

Cushwa named director of YSU's Industrial Center

By Tim Leonard
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Some would think that Charles B. Cushwa couldn't have asked for a better job than heading up YSU's Cushwa Center for Industrial Development, which was named in honor of his father.

But his father's name being attached to the center had less to do with him taking the position than his interest in wanting to help potential Youngstown businesspeople.

Cushwa takes over as the director of the center after Dr. David McBride stepped down from the position last December which he had held since June of 1979.

The center was established in 1978 with endowments of \$250,000 from Mrs. Cushwa, the wife of the late president and chairman of Commericail Shearing and another \$250,000 from Commercial Shearing, which is presently Commercial Intertech Co.

Cushwa said he took the position because he didn't want to see the Center start to slip after going more than six months without a director.

"Instead of letting (the Center) slip or slid, I thought it should be actively managed. And I'm not saying that I'm the greatest manager in the world by a long stretch, but I thought that I could probably do the job," said Cushwa, who started work last Friday.

The Center's primary job is to promote the creation of jobs by assisting people looking to start businesses.

Cushwa recalled the founding of the Center in 1978, which was created in his father's memory, who died in 1975.

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"The project was a great thing to do at the time; it was the right thing to do," said Cushwa. "Ten years ago, things were falling a part. We had to do something. And my brother and I knew instinctively that no big business was going to come to Youngstown, that was a given."

He said he felt that Youngstown should start concentrating on reviving the city through small businesses. He said that the city too union oriented for big business to set up shop in Youngstown.

Cushwa said the way to work for higher employment in Youngstown was through small businesses.

"Nationally, it's obvious that small businesses are the greatest employer," he said. "I forget the statistics, but they employ more than almost three-quarters of the people employed."

Since the Center's start in July of 1979, it has counseled 507 clients through the end of this June. This year it has counseled 52 clients and has been contacted by more than 150 potential business people via the telephone.

"One of the things that we insist (the client) do is yourself, because we can't do anything for you except ask you the right questions so you can begin to put together the thought process that it takes to be an entrepreneur," Cushwa said.



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