

ABCA NEWSPOINTS

Celebrating Black History Month || February 2025 || Volume 69

Salute to . . . Carter G. Woodson

(FATHER OF Black History)

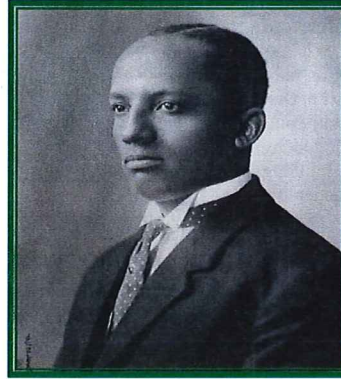
Dr. Carter G. Woodson, PhD, was an American historian who first opened the long-neglected field of African and African American History to scholars and popularized the field in schools and colleges across the United States. In 1912, he earned his PhD in history from Harvard University, becoming the second African American to do so. In 1915, he established the Association for the Study of Negro Life and History, Inc. and in 1926, he created "Negro History Week," which later became "Black History Month."

Due to these efforts, he came to be known as the "Father of Black History."

PLACE OF BIRTH: New Canton, Buckingham County, Va.

DATE OF BIRTH: December 19, 1875

EDUCATION: Bachelor's degree from Berea College, 1903; Bachelor's and Master's degrees from University of Chicago, 1908; PhD in History from Harvard University, 1912



Carter G. Woodson

His Early Life and Quest for Knowledge

Born on December 19, 1875 in New Canton, Virginia, Carter Godwin Woodson was the fourth of nine children born to parents who had been enslaved. As an African American boy growing up in central Virginia during the late 19th century, during and after the Reconstruction era, he had few educational or employment opportunities. In pursuit of a new life, he and his family moved to Huntington, West Virginia where he worked in the New River Gorge coalfields to help supplement the family's income. Finally, at the age of 20, Woodson saved enough money from his days as a coal miner to begin his formal education at Frederick Douglass High School in Huntington, one of the few Black high schools at the time.

He received his diploma in just two years, as he was already self-taught in basic reading, writing, and arithmetic. Woodson then earned his first collegiate degree from Berea College in Berea, Kentucky in 1903 and continued his education at the University of Chicago, obtaining another Bachelor's degree and a Master's degree, both in 1908. In 1909, Woodson accepted a teaching position at Armstrong Manual Training School in Washington, DC where he taught English, French, Spanish, and history. After completing his PhD, Woodson returned to the Armstrong School as principal in 1914 where he emphasized the importance of both vocational and liberal arts education.

In 1912, he earned his PhD in History from Harvard University, making him the second Black American (only following W.E.B. Du Bois) to graduate with a PhD from Harvard; and the only person of enslaved parentage to earn a PhD in History from any institution in the United States. Around the turn of the 20th century, as he began his own academic career, Woodson noticed a glaring hole in the educational system in the United States. The public knew very little about the role of African Americans in American history, and schools were not including African American history in their curriculum.

He worked tirelessly throughout his life to

remedy this problem, becoming nationally recognized as "The Father of Black History."

Lifting Up Black History

As Woodson immersed himself in the world of education, he noticed the prevailing ignorance and lack of information concerning Black life and history. In an attempt to correct such an obvious oversight, Woodson, on September 9, 1915, co-founded the Association for the Study of Negro Life and History, Inc. (ASNLH), now known as the Association for the Study of African American Life and History, Inc. (ASALH). The organization aimed to inform the American public about the contributions of Black Americans in the formation of the country, its history, and culture. On July 18, 1922, he purchased his home at 1538 Ninth Street, N.W. in Washington, D.C., and he located the association's headquarters on the first floor. He resided on the third floor of the home until his death on April 3, 1950.

Woodson in Washington

In the early 20th century, Washington, DC was home to many cultural institutions by and for African Americans, which supported Woodson as he developed his own organizations. He was involved in the culture and activism of the city, participating in anti-lynching protests and marching for civil rights. On July 20, 1919, during the "Red Summer"—a period of intense racial violence against African Americans—as Woodson walked home along Pennsylvania Avenue, he witnessed a White mob bind and murder a Black man on the street. Woodson was able to avoid the mob, but felt he narrowly avoided his own death. In response to this spike in violence,

African American women and men fought back. They armed themselves to protect their neighborhoods and communities, proclaiming that there was a "New Negro" in the city, a movement that encouraged active resistance to racial violence. Woodson's work as an educator and historian of Black history became essential in developing this movement.

Institutionalizing the Field of Black History

While running the Association for the Study of Negro Life and History, Woodson also took on many other roles within the academic world. He taught at both the public school and

collegiate levels, trained researchers and other staff at the organization, and wrote books and articles on the subject that was his life's work. Woodson held the position of Dean at the School of Liberal Arts and Head of the Graduate Faculty at Howard University from 1919 to 1920. He also served as Dean at West Virginia Collegiate Institute, now known as West Virginia State University. Although he was well-respected and sought after in the academic arena, he retired from teaching in 1922 to devote his full attention to ASALH, research, writing, and mentoring young scholars for the historical profession.

