



**COCA-COLA USA MARKETING AWARD
TO MID-AMERICA COKE VICE-PRESIDENT**

Coca-Cola USA presented its first ever Moss H. Kendrix Award for excellence in community relations in Black and Hispanic communities to Elbert Anderson (second, left), vice-president, Public Affairs, Mid-America Coca-Cola Bottling Company. Anderson was given the award for "The Coca-Cola Clean Team," a project that involved young people in Kansas City, Mo. cleaning and fixing up their inner city neighborhoods. The Kendrix award will be presented annually at Coca-Cola USA's Black and Hispanic Marketing Conference and honors Moss Kendrix (third, left) a pioneer in developing Black community relations programs for The Coca-Cola Company. Many of the Company's programs implemented by Kendrix in the 1950s are still in operation today. Participating in the award ceremony were, from left, Chuck Morrison, Director, Black Consumer Markets, Coca-Cola USA; Anderson; Kendrix; and Eugene McCullers, Manager, community affairs, Coca-Cola USA.

NLV looking to business growth

There is considerable optimism among North Las Vegas business establishments about the current condition of their businesses and their outlook for the future, according to the results of a recent survey by the City's Office of Economic Development.

The results of the survey of 156 businesses show that 67 percent said their businesses are growing, and 47 percent are planning expansions.

North Las Vegas councilman William Robinson said the mail survey was conducted to gain a better understanding of the nature and operating characteristics of the city's existing business community and to gain insight into several factors that affect facility

expansion and location decision-making. "Input from the business community enables us to better direct the use of our resources and the activities of our economic development staff," he said.

Patricia Howard, economic development director for the city, explained that the survey questionnaire asked about such things as markets, current employment, availability of labor, city services and regulations, and business climate. Howard said, "The information we obtained is important in our efforts to assist our existing business community and to attract new firms to North Las Vegas."

"Overall," she continued,

"the survey results show a very positive attitude about North Las Vegas as a business location, particularly regarding access and transportation, employee productivity, and city services. Of course, there were also some suggestions for improvements, such as street work and more beautification. And, 35 of the respondents requested specific information or assistance from our economic development office."

The 156 questionnaires that were completed and returned to the city represents a 24 percent response from the 653 questionnaires mailed to selected business licenseholders with locations in North Las Vegas.

**NLV Business
Brochures Readied**

The City of North Las Vegas has introduced a series of public information brochures designed to make doing business with City Hall even easier.

"With the growth that our city is experiencing," said councilmember Mary Kincaid, "we have prepared brochures that will aid developers, businesses, and residents in understanding the processes involved in getting things done at City Hall. The brochures will be used by staff to answer inquiries. And, there's an added benefit in using them to cross-train among the various departments."

The first four brochures, of a planned eight-brochure series, explain the steps involved in requesting zoning changes, variances, use permits, and vacation of streets, alleys and public rights-of-way. The next four brochures will deal with obtaining building permits, business licenses, water and sewer service, and approval of subdivisions.

"As we identify other procedures that lend themselves to this type of explanation," Kincaid continued, "we'll prepare additional public information brochures. The city council and staff are committed to providing the best in public service. A few years ago we organized our Land Development Task Force to work with developers and a one-stop permit and license center."

"We are continually looking for ways to simplify procedures for our residents and businesses," said Kincaid, "and we frequently ask for — and receive — good recommendations from the public, advisory committees, and our staff. We believe these informational brochures will prove to be very helpful in our public service efforts."

CHURCH

From Page 15

Moments Of Miracles, 311 Madison Avenue, will present the dynamic Missionary Annette Huff, of Chattanooga, Tennessee, Sunday, May 4, Saturday, May 10. Come expecting a miracle. For more information call 646-3935.

The "Taking It To The Streets Gospel Fest" was an overwhelming success. Several groups performed and each were magnificent. However, Frances Moore Lee, with her exceptional talent won the award for being the most outstanding. Congratulations to Frances Lee. Looking forward to next year's gospel fest.

The Greater Evergreen Missionary Church, 1915 Lexington Street, will present their male chorus at 11:00 a.m. Saturday, May 10, at the Pearson Park (D & Washington). Looking to see you there. Rev. Nathaniel Whitney, pastor. For more information call 647-3071.

May 18, at 11:00 a.m. and 3:00 p.m. the male chorus of the Evergreen Missionary Baptist Church will be having their anniversary. They are asking everyone to come and help them celebrate. There will be free refreshments. For more information call 647-3071.

