

Minority Enterprise Contract

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Numerous minority enterprises have frequently landed contracts to sweep the floors of large corporations; very few have been engaged to audit their books.

One firm that has accomplished that is Morris, Davis & Company (MD&Co.) a 10 year-old, black-owned certified public ac-

counting firm based in Oakland.

Recent negotiations with the BankAmerica organization resulted in the engagement of MD&Co. The firm will provide a number of auditing services including the annual opinion audit of BA Cheque Corporation, a wholly-owned subsidiary, and participation with BankAmerica's principal auditors, Ernst & Whinney, in the review of selected California branches of the bank. BankAmerica also anticipates that MD&Co.'s services will be used when special audit needs arise.

The firm has a staff of seven partners and principals, and 60 professionals and administrators. Just about all of the partners and principals have worked for "Big Eight" accounting firms.

Last January, during the firm's annual partnership meeting, it was decided to adopt a marketing plan which would allow MD&Co. to "aggressively" seek business with major corporations.

Last year, the firm did some \$2 million in business. But it is difficult for MD&Co.

to rely solely on government business because it cannot plan on a particular job being available the following year.

In building their marketing strategy, the group developed a capability statement, a four-color brochure, placed advertisements in Bay Area publications and produced a quarterly newsletter that was circulated to some 10,000 readers.

Then they approached Alfred Block, executive director, and Ben Kawamura, program coordinator with the Bay Area Purchasing Council, for help. "We felt like pioneers," said Morris. "We had the track record, excellent reputation, financial solvency, and we had the experienced people." All the firm needed was the opportunity to prove itself.

The council, Morris said, liked the idea of approaching large corporations in the area. It believe that any advances made by MD&Co. would open the door for others to follow.

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Jack R. Petitti Files For Reelection

Clark County Commissioner, and Las Vegas Convention/Visitors Authority Chairman, Jack R. Petitti, has filed today for reelection to the seat he has held for eight years, citing the beginning of the new decade "as a unique period of first-time competition for Las Vegas that demands governmental insight and a progressive look to the future."

"The Convention Authority has worked to bring in the many conventions and tourists who in turn provide us with a strong economy in Clark County, but we just can't afford to sit back and take anything for granted," Petitti said.

However, the former Las Vegas Valley Water District President and Chairman of the Southern Nevada Memorial Hospital Board of Trustees said that "just because we aren't the only game in town any longer doesn't mean that we have to be any less prosperous in the future. I believe we will continue to grow and continue to prosper, and I'm excited about the future of our community her in Southern Nevada."

Petitti who has been particularly active in county government throughout the years, has served at various times as Chairman of the Board of Commissioners, member of the Las Vegas Convention/Visitors Authority, and Clark County Liquor and Gaming Commission. Petitti has also been active throughout the years in sponsoring youth programs and activities, pointing to them as areas that need continued strong support at the County Commission level.

"It means simply that the County Com-



mission will continue to be looked to in a leadership role in providing worthwhile programs for our children," Petitti said.

"And I plan to do whatever I can to see that that's the case" he added.

Because of his active participation in youth activities, Petitti has received the annual award of the Nevada Recreation and Park Society. He has also been very involved with the Boy Scouts and has been awarded several honors including the Silver Beaver Award.

As Chairman of the Las Vegas Convention and Visitors Authority, Petitti was instrumental in securing \$1 million in recent funds earmarked for new park and recreation facilities for North Las Vegas.

Petitti's other civic activities and awards include being named the Jaycees Outstanding Young Man of the Year; director and past president of Nevada Municipal Association; recipient of PTA life membership; past president of Rancho High Booster Club; chairman of North Las Vegas March of Dimes; past chairman and current member of Board of Directors for the Southern Nevada Youth Fair; Las Vegas Kiwanis; Veterans of Foreign Wars; American Legion; member of the Board of Directors of the National Association of County Officials; and past president of the Western Region District of the National Association of County Officials.

Petitti was recently very active in obtaining the National Association of County Officials Convention for Las Vegas this year.

He and his wife, Georganna, live at 1828 Hoover Street in North Las Vegas.