Woodson also started the academic publication *The Journal of Negro History* in 1916 and *The Negro History Bulletin* in 1937. In 1921, he founded the Associated Publishers, Inc., a publishing company that took on works that other companies would not, such as the writings of Black scholars and women on African American and African Diaspora history.

Woodson's efforts to promote African American history, both establishing its historic integrity and importance in the larger narratives of American history, moved past his initial organizations and publications. His work inspired educators around the country to define curriculums about Black history, often writing to Woodson for his advice and for resources to be used in the classroom.

And while the most success was seen in places with primarily Black educators, White educators as well as White-run schoolboards and public libraries also wrote the ASNLH for help in developing and integrating Black history into their curricula. Despite the racism and injustice

Woodson and his organizations faced, he had a nationwide. Woodson and his organizations were so vital to the intersection of Black community and culture that his office-home was successfully designated as a National Historic Landmark in 1976.

The building remains a focal point of Black identity in Washington, DC and beyond and now hosts a National Historic Site and museum dedicated to telling the story of Woodson and his role in Black history.

Slavery and the White House

•Construction on the President's House began in 1792. The decision to place the capital on land ceded by two slave states—Virginia and Maryland—ultimately influenced the acquisition of laborers to construct its public buildings. The District of Columbia commissioners, charged by Congress with building the new city under the

direction of the president, initially planned to import workers from Europe to meet their labor needs. However, response to recruitment was dismal and soon they turned to African-Americans—slave and free—to provide the bulk of labor that built the White House, the United States Capitol, and other early government buildings.

•A major concern in the construction of the new public buildings in this remote location was the acquisition of building materials, such as stone, lumber, bricks, hardware, and nails. African-American quarrymen, sawyers, brick-makers, and carpenters fashioned raw materials into the products used to erect the White House. Enslaved people were trained on the spot at the government's quarry at Aquia in Stafford County, Virginia, 40 miles south of Washington. There, they quarried and cut the rough stone that was later dressed and laid by Scottish stonemasons to erect the walls of the President's House.

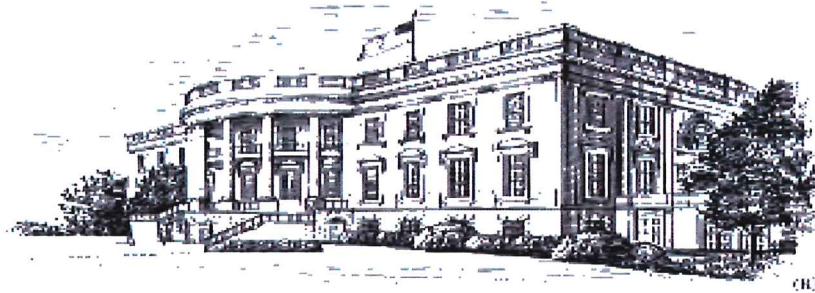
•Wage rolls for May 1795 list five enslaved persons, Tom, Peter, Ben, Harry and Daniel, four of whom were owned by White House architect James Hoban. Daniel was owned by Hoban's assistant, Pierce Purcell.

•Presidents Jefferson, Madison, Monroe, Jackson, Tyler, Polk, and Taylor relied on slave labor in the White House. The enslaved persons and families lived in the basement/ground floor of the White House.

•As a general manager of the White House staff, President Thomas Jefferson relied heavily on his French steward Etienne Lemaire. With several white servants and staff, the remainder of Jefferson's regular household staff, which numbered a dozen, included enslaved people from Monticello. John Freeman, for example, served as a waiter. In 1806, a child was born at the White House to Fanny and Edy Fossett, two enslaved people. Sadly, the child died before reaching the age of two.

•Slave labor, as well as free labor, was also used during the 1814-1818 rebuilding of the White House following the War of 1812.

•Paul Jennings (1799-1874), who was born into slavery on President James Madison's estate at Montpelier, was a "body servant" who attended to the president until his death in 1836. Jennings later purchased his freedom from Daniel Webster. After meeting the terms of his agreement with Webster, Jennings became a free man and found work at the Department of the Interior. In 1865 Jennings published *A Colored Man's Reminiscences of James Madison*, the first memoir about life in the White House. In his memoirs, he details the evacuation of the White House before its 1814 destruction by the British, including the preservation of Gilbert Stuart's portrait of George Washington.



THE WHITE HOUSE

•President Andrew Jackson was a slave owner who brought a large household of enslaved people with him from Tennessee to the President's House. At the President's House, they came under the direction of the Antoine Michel Giusta, the steward of the White House. Many white servants were thus replaced by the less expensive labor of enslaved workers.

•President James Buchanan's household staff was entirely white. Buchanan specified that the new employees were to be British. Except for the butler, Pierre Vermereu, who was Belgian, all of the servants living under the Buchanan roof were from England, Ireland, and Wales. Some of these continued in service during Lincoln's administration.

