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2 MEN PUBLISH BLACK GUIDE TO CHARLOTTE

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When Juan Whipple moved to Charlotte, he was bent on patronizing black-owned businesses, but he didn't know where to find any.

"It was like a secret society," Whipple said. "It wasn't easy for people who come to Charlotte to get a glimpse of black Charlotte."

That was six years ago.

Today, Whipple and partner Hosie Caldwell Jr. are publishers of Visitors'/Newcomers' Guide to Black Charlotte. And they're co-publishers with Onyx Communications Group of the 1991 Charlotte Metropolitan Black Pages. By January, they expect to be publishers of a Visitors'/Newcomers' Guide to Black Fayetteville and will publish the 1992 Charlotte Metropolitan Black Pages on their own.

Both men are former Duke Power Co. workers. They quit their electrical engineering jobs this year to concentrate full time on CBP Publishing Co. Inc., a business Whipple started out of his home in 1989.

Whipple, 30, says Charlotte is only the second U.S. city to have a Visitors'/Newcomers black guide. Miami, his hometown, had the first. Whipple plans to publish one in Raleigh and Atlanta, but hasn't yet fixed a date for those publications.

The second edition of Visitors'/Newcomers' Guide to Black Charlotte, published last week, is printed quarterly. Other editions appear seasonally in January, July and October.

Whipple said the current edition, which features a color picture of

Charlotte model Stephanie Crawford on its front, increased to 25,000 copies from the 5,000 copies for the first edition. He said it includes about 100 businesses.

“We expect to double the number of restaurants listed by the summer edition,” Whipple said.

Whipple said his goal is to get a good representation of Charlotte black businesses listed in the guide.

“Right now we have no idea how many black-owned businesses depend on tourism, but there are more than 2,000 black-owned businesses in Mecklenburg County.”

Businesses pay \$50 to \$150 to be listed in the African-American Business Directory. Display advertisements costs from \$400 for a half-page black-and-white ad to \$2,100 for a full-page color ad.

In addition to advertising, the guide prints articles on places, people and events of interest to blacks.

The free guide is available at 30 distribution sites including major hotels, travel agencies, tour operators and the Charlotte Convention and Visitors Bureau.

For more information on the guide, call Whipple at 372-0660, from 9 a.m.-6 p.m. weekdays.

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