

## TALKING EMPLOYMENT

By Bill Murphy  
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Employment opportunities for the target group 55 years of age and over has for many years been a difficult task for those individuals and others who serve this segment of the population. The problems for these people have been twofold; the belief by potential employers that older workers are incapable of making a valid contribution to corporate goals, and the attitudes of the workers themselves who exhibit apprehension when approached with the prospect of learning new skills and assimilating high tech concepts and innovations. The unlearning of firmly entrenched attitudes and acceptance of new approaches to performing the work place function have indeed been bitter experiences for the older worker. Yet, the marketing and well defined sense of a work ethic, and the expertise which under the proper set of circumstances is transferable to a new and radically different work environment, can both be extremely valuable assets to employers who have the insight to take advantage of these attributes.

It has become necessary for employers to look again at the older worker because the benefits of productivity, low turnover and maturity, which characterize the older worker are often times more attractive attributes than those of a younger worker whose sense of a work ethic is not as well defined and does not carry the same level of commitment. Nevada Business Services' 55+ program for older workers is directed at unlearning old habits, reconditioning to a new work environment and successful placement of the participant. The primary marketing strategy is that of "Hire the Mature and Responsible Individual". 55+ specifically focuses upon job development with motivation and goal setting being a primary component.

Many older workers already possess marketable skills, but have no real conception of what those skills are and hence are not aware of the tools which are necessary and indeed essential in launching an effective job search campaign. Thus, effective applications/resumes, proper attitude, interview techniques, and basic knowledge of research



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methods targeted at specific industries should be developed.

If "youth" is not your problem, and an older age seems to be, then recognize the fact that finding a job is going to be hard work. It may take more drive, more time, more patience, and more effort than usual. But also recognized that it can be done...it is being done every day by thousands of job seekers.

Why should a potential employer view an older person as a poor candidate for a position? He might feel that your experience is too great for his job; he may believe you to be too expensive of set in your ways; he may wonder why it is you are looking for a new job or re-entering the market. He is probably wrong most of the time, but you need to show him how you are the exception. Sell yourself to him by emphasizing experience and mature judgement.

Education is a bit like experience, in that you can have not enough, or with a fine education background, too little in a particular field.

This problem is quite common, so don't worry about it. You can't change it overnight, so see how what you DO have can become helpful in your current search. As a forward step, one that makes you more employable, you can enroll toward a new degree, or that the necessary course, in Evening Divisions or Adult Continuing Education programs.

Some employers demands a degree, or an advanced degree. If you don't have equivalent experience, you are up against a real road block. However, make an effort to get interviews anyway. It is possibly you can sell yourself, and many people have. Often, a smaller sized organization will be more flexible.

Yes, some people will discriminate against you for these factors...or for dozens of other personal prejudices. We are all prejudice laden. It is an established fact,

## WEST LAS VEGAS STREET NAME CHANGE MEETING UPDATE

The West Las Vegas Street Name Change Committee, headed by Chairman Robert Brewer, met on July 25 at the Old Westside School to discuss the renaming of "A" through "N" Streets in West Las Vegas. This informal meeting was held as an open forum with community participation from the audience.

Overall, the meeting did not receive very much community support in the way of actual turn out. Not publicized until the day it was held, the meeting was announced over some radio stations and a short article appeared in the final edition of the Review Journal. The Black oriented radio station - KCEP 88FM and the Sentinel-Voice, the Black community newspaper learned of the meeting by chance.

Controversy arose from some residents who were concerned about the cost and inconvenience that the name change would cause. However, Mrs. Lucille Hughes, a pioneer citizen of West Las Vegas did speak out in favor of the name change, stating that this is an educational and innovative idea.

Mr. Sammy Armstrong, president of Ray and Ross Transportation and a property owner on "D" Street, was also in favor of the positive change.

Councilman Miller thought the name change was appropriate and mentioned that with the downtown development headed in the direction of West Las Vegas, the streets will be changed in the future and residents may not have a say at that time.

In attendance were representatives from KCEP Linda Porter and Community Affairs Director Larry Weekly. Assistant City Manager Richard Blue, who is responsible for spearheading the survey and panel and for publicizing the meeting, was moderator for the evening.

however, that these biases are disappearing; not only because of the laws now on the books, but down deep in the hearts of people. When we begin to know other people, lose our fear of a different colored skin, and understand another person's culture, or prejudice becomes less important to us.

## WILLIS

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burned she made a full recovery. She never knew who actually pulled her from the fire until this year. In an interview with the New York Daily News Lisa said, "I've always wanted to thank him personally and I wanted to show him that it was really worthwhile saving my life."

"I owe him my life and I just had to find him. I couldn't graduate and go on to a new life without knowing who he was or what he looked like. Now I have a future -- I'm going to college -- and it is all because of him."