•During the Lincoln Administration some of Buchanan's British-born domestic staff remained and other workers were brought from Illinois. Joining them in the White House, although she was not a member of the staff, was African-American Elizabeth Keckley (1818-1907). She was born into bondage in Dinwiddie, Virginia, and worked as a talented seamstress who bought her freedom and moved in 1860 to Washington, D.C., where she established a dressmaking business. Keckley became First Lady Mary Todd Lincoln's seamstress and eventually a close friend and confidante. One of the most important 19th-century accounts of life in the White House was Keckley's 1868 memoir, *Behind the Scenes, or Thirty Years a Slave and Four Years in the White House*.

•During the Civil War, President Lincoln invited abolitionist Frederick Douglass to the White House to discuss the recruitment of African American troops for the Union cause. On October 29, 1864, Lincoln met with Sojourner Truth, a strong advocate of abolition and women's rights.

•A notable African-American to work at the White House in the 1860s was William Slade who had been a messenger in the Treasury Department. According to his daughter, Slade became Abraham Lincoln's personal messenger and friend. By 1866, Slade was a fixture at the White House, and became President Andrew Johnson's steward. This federal official was in charge of the domestic management of the White House and responsible for the furnishings, silver, and other public property. Slade was the first official steward of the White House. It was a powerful and delicate position that called for the ability to communicate with politicians and officials as well as with the family and servants.

So, enslaved laborers (Blacks) participated in every stage of building construction of the Whitehouse, from the quarrying and transportation of stone to the construction of the Executive Mansion. They worked alongside European craftsmen, white wage laborers, and other free African-American wage laborers.

Source: White House Historical Association



Join the George Washington Carver Museum, Cultural, and Genealogy Center at 1165 Angelina St. to commemorate Black History Month in February 2025 with exciting, educational, and free programs that highlight this year's theme, African Americans and Labor. Black History Month themes are developed by the Association for the Study of African American Life and History, an organization that was founded by the Father of Black History Month Carter G. Woodson.

Black History Month Kick-Off Block Party!

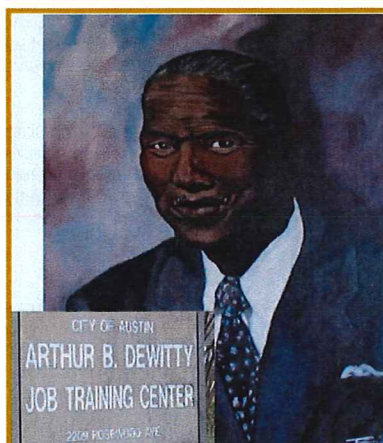
Carver's Black History Month kicks-off on Saturday, February 1, 2025 from 2:00 p.m. to 6:00 p.m. with [Solar Saturday, a multigenerational, full-site activation block party](#) featuring live music, cultural arts, and a vibrant vendor market. Get into the celebratory spirit as DJ Marc V. Fort spins vintage sounds on long play and the gallery comes alive with the Presence Exhibit. Visitors of all ages can enjoy hands-on art activities and join in community dance celebrations, including an African American social dance session and high-energy Hip Hop Step fitness classes.

Black History Month programming continues all month with That's My Face film screenings, Historical Black Colleges and Universities (HBCU) Day, Create and Heal: The Art of Gospel with a special gospel performance in the newly renovated Boyd Vance Theatre, and closes out with Black History Month Kids' Day! There will also be special programs presented in partnership with Black-led organizations and institutions including Torch Literary Arts, Prairie View A&M, Huston Tillotson, and more!

Follow Carver Museum on Facebook, Instagram, YouTube, and Twitter @CarverMuseumATX. For Black History event information and to learn more, visit [AustinTexas.gov/BlackHistory](https://austintexas.gov/BlackHistory).

About the Carver Museum, Cultural and Genealogy Center

The George Washington Carver Museum, Cultural and Genealogy Center is a historic landmark dedicated to preserving Black history, culture, and aesthetic expression. Located in East Austin, the Museum served as Austin's first branch library and the first library that the African-American community could access. In 1980, the library became the first African-American neighborhood museum in Texas. Today, the 39,000-square-foot facility includes galleries, meeting spaces, a dark-room, a dance studio, a 134-seat theatre, an archive, a community garden, a genealogy center.



