.S. Route 1 corridor in Hyattsville, Maryland. It was the former flagship bank and the hub of the network of banks of the old Suburban Trust Company system. We are enclosing a picture of this building which still retains its historic magnificence. Within the building is a large banquet type hall which would be ideal for housing a museum. The State of Maryland, both in 1998 and 1999, provided funds to Minority Access for capital improvements of this building to serve as a Minority Access Community Center which would feature an art museum. A renowned architect, Anthony Johns, Jr., is now drafting architectural drawings for the renovations. The center would focus the art museum on elementary school children in the City of Hyattsville and in Prince George's County, the county of Maryland in which this facility is located. We would concentrate the museum on reaching out to elementary school children in the vicinity. Essentially, there would be three direct objectives and one indirect objective. The first direct objective would be to provide a space with a roving exhibition of children's art. Minority Access staff would make contact with world renown museums, particularly those

in the Washington, D.C. area, and arrange to display children's art shows in our children's museum in Hyattsville.

Secondly, Minority Access would provide the venue for the display of art by children from the local elementary schools in Hyattsville and Prince George's County.

Third, Minority Access would arrange to have art classes in its facilities during the summer for children from the local schools in the City of Hyattsville and Prince George's County, Maryland. These three direct activities would focus on art exclusively for children in the age group toward which the non-smoking educational program would be directed.

The major indirect objective would be to provide, interspersed in the art displays, appropriate messages on non-smoking for elementary school age children.

In brief, our proposal is to disseminate non-smoking educational material to a targeted age group which has been selected on the basis of their elementary school status and considered appropriate for participation in art displays and art classes by elementary school children.

Minority Access could introduce a competitive element in making awards to elementary school children with the best art displays. Minority Access would seek coverage of the best children art displays in local and national papers, especially Black newspapers and papers targeted for young readers.

Minority Access could provide recognition for the schools with exemplary programs in art for elementary school children.

Minority Access would also arrange for bus loads of elementary school pupils actually to visit the museum to view the art displays and concurrently receive the subtle, indirect non-smoking educational messages.

MEDIA MONITORING PROGRAM

The second activity for which Minority Access seeks support from Brown and Williamson is a Media Monitoring Program on non-smoking educational programs for young children. In essence, Minority Access would serve as a media watch and analyst of non-smoking educational programs for young children. In effect, Minority Access would conduct research to ascertain the quantity, quality, nature and impact of non-smoking educational programs directed at young children by studying the media and analyzing the report of these activities. Minority Access would subscribe to a news clipping service and would set up a mechanism to surf the Internet. It would compile and analyze these data and present the findings in an objective and factual manner.

TALENT SEARCH

A third service that Minority Access could provide to Brown and Williamson is that of assisting in identifying prospects for professional positions with Brown and Williamson; that is, provide a database for recruitment.

Minority Access has already established a talented student database, a Registered Inventory of College and High Schools Excellent Students (RICHERS). It provides specific information on the grade point average (GPA), the major and other relevant data on high performing high school and college students. It is an excellent recruitment source for academically superior students. Minority Access will provide this database to Brown and Williamson to assist the corporation in recruiting professional and managerial prospects for this worldwide corporation. Our database consists of minority students. Accordingly, it would be particularly useful to Brown and Williamson in fulfilling its diversity goals.

CAPABILITIES OF MINORITY ACCESS, INC.

Minority Access, Inc., a 501(c)3 non-profit corporation, assists public and private entities to fulfill their missions, particularly those related to improving diversity. Following are selected projects Minority Access has implemented in recent years.

- For the past four years, Minority Access has administered a program to identify young people who already meet the U.S. Coast Guard's rigid entrance requirements; recruit them and provide them with the opportunity to attend an historically Black college or university (HBCU) for one year after which they go to the U.S. Coast Guard Academy to become officers in the U.S. Coast Guard. Minority Access has also obtained qualified minority nominees to go directly from high school to the highly selective U.S. Coast Guard Academy. Minority Access has been remarkably successful in this effort. In one year, Minority Access recruited a pool of qualified Black officer candidates equal to seven percent of all of the Black cadets recruited by the U.S. Coast Guard in its 200 year history.

