

North Las Vegas Stepping Up Quality of Life

North Las Vegas is stepping up its efforts to publicize its quality of life and its advantages for business location.

"Our Mayor and Council have demonstrated a strong commitment to providing a community climate conducive to economic growth. We've developed and implemented a variety of projects and programs designed to enhance the city's ability to capture its fair share, or more, of the valley's growth over the next 10 years," said City Manager Michael Dyal. "Now, we're increasing our efforts to communicate our program market our community."

A part of that marketing effort includes the slogan "North Las Vegas -- at the top of the Valley," which was recommended by the city's economic development coordinator, Patricia L. Howard.

Howard, who was hired in early September, 1985, has nearly 20 years of marketing experience in both the private and public sectors. "In getting settled and learning about the community, I found that North Las Vegas has many attributes that make it a highly desirable location," she said. "As the city embarks on an aggressive marketing program to attract business facilities, it is an appropriate time to 'position' North Las Vegas with respect to the rest of the valley."

"Many areas use marketing slogans," Howard continued, "particularly in the highly competitive economic development marketplace. The phrase we've selected, 'north Las Vegas -- at the top of the Valley,' is both a

geographic location description and a sales message. We'll use the phrase and some graphics such as map in our marketing and communications activities locally and nationally.

"North Las Vegas deserves to stand out and toot its own horn. The city has experienced rapid business growth in the past few years. Road improvements and sewer extensions have opened a responsive to the needs of residents and businesses. The city has beautiful parks, a first-rate library and excellent fire and police protection. The city has taken the lead in addressing flood control, land use planning, and city-wide beautification."

"I think it would be great if each entity used slogans to establish and promote individual identity. 'If that happens,' she said with a smile, "someone may try to top 'the top,' but it won't be easy!"

CCCC to conduct survey on job operations

The Clark County Community College is conducting a survey of local manufacturing operations to determine whether there is a need to develop training programs in manufacturing and machine skills.

Jack McClary, economic development director for the North Las Vegas Chamber of Commerce, said today that he has been working with the Clark County Community College on this project for the past several weeks. The

potential need for machinist-related skills training was identified during McClary's business assistance visits to North Las Vegas firms. McClary then telephoned several machine shops and manufacturers located throughout the Las Vegas Valley and confirmed sufficient interest to warrant the needs assessment.

A meeting was held in early October to discuss the survey and possible private

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Dr. Martin Luther King, Jr.: His Life and Dream, a new book written by Dr. King's sister, Christine King Farris (left), is being published this Fall by Ginn and Company. Standing with Mrs. Farris (left to right) are James Wilder, Manager Sales Planning and Administration and President Robert F. Baker.

MLK, Jr. Textbook Published

The life and contributions of Dr. Martin Luther King, Jr. provide both the inspiration and the subject matter for a new textbook being published this fall to coincide with the first national observance of the slain leader's birthday in January. Authored by Dr. King's sister, Christine King Farris, the text is a vehicle for elementary and intermediate schoolchildren to study King's philosophy, achievements and personal (nonviolent) style in the context of an event which will be widely covered by the media. Published by Ginn and Company, the text is co-sponsored by the Martin Luther King Center for Nonviolent Social Change, Inc.

According to Farris, an educator in her own right, "we have a responsibility to help our children understand and appreciate not only the charisma, commitment and courage of Martin Luther King, Jr. but his dream as well. This new national holiday commemorating the anniversary of his birth gives us the opportunity to do that by bringing our ideas as a society to the classroom. It's the perfect time to build awareness of citizenship and the national and personal values of idealism, participation and humanity."

Farris is associate professor of education and director of the reading program at Spelman College in Atlanta. She also is an active member of the International Reading Association and serves as senior vice president/treasurer of the King Center.

Farris' history of her Nobel Prize-winning brother vividly details the characteristics of the man and outlines the sequence of events which culminated in the Civil Rights

Act of 1964. Excerpts from key speeches and writings further personalize the book and help students to share Dr. King's dream. The text is illustrated by photographs — many of them published for the first time — which depict and support the dramatic story as it unfolds.

Each self-contained textbook (there are two: one for grades 3-5 and one for grades 6-8) is structured in ten lessons, so that it can be easily introduced and taught in any social studies program prior to observance of the holiday on Jan. 20. Accompanied by annotated teacher's editions to eliminate any need for classroom preparation, the new instructional materials provide structured reinforcement of basic social studies skills in a format which is flexible enough to adapt to any social studies curriculum and teaching style.

Though chapters are short, each contains introductory questions, vocabulary definitions in context and a variety of exercises and activities that can be completed in 10-15 minutes.

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