

Florida member wins NAACP award

For some NALC branch officers, running a branch would be enough. Not **Maceo George**. The retiree and former North Florida Branch 53 president has worked tirelessly to promote civil rights, social justice and the labor movement for many years, and his dedication has attracted recognition.

In July, George was awarded the Benjamin L. Hooks Keeper of the Flame award by the NAACP Labor Committee.

The award is named for a former executive director of the NAACP and recognizes people who demonstrate exceptional service in advancing the objectives of the NAACP and the labor movement.

“I was very excited to get that award because, you know, we don’t look for awards and everything,” he said, “but I’m glad to see that I’m being recognized and people are listening to me, you know, because I’m trying to do things positive, especially with labor.”

Last year George also received the Labor Leadership Award from the Southern Christian Leadership Conference.

George has been involved in many endeavors, including the Northside Coalition of Jacksonville, community improvement organization, in efforts to remove Confederate monuments, in a movement to stop a mall and liquor store from being built next to an elementary school in a Black community, and several “No Kings” events.

He is president of the North Florida Central Labor Council and received a commendation from the American Federation of Government Employees local recently for his advocacy efforts.

George is a member of the NAACP,



the Democratic Caucus, the Labor Caucus, and the Democratic Black Caucus in Florida’s Duval County.

But George’s sense of leadership and service has roots in his union. George started his union career as shop steward and was elected vice president of his branch in 1989 and appointed president the next year, a post he held until 1999.

One of his first contributions was coordinating the first NALC food drive in North Florida as part of the pilot program in 10 cities conducted in October 1991. The success of that pilot program led to the annual food drive that has now collected about 2 billion pounds of food.

“It all started with that food drive, which is always exciting every year,” George said. “This is something I can enjoy for the rest of my life, being involved with a national event like that that goes on every year, helping out the children, the kids and the elderly people here.” **PR**