



Smithsonian Institution

National Museum of African American History and Culture

Delegate Magazine 1985

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Moving Up....

[[image - Marshall B. Bass]]

Marshall B. Bass has been an active member of Phi Beta Sigma Fraternity, Inc. since his 1945 initiation into the Gamma Chapter. He is currently active in the Delta Sigma Chapter of Forsyth County where he has been a member for 16 years and which he served with distinction as president for ten years. He is a member of the fraternity's national foundation board.

Marshall Bass graduated from the University of Maryland at College Park with honors. He had a distinguished military career where his service reflected great credit to himself and to the U.S. Army.

Bass led an infantry rifle company of 186 officers and men against a ground, armed enemy in Korea in the early 50's. His meritorious service on the battlefield earned him the coveted Combat Infantryman's badge and was awarded the purple heart for wounds received in battle along Naktong River. He received numerous other awards, and decorations during the Korean War.

Bass distinguished himself as a military advisor to the Republic of Liberia for two years before returning to Korea to command the northern most battalion combat team of over 1,400 men in the demilitarized zone in that country. In recognition of his outstanding performance, he was awarded the prestigious Legion Merit.

Bass later served as Chief of Army Promotions at the Pentagon in Washington, D.C.

After 23 years of distinguished service to his country, Bass accepted a new challenge from R.J. Reynolds Tobacco Co. in early 1968 as manager of personnel development.

In recognition of his skills and abilities, Bass was named corporate manager of R.J. Reynolds Industries, Inc. at its formation in 1970. He was subsequently promoted to corporate director and in 1982 elected corporate vice president. As one of 15 corporate officers, Bass shares responsibility for management of the \$16.3 billion corporation.


At R.J. Reynolds, Bass has been responsible for developing policies and procedures related to promotions, training and recruitment for the multinational company. Bass has been recognized as a key contributor to Reynolds' development of one of the broadest and best minority relations programs in America.

Bass also serves as secretary to the public policy committee of Industries' board of directors of R.J. Reynolds Tobacco Company, one of the largest tobacco companies in the world.

Bass has had an active role in the Winston-Salem business community, serving on the boards of directors of Piedmont Federal Savings and Loan Assn., North Carolina National Bank, North Carolina Manpower Council, the Winston-Salem Retail Merchants Assn., and the Winston-Salem Chamber of Commerce.

MOVING UP....

Business in America in 1985 by "Dollars and Cents" Magazine



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George F. Lewis was elected Vice President and Treasurer of Phi Beta Sigma, Incorporated by the Board of Directors, effective July 1, 1984. Mr. Lewis had served as Vice President, Financial of the Seven-Up Company, one of the six Philip Morris operating companies, since October 1982.

Before joining The Seven-Up Company, Mr. Lewis was Vice President, Financial and Planning, and Treasurer of Philip Morris Industries, a position he held since January 1975.

Prior to that, Mr. Lewis had served as Assistant Treasurer of Philip Morris Incorporated in New York since October 1972. He was named Manager of Financial Services in February 1972, Manager of Financial Relations in October 1976, and Senior Planning Analyst in May 1980. He joined Philip Morris Incorporated in September 1967 as a Corporate Analyst.

Before joining the company, he was a Financial Analyst with DRI, Inc. since January 1966, and a Product Analyst with General Foods Corporation from June 1965.

Mr. Lewis holds a master's degree in Finance from Texas College, Miss. He holds a Bachelor's degree in Accounting from Hampton Institute, Hampton, Va.

Mr. Lewis is listed in "Who's Who Among Black Americans." He has received the Outstanding Twenty-year Alumni Award from Hampton Institute and the Arthur A. Lindsey Achievement Award in Finance from Iowa College.

In August 1982 he was appointed to the Board of Directors of the Seven-Up Company. He is on the Board of Trustees of Meharry Medical College. Mr. Lewis has served as a member of the Board of Directors of the

He has served with distinction on the National Commission on Working Women; the board of directors, Winston-Salem/Forsyth County YMCA; the Industry Advisory Council of the National Newspaper Publishers Assn.; the board of directors, Winston-Salem Urban League; the board of visitors, North Carolina Central University Foundation; and board of trustees at North Carolina A&T State University.

He has received several honors and awards for his personal contribution to community programs including the NAACP, the National Urban League, YMCA, the local action agency, the State of North Carolina, and Phi Beta Sigma Fraternity.

An active church lay leader, Bass serves as Senior Warden at Saint Stephen's Episcopal Church in Winston-Salem. He is a licensed Lay Leader and licensed Chalice Bearer in the Episcopal Diocese of North Carolina.

Bass has been honored for his outstanding contributions with honorary degrees from several institutions including the Doctor of Humane Letters from King Memorial College in Columbia, S.C.; Saint Augustine's College in Raleigh, N.C.; and Livingston College in Salisbury, N.C.

He was nominated and elected one of the ten most outstanding businessmen in America in 1983 by "Dollars and Sense" Magazine.

[[image - George R. Lewis]]

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