Greene, who wants to major in psychology or journalism applied so persistent sleuth-work in her search to find Bunch. She went to the local fire department and enlisted their assistance. Working in concert they pieced together enough information to locate Bunch in Las Vegas six months later.

Bunch and Greene savored celebrity status in New York for several days recently when he returned there to attend Greene's graduation. They jointly appeared on may New York City TV newscasts and made live appearances on several talk shows. Feature articles about them appeared in the newspapers. There was even a prominent article about them in the July 17 issue of Jet magazine (page 23).

Bunch called Lisa's graduation ceremony at Thomas Jefferson High School "impressive." He said, "They had 100 graduates and the majority of them, like Lisa, were honor students."

At Bunch's Las Vegas home as he and I watched scenes from the New York newscasts on a TV set in Bunch's living room, he commented, "See how they walk!" (referring to the disciplined military-like cadence of the graduates as they matched pace with precision to the graduation music theme, "Pomp and Circumstance). He said, "You know, most of these youngsters have college scholarships."

Although an honor student, Lisa did not receive a scholarship to college. However, since the recent wave of publicity several anonymous donors have made contributions to a college fund for her.

For all the attention he has received since his heroics of fourteen years ago came to light, Bunch remains humble. "I was just doing my

## ATHLETES

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John Lucas, a former cocaine addict, who now heads Students Taking Action Not Drugs, a national non-profit group, and John Lucas Fitness Systems, a drug treatment therapy based on exercise.

All of the athletes, who participated in the survey, including Lucas, who was first addicted to beer, agreed that alcohol played a part in his or her problems and none of them believe they would ever become hooked.

"The riddle is how some people can handle it, control how much they drink, and how some people, like me, couldn't stop," declared Chris Mullen, 26, an alcoholic. Mullen, and all-American at St. John's University, who was the 1985 first-round draft choice of the Golden State Warriors, was making \$400,000 a year in 1988 when he was suspended for one game, then placed on the injured list while undergoing rehab.

All of the athletes surveyed recalled not paying a single cent for those first few uses of cocaine or other drugs and said it is unfortunate that young people don't seem to believe how costly drugs can become, both to the body and to the pocketbook.

"First it's free, but then it costs," declared Mets pitcher Dwight Gooden, who became addicted to cocaine in 1986 when he was making \$1.5 million. "You go through a whole heap of money. Looking back, you think you're better off just ripping it up and throwing it in the ocean. The lesson is that there's no free ride. You start with drugs, and you're going to pay and pay and pay, it'll never be enough."

"Kids aren't armed with the mechanisms to dispute what they are told," declared Derek "Turk" Sanderson, once the world's highest paid athlete, "so when someone tells them, 'Try it, you'll feel great, it can't hurt', they go ahead and try it. They might not if they were told this truth. You do feel great, but you do get hurt -- bad."

Sanderson, who made \$2,650,000 a year with the Philadelphia Blazers hockey team, lost his fortune after nearly eight years of

job," he said. Commented Bunch in summary of his experience being reunited with Lisa, "It was a very moving thing. I was honored to simply be there."

## RIDDLE

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without fear of the backlash from their black constituencies.

But then there is Jesse Jackson. A clear majority of American Jews believe that Jesse Jackson is anti-Semitic, a significantly larger number than think that Pat Robertson is anti-Semitic. There is reason for that prevalent belief. More than his "Hymietown" remarks of four years ago, there was his association with one of America's most outspoken anti-Semites, Louis Farrakhan.

However, while Jackson generally proclaims his opposition to anti-Semitism, he is the open banner-bearer for an American approach to the Middle East which is of even more concern to the Jews. It is troubling to them that he has been so close to, even a beneficiary of, Arabs abroad. It is troubling to them that he has brought anti-Israel Palestinian/American functionaries into the political mainstream, as in recent Democratic Party conventions.

But it has been most troubling to some Jews that Jackson has apparently brought a Third World slant to American foreign policy. That slant does not just appear to be antithetical to the best interests of Israel. It is also redolent of the disruptive, troubling and also anti-Semitic rhetoric of the radicalized black elite of the 1970s.

For all of these reasons, Jews are afraid of Jesse Jackson. Since he is clearly the foremost black politician of this period, with overwhelming black support, the Jews are afraid of black political dominance. It is that fear, above all, which has probably led about half of American Jews, in two different national surveys, to express the belief that "most" or "many" blacks are anti-Semitic.

To be continued next week.

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alcoholism and, according to both Sanderson and his medical report, an addiction to 11 different drugs. The turning point for Sanderson came, he recalled, in 1980 when he tried to get a drink from someone in Central Park who refused. "Don't you know who I am?" he shouted. "Just another drunk," came the reply.