- For the past three years, Minority Access, in cooperation with the George C. Marshall Space Flight Center, has administered a Mobile Educator Resource Center (MERC), an 18-wheel van that travels throughout the country providing teachers with state-of-the-arts findings from NASA research. Minority Access has serviced over 1,800 teachers, including educators from the HBCUs.

- Minority Access, Inc. currently administers a scholarship program in which the Lewis Research Center provides research scholarships to sixty students from seventeen HBCUs who form an HBCU Research Consortium. The aim is to encourage students to conduct research in areas relevant to NASA's mission and to prepare them to pursue graduate degrees in the sciences.
- Over the past four years, Minority Access, Inc. has placed nearly 600 student interns in various Federal Agencies through grants, purchase orders, or cooperative agreements with such agencies as the Department of Commerce, Department of Defense, Department of Energy, Federal Aviation Administration, the Department of Health and Human Services, Department of the Interior, and the Department of the Treasury.
- In addition, Minority Access, Inc. has conducted miscellaneous projects such as conducting workshops for science faculty members, assessing the capabilities of HBCUs and assisting HBCUs to infuse an international dimension in their curricula.

RESOURCES REQUIRED

Minority Access has in place the physical facilities in which the proposed programs would be housed. In addition, as noted above, Minority Access has received funding for the capital improvement of the facilities to serve as a museum for elementary school

children. In addition, the full support of the entire Minority Access staff would be thrown behind this project to ensure the success that Brown and Williamson has a right to expect of projects it supports. Finally, Minority Access has in place the mechanism to compile RICHES, the database on high-performing students that can assist Brown and Williamson in its management and professional recruitment efforts and in its staff diversification efforts. This would be provided to Brown and Williamson gratis. In addition, we now identify the specific resources Minority Access will require to augment the museum project and the media search project described above. Our approach is to identify the quantity of human and physical resources required. We then apply the market rate to each resource and arrive at an estimate of the support we seek to implement the project.

PERSONNEL

Although the entire Minority Access staff will back up and support the non-smoking educational program for elementary school children and will do much of the research in analyzing media presentations on similar programs, there are certain direct expenses required to implement this project. In addition to the backup support, we project that one professional and one staff person could successfully conduct the project. The staff person would be a director, possibly with curator experiences. We budget a salary of \$50,000 per annum for this person. One secretary at \$25,000 per annum is also budgeted. The fringe benefits for these two persons, budgeted at the same level actually provided to all Minority Access personnel, amount to \$37,500.

ROVING ARTS EXHIBITIONS

Minority Access will seek to get the schedules of major art museums such as the Smithsonian Institution to be included on the tour of roving art exhibitions of children art. We budget \$20,000 to cover shipping expenses, licensing fees and other direct expenses necessary to cover the cost of receiving these roving children arts exhibitions.

EXHIBITION FOR CHILDREN ART

We anticipate having regularly scheduled tours of the art museum featuring elementary school children art. We expect to have bus loads of students from the surrounding elementary schools come to the exhibit throughout the year to view the best of the children's art. We will provide incentives to the children to produce art and prizes and awards for those selected as worthy of exhibition. We will announce in printed media prize and award winners to the general public. We budget approximately \$4,000 each for thirteen (13) different displays. Budgeted funds will cover the actual accession/display and return of the art objects as well as transportation of the students to and from their schools and expenses involved in educating the students once they have come to the art museum.

ENVIRONMENTAL CONTROLS

Major art museums such as the Smithsonian Institution require special handling, insurance, security and environmental controls of humidity and temperature. In lieu of applying indirect cost rate which would include utilities and environmental controls, Minority Access budgets \$20,000 for all of these costs under environmental controls.

INSURANCE

Minority Access budgets \$10,000 to cover both the insurance of the roving exhibits as well as insurance to cover the works of the student artists themselves.

CLASSES

Minority Access proposes to have actual classes for elementary school children during selected weeks in the summer when public and private elementary schools are not in session. It may be necessary to apply a modest tuition fee. However, we budget funds for basic costs as well as partial subsidies for needy children.

SECURITY

Minority Access budgets \$20,000 for additional security required throughout the year, particularly to meet the requirement of accepting roving exhibition of children's art from major museums.

SUPPLIES

We budget \$5,000 for office supplies and specialized brackets, hooks and easels necessary to display art work.