The sixth (6th) annual women's day service will be held at the Community Baptist Church, Sunday, May 4, at 11:00 a.m. and 3:00 p.m. There will be a crowning of the woman of the year. A special tea party is planned for the queens. The theme for this year is laborers working together for the full potential of the harvest, Sis. Evelyn L. Williams, chairperson, Rev. Sam Roberson, pastor. The address is 245 E. Foster Ave. Henderson, Nev.

JACOB

From Page 2

the Court should continue to support affirmation.

One key case, for example, involves a New York union with a historic pattern of refusing membership to blacks and other minorities.

That case has been dragging for 15 years, with the union found guilty of defying a series of anti-discrimination orders. The union operates in a region with a 29 percent minority labor force, but it still has only about three percent minority membership.

The courts have ordered the union to enroll minorities until they matched the minority share of the labor force in the region. Now the union has the gall to go to the Supreme Court, charging that the court-ordered affirmative action plan would unconstitutionally violate the rights of white workers even though its white members are in a position to be damaged by minority competition only because they persistently kept minorities from joining their union.

Incidentally, the union used to be a totally closed operation with membership limited to close relatives of members; not only were blacks and Hispanics discriminated against, so were other whites.

That illustrates an overlooked aspect of affirmative action — it often benefits whites as well. In this case, it took anti-discrimination suits by black workers to help open the union to whites who couldn't join because they weren't related to members.

It is shameful that the Justice Department is backing the union in this case, and that it is spearheading the drive against affirmative action programs that operate to end illegal discrimination.

CLASSIFIED ADVERTISING

<p>PRINCIPAL/ASSISTANT (For Senior High School) Corvallis School District, 509J Starting salary range: \$41,477- \$44,212 plus benefits. Qualifications: Valid Oregon Administrators certificate or comparable certification. Closing date: May 9, 1986, or until sufficient qualified applications are received. Approximate starting date: August 4, 1986. Write Personnel Office, Corvallis School District 509J, 1555 S.W. 35th St., Corvallis, Oregon 97333. Equal Opportunity Employer</p>	<p>LAS VEGAS VALLEY WATER DISTRICT CLARK COUNTY INVITATION TO BID BID NO. CA 502-86 PURCHASE AND SALE OF IBM TERMINAL EQUIPMENT Bids will be received until opening at 3 PM, May 15, 1986, in the Office of the Clark County Director of General Services, Clark County Purchasing Department, Bridger Building, Tenth Floor, 225 Bridger Avenue, Las Vegas, Nevada 89155. PREBID CONFERENCE: May 2, 1986 at 10 AM, at the above address. Specifications are available for pick up, free of charge, at the above address, or call (702) 386-4427 for mailing. BOARD OF DIRECTORS LAS VEGAS VALLEY WATER DISTRICT Published: Las Vegas Sentinel-Voice, May 1, 1986</p>	<p>LAS VEGAS VALLEY WATER DISTRICT CLARK COUNTY INVITATION TO BID BID NO. 847-86 MISCELLANEOUS VEHICLES — 1986 MODEL YEAR Bids will be received until opening at 3 PM, May 8, 1986, in the Office of the Clark County Director of General Services, Purchasing Division, Bridger Building, 225 Bridger Avenue, Tenth Floor, Las Vegas, Nevada 89155. Specifications are available at the above address. BOARD OF DIRECTORS LAS VEGAS VALLEY WATER DISTRICT Published: Las Vegas Sentinel-Voice, May 1, 1986</p>	<p>LAS VEGAS VALLEY WATER DISTRICT CLARK COUNTY INVITATION TO BID BID NO. 848-86 TRACTOR/LOADER WITH BACKHOE PREBID CONFERENCE: 10 AM, May 7, 1986 Bids will be received until opening at 3 PM, May 19, 1986, in the Office of the Clark County Director of General Services, Purchasing Division, Bridger Building, 225 Bridger Avenue, Tenth Floor, Las Vegas, Nevada 89155. Specifications are available at the above address. BOARD OF DIRECTORS LAS VEGAS VALLEY WATER DISTRICT Published: Las Vegas Sentinel-Voice, May 1, 1986</p>	<p>LAS VEGAS METROPOLITAN POLICE DEPARTMENT CLARK COUNTY INVITATION TO BID BID NO. 850-86 SALE OF SURPLUS HOUSE TRAILER (AS IS, WHERE IS) Bids will be received until opening at 3 PM, May 12, 1986, in the Office of the Clark County Director of General Services, Purchasing Division, Bridger Building, Tenth Floor, 225 Bridger Avenue, Las Vegas, Nevada 89155. Specifications are available at the above address. Published: Las Vegas Sentinel-Voice, May 1, 1986</p>
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