

FOR THE NINTH TIME in as many years, Nevada Governor Robert List affixed his signature to a proclamation officially designating "Minority Business Persons Day" in the state of Nevada. Governor Robert List is shown above presenting the proclamation to Robert "Bob" Bailey, executive director of the Nevada Economic Development Company. This year, again, in conjunction with the NEDCO Minority Business Awards luncheon at the Desert Inn Hotel and Country Club, "Minority Business Persons Day" has been officially proclaimed as June 25 by Mayors Bill Briare of Las Vegas, James Seastrand of North Las Vegas, Leroy Zike of Henderson and Robert Boston of Boulder City. The luncheon will be held June 25 in the Terrace Room of the Desert Inn Hotel and Country Club at 11:15 a.m. Dan J. Smith, senior policy advisor to the President, will be the guest speaker. For ticket information contact Marilyn Cherry — 384-3293.



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JOBS

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money and job slots for out-of-work youth. Their action transcends simple social responsibility. It also aims to ensure the availability of the future work force, preserve social stability, and meet public expectations.

A recent Harris Poll showed large majorities

give business poor marks for creating and investing in future growth.

The Poll showed public frustration with business' big tax cuts and its failure to deliver the economic growth those tax cuts were supposed to bring. Much of the public's frustration is directed at the Administration, but business will be a bigger target if

it does not begin to fulfill those expectations and if it fails to come

through with jobs for young people.

The problem with an approach that relies entirely on business voluntarism, though, is two-fold. First, even an all-out business effort will not plug the gaps left by federal cuts.

In Baltimore, for example, a corporate effort set a target at 1,000 jobs and overshot its goal substantially, creating 1,400 jobs. But federal cuts eliminated 5,000 job slots and the city estimates there are 40,000 disadvantaged youth that would qualify for subsidized jobs if they were available.

Second, private sector efforts usually wind up skimming the cream off the crop; placing young people most likely to succeed on their own and failing to place the hardest-to-employ among the disadvantaged.

That is not to downplay the importance of private sector efforts. Rather, it is to restate the obvious — that federal summer job programs for the disadvantaged need to be sharply expanded, with enough resources committed to provide meaningful jobs for all young people.

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