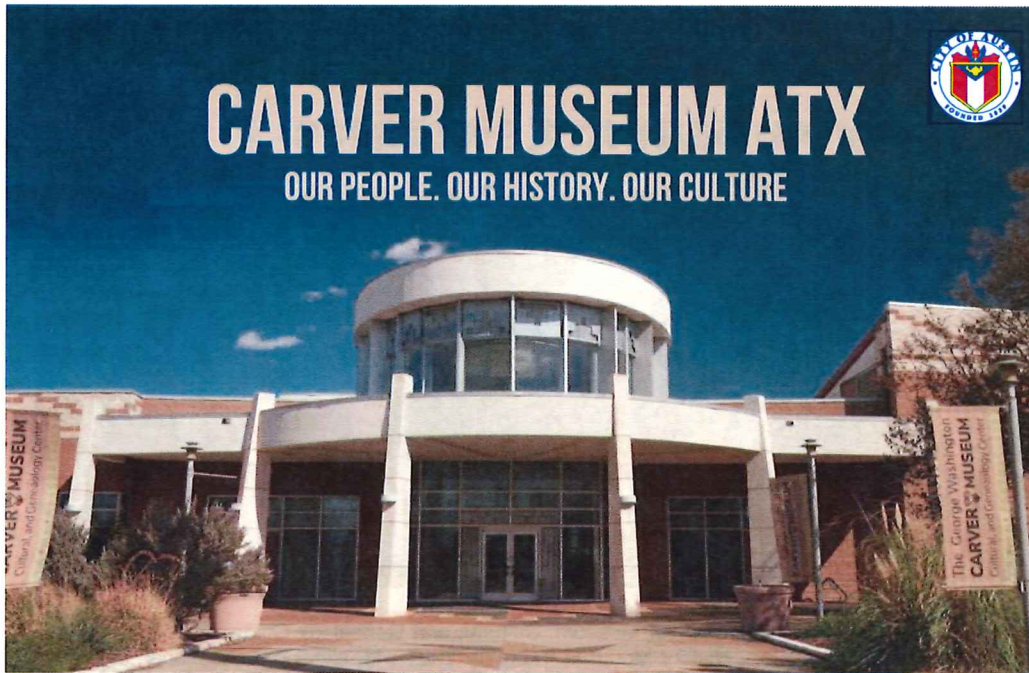
Arthur B DeWitty was born in Hutto, Texas on April 22, 1908.

He attended Anderson High School in Austin.

In 1945, DeWitty organized the Travis County Voters League in order to increase voter participation.

In 1956, DeWitty received East Austin's "Most Worthy Citizen" award.

In 1966, the local NAACP established the annual Arthur DeWitty Freedom Award in his honor.



CARVER MUSEUM ATX

OUR PEOPLE. OUR HISTORY. OUR CULTURE

OUR NAME

Why are we named after George Washington Carver? We honor George Washington Carver through our museum name. Although we are not a museum dedicated to the life and accomplishments of George Washington Carver, we pay tribute to who he was, and honor his contributions to **Black Culture and History**, just as our community did when he became our namesake. Dr. Carver also had a close relationship with Beverly Sheffield, a devotee to Austin's green spaces and director of Austin's Parks and Recreation Department for 30 years. Carver and Sheffield exchanged fond letters in the 1930s, and two of these letters are on view in the Carver Museum's lobby. Although not an Austinite himself, George Washington Carver has strong historical connections to our community and we are proud to be named after him. For research inquiries on Dr. Carver, we recommend contacting the following institutions: the [George Washington Carver National Monument](#) in Missouri and the [Tuskegee Institute National Historic Site](#) in Alabama. Check out more information on [George Washington Carver](#) the scientist, the artist, the man.

OUR FRAMEWORK

The George Washington Carver Museum and Cultural Center is housed in a 36,000 square-foot facility that includes four exhibit galleries, a conference room, classroom, darkroom, dance studio, 134-seat theatre, and archival space. [The exhibit galleries](#) feature a core exhibit: **The African American Presence in 19th Century Texas, a permanent exhibition on Austin African-American families, an Artists' Gallery, and a Children's Gallery featuring African-American scientists and inventors.** The George Washington Carver Genealogy Center is nestled beside the museum in an 1,896 square-foot building that originated as Austin's first library. In 1933, the building was moved to its current location as Austin's first branch library finally allowing use to communities of color, eventually evolving into the first African American neighborhood museum in Texas. With the opening of the Museum and Cultural Center in 2005, the original building became a genealogy center in 2007. To this day the building serves as a space for Austin's Black community and beyond to research their family history.

OUR MISSION

Through the preservation and exhibition of African American material culture, history, and aesthetic expression, the Carver Museum works to create a space where the global contributions of all Black people are celebrated. We accomplish this by telling stories about our local community and connecting those histories to larger narratives about Blackness.

OUR HISTORY

Our history begins in the 1,896 square-foot building that housed Austin's first library, at the corner of Ninth and Guadalupe Streets. Built in 1926, this small, wood-framed structure was soon overwhelmed by the demands of its patrons. During this time, the citizens of East Austin, along with the American Association of University Women, began to petition the city about the need for a library in their community. As a result, when a larger central library facility was built in 1933, the original building was moved to its current location on Angelina Street and later resurfaced in brick veneer. In its early years, the Angelina Street library was simply known as the "Colored Branch". In 1947, however, it was christened the George Washington Carver Branch Library in honor of [the inventor and scientist](#) who brought so much pride to African-Americans. For decades, the Carver Library served the Central-East Austin community, and its patronage and book collection grew steadily. Eventually, the need for a larger [Carver Branch Library](#) became apparent, and in 1979 a new facility was completed directly adjacent to the original Carver Library.

As for the original building – the community imagined a museum and community center that would promote African-American history and achievement in Austin, Travis County, and beyond. On October 24, 1980, their vision became a reality. What was once Austin's first library, and what later became Austin's first branch library, opened its doors as the George Washington Carver Museum and Cultural Center, the first African-American neighborhood museum in Texas.

