

Biography: The March Legacy

Owners of one of the largest African-American owned funeral service companies in the United States, the March Family started their business in 1957 in a single row house on East North Avenue in Baltimore. The business grew steadily until 1978 when the firm moved to a newly constructed funeral home that occupied an entire city block. In 1985 they built a second facility in West Baltimore.

Founded by the late William C. March and his business partner and wife of fifty-nine years, the late Julia Roberta March, March Funeral Homes has received numerous awards and recognition as a leader in the industry, not only for innovation, but for a commitment to providing dignified services for everyone, regardless of their financial situation.

In 1992 the family acquired ownership of King Memorial Park, a 50-acre cemetery in Baltimore County and expanded it to 154 acres, making it the largest black owned cemetery in the country.

With many civic affiliations including the Board of Directors of Cerebral Palsy of Central Maryland and the United Negro College Fund, Julia Roberta March instilled in her children the importance of community involvement and giving back. Mr. March, a co-founder and first Chairman of the Board of the Harbor Bank of Maryland, established the Thelma March Scholarship Foundation in honor of his sister back in 1982, providing scholarships to college bound student from Dunbar and Douglass High Schools.

Master Sergeant William C. March married his childhood sweetheart, Julia Roberta Hayes in 1943 before going off to serve in World War II. From this union were born four incredible children, Cynthia, Erich, Victor and Annette, who together, continue running their successful business empire, ensuring the strength, power and heart that is the March Family legacy.



THE BALTIMORE MARKETING ASSOCIATION, INC.

The Baltimore Marketing Association, Inc. (BMA) was organized in October 1967, for the purpose of improving through its membership, the marketing and public relations programs that many corporate organizations direct to minority consumer markets. The Association was incorporated in February 1970 as a non-profit organization whose revenues are derived from its membership and various fund-raising projects. Since its inception, the organization has sought to promote and exchange information and participate in programs and activities that act to enhance careers, educational development and entrepreneurial opportunities for minorities. Operating within this scope, the organization has been of service to the wider community through the following efforts.

- Assisting persons seeking to further their professional training in business.
- Acting as a referral agent to persons seeking employment and to member organizations when they have specific or anticipated manpower needs.
- Acting as business advisors through lectures, panel discussions, and on-site guidance.
- Exposing high school and college students to career opportunities through participation in career guidance programs.
- Sponsoring programs and activities that acknowledge outstanding business accomplishments of minority persons and promote the identification and utilization of products and service of minority businesses.
- Serving as co-partner with business and community organizations offering activities related to the fulfillment of mutual organizational goals and objectives.
- Collecting, compiling and disseminating data and ideas to members and their organizations concerning programs, methods and techniques related to their respective fields.
- Providing personal career growth activities to its membership.

Annually, the Baltimore Marketing Association hosts a Business Awards Banquet to honor a minority business person for achievements and contributions; and to present the John Sheppard Scholarship Award to deserving minority students majoring in business or related fields.

Biannually, BMA holds its Black Business Hall of Fame induction Ceremony to honor Black businesspersons whose lives and careers exemplified nonpareil success, dedication and commitment.

BMA membership is open to persons or organizations in the fields of business and commerce. Monthly membership meetings are held the third Thursday of each month at 6:00 p.m. in the Clara Barton, Room of the American Red Cross, 4700 Mount Hope Drive, Baltimore, MD.

For further information about the Baltimore Marketing Association, please contact:

Vice President – Membership Development
The Baltimore Marketing Association
2115 North Charles Street
Baltimore, Maryland 21218



2005 HENRY G. PARKS, JR. BUSINESS AWARD

Henry G. Parks, Jr. was the founder and Chairman of the Board of H.G. Parks, Inc. (Parks Sausage Company) and received BMA's 15th Anniversary Business Award.

Mr. Parks was born in Atlanta, Georgia. He completed the primary and secondary phases of his education in the schools of Dayton, Ohio. Continuing his schooling at the Ohio State University he received his undergraduate degree and continued with graduate study in marketing.