TELEPHONE

Although Minority Access will provide in-kind access for local calls, we budget a modest amount of \$2,000 for long distance and toll calls for the project.

TRAVEL AND TRANSPORTATION

We budget \$2,000 for travel as well as local transportation specifically related to the project.

COMPUTER SUPPLIES

Minority Access will make available as an in-kind contribution the use of its computer facilities. However, we budget a modest sum of \$2,000 for necessary software and computer supplies.

AUDIT EXPENSES

As a 501(c)3 non-profit organization, Minority Access is required by Federal law to have its projects audited. We, accordingly, include as an expense the auditing of the project by a CPA firm.

MEDIA WATCH AND ADVERTISEMENTS

Minority Access budgets only for the direct cost of subscribing to a clipping service and will analyze the data on national non-smoking educational programs for young children. The expenses will cover clipping services and resources to analyze the data as well as the direct placement of advertisements. We budget \$23,000 for this item.

TOTAL BUDGET

The total budget proposed for this project is \$299,500

BUDGET

**Non-Smoking Educational Program for Elementary School Children
and
Media Watch on Similar Programs
by
Minority Access, Inc.**

Director/Curator	50,000
Secretary	25,000
Fringe	37,500
Roving Art Exhibits	20,000
Art Exhibits and Displays	52,000
Environmental Controls	20,000
Insurance	10,000
Classes	20,000
Security	20,000
Supplies	5,000
Telephone	2,000
Travel and Local Transportation	3,000
Computer Supplies	2,000
Audit Expenses	10,000
Media Watch, Advertisement	23,000
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	299,500
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ATTACHMENTS



**A PROPOSAL
TO ADMINISTER A NON-SMOKING EDUCATION PROGRAM
AMONG ELEMENTARY SCHOOL CHILDREN**

by
Samuel L. Myers
Chairman, **Minority Access, Inc.**

Minority Access, Inc (a new name for **NAFEO Services**) submits this proposal to the Brown and Williamson Tobacco Company to implement a comprehensive information education program targeted at K-12 pupils to promote non-smoking among children, with an emphasis on minorities. The name change from **NAFEO Services** to **Minority Access, Inc.**, which continues as a 501(C)(3) organization, reflects the organization's commitment to adjust to demographic and policy changes with respect to the education of Blacks and other minorities and to respond in a positive way to new opportunities to disseminate educational information to a broader audience.

Dr. Samuel L. Myers, Chairman of **Minority Access, Inc.**, has been the prime mover in positioning the organization to expand its mission in consonance with new societal trends. Accordingly, it is appropriate to describe, in retrospect, ideas he has successfully implemented in the past.

1. Dr. Myers was the prime mover in designing and constructing a new campus at Bowie State College (now University) and in introducing a modern (form--following--function) procedure for constructing educational facilities in Maryland.

Dr. Myers was President of Bowie State College from 1967 to 1977. In 1968 the college was shaken by a massive student uprising which concentrated on protesting against the dilapidated facilities at the college. Dr. Myers approached the Ford Foundation for assistance in planning new facilities. The Ford Foundation provided resources through Education Facilities Laboratories so that Bowie faculty members and administrators could travel 25,000 miles throughout the United States to look at model educational facilities. Dr. Myers included in the group Anthony Johns, Jr., a private architect, as well as architects from the Maryland State Department of Public Improvement. One of the key outcomes of this experience was that the principle of form-following-function was established. The Bowie faculty spent one year developing an educational program delineating what it wanted to do. The architect used the educational program as a basis of designing the building and landscape. The result was the designing and construction of an aesthetically pleasing campus which has proved to be functional and practical in enabling faculty members and administrators to carry out their activities. In brief, form followed function. The result was that Bowie State attracted an expanded number of sophisticated students from diverse backgrounds. The enrollment grew from about 500 at the time to approximately 5,000 today. The college concurrently diversified from a student population which was virtually all Black to one which is today over forty percent White. Nevertheless, the university has

continued to expand its enhancement of minorities. National Center for Education Statistics data show that next to Howard University, Bowie State University was the leading producer of Master's degrees for minorities among all HBCUs in 1996, the most recent year for which data are available.