In a 1998 bond election, the citizens of Austin voted to further expand both the Carver Museum & Cultural Center and the Carver Branch Library. Today, the museum is housed in a 36,000 square-foot facility that includes four galleries, a conference room, classroom, darkroom, dance studio, 134-seat theatre, and archival space. The galleries feature a core exhibit on Juneteenth, a permanent exhibit on Austin African-American families, an Artists' Gallery, and a children's exhibit on African-American scientists and inventors. The historic building now houses the [genealogy center](#). The museum, cultural and genealogy center is owned and operated by the City of Austin Parks and Recreation Department, Division of Museums and Cultural Programs.

OUR FUTURE

The Carver is a safe space for all that is free and open to the public. We push to preserve, exhibit, display, and support Black history, culture, and art every day. The dream for the George Washington Carver Museum, Cultural and Genealogy Center is to ensure that the space continues serving as the heart of Austin's Black creative community and beyond. Through the positive growth and meaningful impact of the expansion plan: Phase 2 will provide, the museum building will grow to 90,000 square feet, with indoor additions including new gallery and classroom space along with a 500-seat theater. Our community will have a safe space to tell our stories in our own words, expressions, and narratives. By continuing the work with help and passion from the Austin community, The Carver can continue to be a cultural pillar in East Austin and the Black Cultural District.

US Air Force reverses course after removing Tuskegee Airmen video amid Trump DEI ban backlash

Bipartisan criticism and public outcry leads to the reinstatement of a video honoring the heroic Black pilots of World War II, highlighting their enduring legacy in American history.

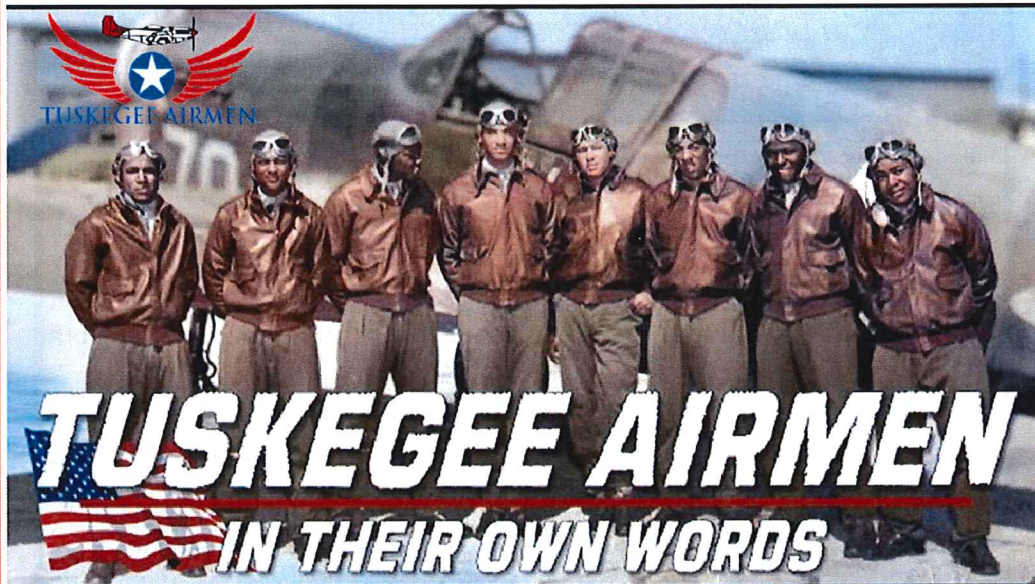
The uproar over the US Air Force's removal of a video of Tuskegee Airmen from its curriculum in response to

a [statement](#) saying the videos had not been specifically targeted for removal, but the overall DEI coursework removal was in compliance with President Trump's orders.

"The revised training which focuses on the documented historic legacy and decorated valour with which these units and airmen fought for our nation in World War II and beyond will continue on 27 January," Robinson said.

The [Tuskegee Airmen](#) are a legendary group of about 1,000 Black Air Force servicemen, who served in the segregated military during World War II, pulling off brave missions resulting in the lowest number of deaths for bomber escorts.

Their history, long considered part of the American



a DEI ban has made its way to the highest levels of government causing them to about-face.

Now the US Air Force says it will return the video about the famous Black World War II pilots back to the curriculum for service members, with confirmation coming from the new incoming defense secretary Pete Hegseth.

"This will not stand," Hegseth wrote in response to Senator Katie Britt, a Republican, who pointed out that even Trump previously celebrated the contributions of the Tuskegee Airmen.

"I have no doubt Secretary Hegseth will correct and get to the bottom of the malicious compliance we've seen in recent days," Britt [posted on X](#). "President Trump celebrated and honored the Tuskegee Airmen during his first term, promoting legendary aviator Charles McGee to Brigadier General and pinning his stars in the Oval Office."

"We're all over it Senator. This will not stand," Hegseth wrote in response.