In the years following his university experience Henry G. Parks, Jr. began establishing the roots of what was to become an anything but ordinary American success story. He became associated with the highly esteemed Dr. Mary McLeod Bethune as Director of War Production Training Center in Wilberforce, Ohio. This was followed by experiences in the fields of public relations, advertising and development of diverse business enterprises.

Henry Parks' affiliations included his position as Chairman of the Board of H.G. Parks, Inc. and membership on the Board of Directors of First Pennsylvania Corporation, W.R. Grace & Company, the Signal Companies, Inc., Arena Players and other corporations. He served as President of the Baltimore City Board of Fire Commissioners, and as a member of the Board of Advisors Black Enterprise Magazine. He also held life membership in Alpha Phi Alpha Fraternity and the NAACP.

Other associations included Mr. Parks' board service to such organizations as Opportunities Industrialization Center, the Council for Equal Business Opportunity, Provident Hospital, and the Chamber of Commerce of the United States, Community Chest of Baltimore, Baltimore Neighborhoods, Inc.

Mr. Parks served as Treasurer and Executive Committee member of the Maryland Democratic State Central Committee, Chairman of the Corporate Committee of the United Negro College Fund, Member of the National Citizens Committee of the United States Department of Commerce. The Advisory Council of the National Small Business Administration, the National Advisory Committee of the Interracial Council for Business Opportunity and the Executive Committee of the Greater Baltimore Committee, Inc.

During the course of his outstanding career Mr. Parks was the recipient of numerous civic, business and professional awards and citations because of his noteworthy contributions and his accomplishments as a leader in the world of local and national business.

For his earnest, energetic, thoughtful efforts, his willingness to serve his community and his nation, his ability to teach and inform by sharing his own valuable Association named its annual business award the Henry G. Parks, Jr. Award. He exemplified the epitome of a successful businessman both at home and abroad.

**2005 HENRY G. PARKS, JR. AWARD HONOREE
DR. TYRONE D. TABORN**



JOHN S. SHEPPARD, JR SCHOLARSHIP

Beginning the year of 1970, the Baltimore Marketing Association (BMA) decided to provide financial assistance to college juniors and/or seniors majoring in business related fields at the area's five predominantly African-American Colleges and Universities.

In 1976, the Baltimore Marketing Association named the scholarship award in tribute to a BMA member and 1973 scholarship recipient, the late John S. Sheppard, Jr.

JOHN S. SHEPPARD, JR. SCHOLARSHIP RECIPIENTS

Antanya Thompson Bowie State University

Antanya Thompson is a country girl from Stantonsburg, North Carolina and has been on her own since the age of 19. She moved to Maryland with about \$50.00 and was taken in by a cousin willing to open her home so that she can get her career plans started. In her family, she will be the first to graduate with a degree. It is her plan to graduate in the spring of 2006 with a marketing degree from Bowie State University. Her goal is to, very soon, own and operate an advertising and public relations firm, specializing in multicultural marketing.

Aymila S. Parks Coppin State University

Aymila S. Parks is a junior majoring in Business Administration at Coppin with a GPA of 2.8. She is a first generation college student who aspires to go to graduate school at Towson University, majoring in Communications Management. Aymila has participated in many Zeta Epsilon Chapter of Delta Sigma Theta Sorority community activities. She stated that receiving this scholarship from BMA will help build her confidence as she networks with well-educated business professionals.

Elizabeth Knox Sojourner-Douglass College

Elizabeth Knox is a first-generation Senior majoring in Business Administration at Sojourner-Douglass College. Outside of school and work, Elizabeth is also a devoted mother to her children. Ms. Knox's current 3.5 GPA displays her determination to succeed. Upon graduation, Elizabeth aspires to be an entrepreneur and establish a community-based organization to support young adults. We are pleased to award Elizabeth Knox as one of the recipients for the John Sheppard Jr. Scholarship Award.