The impact of the Ford Foundation-funded project extended beyond Bowie. The State of Maryland, in addition to funding capital improvement at all of the public colleges and universities in Maryland, has steadily expanded the construction of public elementary and secondary schools in the State. The state officials who participated in the Foundation-supported travel to educational facilities inserted in the policies in state-supported construction of educational facilities the requirement that teachers and administrators first develop a long-range strategic plan. Dr. Myers' vision to build one campus at an HBCU ended in making a major contribution to public educational facilities in the entire State of Maryland.

2. Dr. Myers infused an international dimension in the education of Black students.

Over twenty five years ago, Dr. Myers, then still President of Bowie State College, stressed the essentiality of building an international dimension into the education of students. Dr. Myers set up a revolving fund so that students could travel for one month, in January, to various foreign countries. The students would be provided with paid employment opportunities in the Fall to replenish the fund. They would spend a semester researching and studying a particular country and for one month with appropriate faculty supervision, they would travel to foreign countries. These include India, Senegal and Taiwan. Over a hundred students participated in

these study tours. Some of the participants in this program later pursued careers in the Foreign Service.

3. NAPEO, the association of the Historically Black Colleges and Universities, under Dr. Myers' leadership was responsible for generating over a billion dollars for the Historically Black Colleges and Universities.

Dr. Myers became Executive Director (later President) of the National Association for Equal Opportunity in Higher Education (NAPEO), the membership association of 117 Historically Black Colleges and Universities in 1977. It was a fledgling three-person operation whose objective was to be a voice for the Historically Black Colleges and Universities. Dr. Myers had a vision of how this organization could become a potent force in generating support for the Historically Black Colleges and Universities. With support from a number of foundations and corporations, including Brown and Williamson, NAPEO was transformed into the highly respected and articulate voice for the Historically Black Colleges and Universities that it is today. NAPEO holds the most prestigious conference in the nation on Blacks in Higher Education. At this conference the presidents of the HBCUs, high government officials, corporate officials and distinguished alumni from the HBCUs assemble for a four-day period to reflect on their successes, to identify problems and propose solutions to them, and to formulate policies for strengthening the HBCUs.

Dr. Myers also initiated a Presidential summer retreat for HBCU presidents and their families. This Presidential Retreat convenes presidents and chancellors to map out strategies for enhancing the HBCUs. The retreats, known as Presidential Peer Seminars, are now in their twentieth year.

There are two outcomes of this support of NAFEO that are currently self evident. The first is the White House Initiative on Historically Black Colleges and Universities. In 1979, Dr. Myers proposed that President Jimmy Carter issue an Executive Order directing Government agencies to support the HBCUs. President Carter did. So has every U.S. President since. There is a White House Initiative staff averaging thirteen persons that implements the Executive Order. The Hispanics have since then succeeded in having a similar Executive Order that supports excellence for Hispanics.

A second outcome of Dr. Myers' efforts as President of NAFEO was in obtaining the passage of Federal Legislation for a specific set-aside for the HBCUs. In 1965, Congress provided funds under Title III of the Higher Education Act to assist "developing" institutions. The intent clearly was to assist HBCUs. However, over the years, diverse types of institutions identified themselves as "developing" and HBCUs as a consequence faced the threat of being eliminated from the program. In the 1970s, Howard University Professor Dr. Kenneth Tollett persistently articulated the view that Congress should explicitly set aside funds earmarked for Black colleges and universities. In 1980, Dr. Myers employed a young attorney, William "Buddy" Blakey, to draft the proposed legislation to implement Dr. Tollett's then radical idea. Under Dr. Myers' leadership, NAFEO led the way in mobilizing support from other educational associations. Senator Paul Simon took the lead and with strong, bi-partisan support succeeded in getting a set-aside of appropriations of \$100 million each year for the HBCUs. Over ten years, accordingly, this legislation generated over one billion dollars

for the Historically Black Colleges and Universities with a minimum guarantee of \$500,000 for each HBCU each year. The result has been a remarkable improvement in the quality of education at HBCUs. This taken together with their low fees, has made the HBCUs one of the best values in higher education, which in turn has contributed to their continued viability and growth.