The video was removed after a DEI review resulting from President Trump's executive orders in his first week to remove all diversity, equity, and inclusion initiatives at the federal level. Another video about Women Airforce Service Pilots (WASPs) during World War II had also been removed as a result of the removal of the DEI coursework, which contained the videos during basic training.

Brian Robinson, Air Education and Training Command commander for the Air Force issued

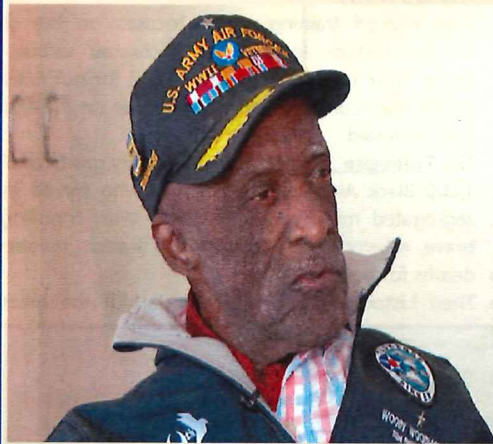
story, had appeared to receive bipartisan and universal support from both major political parties, including honors from [President George W. Bush](#) and a reception from [President Obama](#) when the movie "Red Tails" premiered.

"No one can quash the legacy of the Tuskegee Airman. Same for the Buffalo Soldiers. That unit was sent to West Point from 1907-1947 to replace an undisciplined white unit. During segregation, they trained all the white officers who fought in WWI & II & they built a legacy. We know their story," [wrote](#) retired soldier Mark Hertling on X. Some see their having been collateral damage in the anti-DEI era, even for a short time, as a sign of deep disrespect. When the news first broke of the video removal, Rep. Teri Sewell posted:

"The Tuskegee Airmen bravely fought and died for our freedoms before this nation even granted them the full benefits of citizenship. To strip them from the Air Force curriculum is an outrageous betrayal of our values as Americans. Their heroism is not DEI. It is American history!"



Tuskegee Airman, 98, confident his legacy can't be erased



Tuskegee Airman Brig. Gen. Enoch Woodhouse II

BOSTON -- The U.S. Military does an about face, reversing course on historical material removed from training courses for new Air Force recruits. Over the weekend, steps were taken to **remove video materials about the Tuskegee Airmen and the Women Airforce Service Pilots** to comply with

President Trump's **DEI** ban in the military. The material has since been put back into the curriculum. "I was a little shocked at first, but it didn't bother me when things simmered down," said Brig. Gen. Enoch Woodhouse II. "You can't change history. People can make a statement, but being spiritual, the truth rules out."

At 98-years-old, Brig. Gen. Woodhouse II from Roxbury is one of the last remaining members of the famed Tuskegee Airmen. They were an all-Black Air Force unit that became vital in **World War II**.

"We were the top guns"

"People say, 'Woody how could you not be dissatisfied being in an all-Black unit? Simple. They were the best!' said Brig. Gen. Woodhouse II. "We really were the top guns of the Air Force."

They escorted and protected bombers during World War II. Woodhouse says they have the best safety record in the Air Force. During the war, Woodhouse was in segregated basic training.

"I went in 1944 and enlisted. I was commissioned in 1946 at 19-years-old. In 1946, the war was over," remembers Brig. Gen. Woodhouse II. "I enlisted at 17-years-old. We all did. Can you imagine our generation today doing that?" He says every African American, regardless of education or ability, was designated to Squadron-F. "F's soul mission was housekeeping," said Brig. Gen. Woodhouse II.

Woodhouse says a study came out during that time that characterized Black youth in combat as docile.

"The thesis was that we are a docile group coming from slavery, so our services should be a non-combative role," he said. "The main thing was that we lack physical prowess. Have you seen the football games? We lack physical prowess?"

It was their physical prowess that made them heroes in World War II. Brig. Gen. Woodhouse II is glad to see their history stay.

Source:



Trump signed an order ending DEI

Here's what it means for Fortune 500 companies

Donald Trump's [first few days in office](#) have been characterized by a flurry of executive orders, and a huge hit for diversity, equity, and inclusion (DEI) as we know it.

On Monday, the president signed an [executive order](#) putting an end to all federal DEI initiatives, calling them "illegal," "immoral," and "discriminatory." Within 60 days of the announcement, agencies must "coordinate the termination" of all programs. Federal employees and their leaders who work on DEI initiatives were also placed on paid administrative leave as of [Wednesday at 5 p.m.](#), with many set to be either reassigned or terminated.

On Tuesday, Trump released a [separate executive action](#) directing federal agencies to target the business world, and take "appropriate measures to encourage the private sector to end illegal discrimination and preferences, including DEI." As part of this plan, each agency must identify up to nine potential investigations at large publicly traded corporations, nonprofits, or education institutions, among other groups. The order also says that litigation may be "potentially appropriate" to push forward with these endeavors.

Pushback against diversity efforts has been picking up steam since the [Supreme Court overturned affirmative action](#) in 2023, and several major companies [have already rolled back their DEI initiatives](#). But Trump's executive actions this week mark a [major escalation when it comes to attacks](#) on DEI policies both inside and outside the government.