In 1998, the Hispanic Association of Colleges and Universities (HACU) succeeded in emulating the success of the Black college association by winning a set-aside in Title III for Hispanic Serving Institutions (HSIs).

4. NAFCO, under Dr. Myers' leadership, protected HBCUs against legal attacks.

In the early 1970's, when the Federal Government was aggressive in pushing for the desegregation of higher education, HBCUs were looked upon as remnants of a segregated past. Many believed that their very existence perpetuated segregation. The conventional wisdom, accordingly, was that to promote desegregation, HBCUs should be dismantled. NAFCO, with legal guidance from the late Herbert O. Reid, Esq., Professor of Law at Howard University, submitted an amicus brief in the Adams Case before Judge Pratt strongly arguing that HBCUs, by educating more Blacks to fill professional and managerial positions in society, actually contributed to integration. Judge Pratt, impressed by NAFCO's brief, ruled that states in the process of desegregation should not adversely impact HBCUs. Many, accordingly, acclaim that NAFCO was the savior of HBCUs, at least in the 1970s. This was done under Dr. Myers' leadership and Attorney Reid's legal guidance.

We have provided this historical background to make one major point. The projects Dr. Myers has asked the foundations and corporations to support have in fact been successful in fulfilling his commitment consistent with his promises.

BACKGROUND AT NAFEO SERVICES, THE PRELUDE TO OUR CURRENT PROPOSAL

In 1995, Dr. Myers retired from the presidency of the National Association for Equal Opportunity in Higher Education (NAFEO) after 18 years of service. He is now President Emeritus of NAFEO. Dr. Myers then became Chairman of the Board of NAFEO Services, Inc. which was explicitly authorized by the Board of Directors of NAFEO to obtain and administer contracts and grants supportive of the HBCUs and their constituency. NAFEO at that time considered focusing its attention exclusively on advocacy. NAFEO Services, Inc., was formed as an autonomous, independent 501(C)(3) non-profit organization to administer Federal contracts and grants supportive of the HBCUs. NAFEO Services, Inc. has enjoyed dramatic success over the past three and a half years. It has administered the following projects:

- **NAFEO Services, Inc. administers a program to identify young people who already meet the U.S. Coast Guard's rigid entrance requirements; recruits them and provides them with the opportunity to go to an Historically Black College or University for one year after which they go to the U.S. Coast Guard Academy to become officers in the U.S. Coast Guard. NAFEO Services, Inc. has been remarkably successful in this effort. In one year, NAFEO Services recruited a pool of qualified Black officer candidates equal to seven percent of all of the Black cadets recruited by the U.S. Coast Guard in its 200 year history.**
- **NAFEO Services, in cooperation with the George C. Marshall Space Flight Center, administers a Mobile Educator Resource Center (MERC), an 18-wheel van that travels throughout the country providing teachers with state-of-the-art findings from NASA research. NAFEO Services has serviced over 1,800 teachers, including educators from the HBCUs.**
- **NAFEO Services administers a scholarship program in which the Lewis Research Center provides research scholarships to sixty students from seventeen HBCUs who form an HBCU Research Consortium. The aim is**

to encourage students to conduct research in areas relevant to NASA's mission and to prepare them to pursue graduate degrees in the sciences.

- Over the past three and a half years, NAFEO Services, Inc. has placed nearly 600 student interns in various Federal Agencies under grants, purchase orders, or cooperative agreements with such agencies as the Department of Commerce, the Department of Defense, Department of Energy, Federal Aviation Administration, the Department of Health and Human Services, the Department of the Interior, and the Internal Revenue Service. In addition, NAFEO Services, Inc. has conducted miscellaneous projects such as conducting workshops for science faculty members, assessing the capabilities of HBCUs and assisting HBCUs to infuse an international dimension in their curricula.

RATIONALE FOR THE NAME CHANGE FROM NAFEO SERVICES, INC. TO MINORITY ACCESS, INC.

In May, 1998, the Board of Directors of NAFEO Services, Inc. made a momentous decision: to change the name of this non-profit organization from NAFEO Services, Inc. to Minority Access, Inc. NAFEO Services' attorney filed the necessary applications with the appropriate regulatory agencies on July 31, 1998 to approve the name change. The 501(c)(3) non-profit status remains the same. The Federal Identification Number remains unchanged. Minority Access, Inc., both the NAFEO and the NAFEO Services boards agreed, would continue to manage all contracts and grants applied for or obtained by NAFEO Services prior to the name change.