Lawyers that *Fortune* spoke with say that moves will undeniably bring tremendous pressure on the businesses world when it comes to their DEI practices, large companies should expect to be targeted, and they anticipate it will have a major chilling effect on the private sector.

"President Trump's executive orders represent one of the most sweeping rollbacks of diversity, equity, and inclusion (DEI) initiatives in modern history," says Seth J. Chandler, a professor at the University of Houston Law Center. "By targeting not only federal operations but also private contractors and federally funded institutions, these orders reshape the legal and operational landscape for corporations and universities."

A 'chilling effect' for the private sector

Following the Supreme Court decision to [overturn affirmative action](#) in 2023, several major companies, like [John Deere](#), [Ford](#) and [Lowe's](#), have already voluntarily rolled back their DEI initiatives over the past year. Several more have done the same over the past few months, including [Meta](#), [Walmart](#) and [McDonald's](#).

But Trump's latest presidential moves mandate government agencies to specifically target companies in the private sector engaged in what it describes as "illegal DEI discrimination and preferences." "The executive order is likely intended to have a chilling effect on corporate DEI, and it may encourage some companies to scale back their DEI practices," says Andrew Turnbull, partner at law firm Morrison Foerster. "There have already been numerous reports of businesses pulling back on certain DEI programs given the mounting attacks on DEI programs. This will likely further fuel some companies to take a hard look at rolling back certain DEI programs."

Anthony Haller, partner in Blank Rome's labor and employment legal practice, adds that companies with DEI programs that discuss them on SEC filings are "obviously at risk for investigation." "The order clearly throws down the gauntlet to bring pressure across the board in the private sector, particularly with respect to public companies, because what they do and how they do it is more visible," he says.

Federal contracts will be a major point of leverage

Many experts predict that the government may use federal contracts as a particular point of leverage for the private sector, holding off on awarding them until companies revise their DEI plans. "The government could use the denial of contracts as a means of changing those policies," Haller says.

Others add that government contractors and grantees will want to take special care to review their anti-discrimination and DEI policies and programs. "Of course, the devil is in the details," says Turnbull, who adds that it will likely take months before any regulations or contract clause is established to implement this requirement. Inaccurate or false certifications could also subject contractors to potential liabilities under the False Claims Act, a law that imposes liability on companies (typically federal contractors) who defraud governmental programs.

The law is still the same

Despite the intended chilling effect of these executive moves, multiple legal sources point out that Trump's order and action do not constitute a change in the law. Rather, the language used in the order simply "enforces longstanding federal civil rights laws," says Britney N.D. Torres, senior counsel at employment law firm Littler.

Trump's executive moves just mean that companies will have to continue to

carefully review their DEI-related policies, practices and initiatives based on longstanding anti-discrimination laws, and make sure they can't be interpreted in a way that is different from what they intended, she says.

But many companies in the private sector have already been carefully reviewing their DEI policies over the past years. For example, Apple's board recently made headlines when it recommended shareholders vote against an anti-DEI policy. "Apple has a well-established compliance program and the proposal inappropriately attempts to restrict Apple's ability to manage its own ordinary business operations, people and teams, and business strategies," the company [wrote in an SEC filing](#).

"In-house counsel are well aware that complying with the law is a fundamental part of their job, and that Trump's reelection would increase this kind of scrutiny from the government," says Jason Solomon, director of the National Institute for Workers' Rights, a non-profit think tank.

Companies standing by their policies

Despite a dramatic week, many experts that *Fortune* spoke with pointed out that companies have been expecting some kind of federal push against DEI since Trump won the election in November. Many have spent that time preparing for this pushback by ensuring that their programs won't be considered illegal.

Prior to Trump's executive missives, [Costco](#), [Apple](#), and [Microsoft](#) have notably stood by their initiatives. And this week in Davos, [Jamie Dimon reaffirmed JPMorgan's DEI commitments](#) after the National Legal and Policy Center, a conservative nonprofit, proposed the bank revisit how compensation is tied to the company's racial-equity goal.

"Bring them on," said Dimon referring to the efforts from right-leaning groups. "We are going to continue to reach out to the Black community, the Hispanic community, the LGBT community, the veterans community." Legal experts anticipate more lawsuits over the next few weeks, months, and years that will pop up due to additional support from the new administration. "Bottom line, I see more litigation overall," says Timothy J. Ford, a political law attorney at Dilworth Paxson, adding that this executive order "opens up all kinds of public and private litigation."

Moving forward, companies may shift their approach to DEI away from focusing on supporting specific groups of people, and towards fostering a "belonging for all" ethos, says CV Viverito, director analyst of the diversity, equity, and inclusion practice for HR consulting firm [Garner](#). "This doesn't mean workforce diversity becomes unimportant, they note, just that it will be seen as part of a larger strategy around balanced growth in hiring, promotions and retention across demographic groups. "Ultimately, how committed companies stay to their efforts will depend on their leadership's commitment to DEI and whether the organization links it to real business outcomes," they say. [This story was featured on Fortune.com](#)

Below are the current Fortune 500 Companies who have dumped their Diversity, Equity and Inclusion Programs:

McDonald's • Walmart • Target • Meta • Toyota • Ford • Lowe's • Boeing • Caterpillar • Harley-Davidson • John Deere Tractor Supply Company • Jack Daniel's • Molson Coors.