1. There were several factors leading to this momentous decision.

There was general confusion in the public's mind between the two organizations, NAFEO and NAFEO Services. Accordingly, the Board of Directors of NAFEO Services and the Board of Directors of NAFEO both unanimously approved resolutions to change the name of NAFEO Services in order to alleviate this confusion.

2. A second and more important factor was the recognition by the leadership of NAFEO Services that large numbers of minorities with critical needs were being overlooked by NAFEO Services' focusing only on historically Black colleges and universities (HBCUs). To avoid misinterpretation, it should be emphasized from the beginning that Minority Access, Inc. is supportive of and sympathetic with NAFEO in its role as advocate and voice of Historically Black Colleges and Universities. However, Minority Access, Inc. clearly envisions a broader role; namely, to serve all minority students, faculty members and professionals--wherever they are--to improve their access to campuses and workplaces and to be supportive of universities, corporations, Federal and State agencies and others who desire to diversify their student body and workforce. In brief, Minority Access, Inc. envisions a broader mission than that of focusing only on HBCUs. Expanding its mission to help corporations to fulfill their missions, Minority Access, Inc. can be their advocates in reaching minorities instead of being an advocate of HBCUs.

Dr. Myers has had a long and distinguished association with Brown and Williamson, an association which has consistently been noted for its cordiality and supportiveness. Brown and Williamson was invited each year to participate in conferences held under Dr. Myers' leaderships. Brown and Williamson consistently supported the Black Excellence magazine throughout its years of publication. Our most spectacular success, however, was achieved with the Kool Achievers Awards program. The creative conceptualizers of this program, which received national acclaim, were Gail Strange and the Brown and Williamson staff. However, from the inception of the program, Dr. Myers shared his insights and constructive suggestions. He served on virtually all of the selection panels. The

panelists, consisting of representatives of selected elite national organizations from the minority communities, each year selected Dr. Myers as chair. The output of the panels was consistently noted for integrity, fairness and a complete absence of acrimony and controversy. The Kool Achievers Awards made Brown and Williamson and its staff look good.

Dr. Myers, as Chairman of Minority Access, Inc. and the young dynamic staff at Minority Access, Inc. now stand ready to assist Brown and Williamson in implementing its no-smoking for elementary school children program and continue the legacy of making Brown and Williamson and its staff look good. As noted above, with the change of its name from NAFEO Services, Inc. to Minority Access, Inc., the timing is propitious for our current organization with its broadened mission to assist Brown and Williamson in implementing a campaign of non-smoking among elementary school pupils.

More importantly, we now have the perfect venue and framework within which to initiate this new project. In December, 1997, NAFEO Services, Inc. (now Minority Access, Inc.) acquired full ownership, without encumbrances, of a building in historic Hyattsville, Maryland, an historic community dating back to the Revolutionary War. We are situated ten minutes from downtown Washington, D.C. The building is the former magnificent flagship Bank of the Suburban Trust Company, which was later absorbed by NationsBank. The building now houses the offices of Minority Access, Inc. NAFEO Services, Inc., now Minority Access, Inc., received funds from the State of Maryland to renovate and modernize the building which, in addition to being the headquarters for Minority Access, Inc., will serve as an educational dissemination community center. We will use a large, beautiful hall which is now vacant as an art museum which will be visited by bus loads of hundreds of

elementary school children. All of this has been approved. The architects are in the process of designing the renovations. This will be an ideal setting in which to implement the first stage of Brown and Williamson's education dissemination program for young children. We stand ready to talk with appropriate officials at Brown and Williamson to construct a program designed along lines acceptable to them.

In addition, we stand ready to assist Brown and Williamson in its minority recruitment effort by providing **RICHES**, a Registered Inventory of College and High School Excellent Students. It is a data base of high performing students. We will provide to the corporation a list of those students who are currently in their sophomore and junior years in college and who are among the best and brightest students. All are minority students.

To summarize, we have the background of success, a history of collegial cooperation and the propitious timing and expertise to assist Brown and Williamson. We stand ready to pursue this with you in greater detail at your convenience.