• **Costco** shareholders voted by 98 percent to reject pressure by the Trump administration to reconsider or abandon the company's policies in support of DEI. **Note: Ken Patton, Texas Attorney General is currently pressuring Costco to cancelled their DEI Program.**

• **Home Depot** stated they strive to ensure their company's culture maintains a diverse, equitable and inclusive environment.

• **DEI (Diversity, Equity and Inclusion)**, "has become a dirty word on the right". Many companies are [pulling back on DEI](#) programs and socially driven marketing, fearful of becoming the [next Bud Light](#). Bud Light's parent company A-B InBev lost as much as \$1.4 billion in sales because of backlash to Bud Light's brief partnership with a transgender influencer.

• **Other companies have altered their DEI programs** in response to opposition from right-wing activists, lawsuits from conservative legal groups, demand from conservative-leaning customers and other factors. Donald Trump this week also placed employees in any federal diversity, equity, inclusion and accessibility offices [on leave](#), and the administration plans to take further aim at diversity programs.

After Donald Trump signed executive orders in his first week in office ending federal programs related to diversity, equity, and inclusion and reversing executive enforcement of civil rights laws, public statements made on social media have suggested that Trump also moved to end the official observance of "**Black History Month**." **While someone has tried to cancel Black History Month, ...this is NOT Happening** wrote, U.S. Representative **Jasmine Crockett, D-Texas** on Twitter. Claims that Trump or Executive Office of the President has cancelled **Black History Month** appear to stem from a post from Mark Zaid, a prominent Washington, DC lawyer who has represented federal government employees and whistleblowers. A Jan 23 post, Zaid claimed that CIA employees were told that "all resources and affinity groups are cancelled." He continued, "No Black History Month or MLK Celebrations or any other ethnic recognition months."

Source: [thegrio](#)



Meet Edward Morgan of Revitalize Charging Solutions in Fort Worth, TX



Today we'd like to introduce you to Edward Morgan and thanks for sharing your story with us So, let's start at the beginning and move on from there. I worked for AT&T Telecommunications as a second level manager for 18 years. At the same time, I opened two brick and mortar computer stores. Due to hurricane Katrina in 2005, I lost my stores and relocated to Fort Worth, TX.

I loved the entrepreneur spirit and had a great desire to do something great. In 2013, while working at AT&T, I started a startup called Revitalize Charging Solutions. My mission at Revitalize Charging Solutions is and always will be to help America go "green," but most importantly help Electric Vehicle Drivers get from point A to point B safely by introducing our state of the art Electric Vehicle Chargers.

I joined the TECH Fort Worth incubator in 2014 and accelerator in 2015. These steps and opportunities were critical in our success. In 2016, we ran our first successful pilot with the City of Fort Worth. Since the pilot, we have secured council approval to install additional chargers within the city.

We are now partnering with other businesses, private and public, as well as retail spaces to install Electric Vehicle Chargers stations and soon will be launching our first charging station for the home.

We're always bombarded by how great it is to pursue your passion, etc – but we've spoken with enough people to know that it's not always easy. Overall, would you say things have been easy for you? It has not been a smooth road. Most of the struggles we faced early on were developing the right team to execute at a high level, as well as creating the partnerships needed

to be successful. So let's switch gears a bit and go into the Revitalize Charging Solutions story. Tell us more about the business. At Revitalize Charging Solutions, we are on the cutting edge of EV Technology. We design interactive Electric Vehicle Charging stations for cars that are easy to use and a pleasure to operate.

Our goal is simple, to keep Electric Vehicle Drivers battery charged and their vehicle drivable. Whether you are a private or public business, municipality, parking garage, university or a workplace, we have a solution for you. We are proud of creating a robust charger that is fun to use. Our goal is to create value for our partners. We have a unique partner program that allows businesses to host a charger and make money at the same time, Win, Win! We are most proud of being able to help America go green and be a conduit for EV drivers to refuel their vehicles.

Has luck played a meaningful role in your life and business? Well, I don't believe in luck. However, I think the good opportunities have helped us grow faster and smarter. We have had great opportunities to be around the right people at the right time.

Contact Info:

Address: 1120 South Freeway, Suite 209,
Fort Worth, TX 76104

Website: <http://www.revitalizechargingsolutions.com>

Email: info@revitalizechargingsolutions.com

Facebook: <https://www.facebook.com/revitalizechargingsolutions>

Twitter: <https://twitter.com/RevitalizeCS>

Other: <https://www.linkedin.com/company/4825337/>

Source: Start Up TV show features interviews with small business owners and their stories about starting a business. The show is hosted by Gary Bredow and is described as inspirational, educational, and energetic featured on PBS.