

BUSINESS

BUSINESS IN THE BLACK

Petroleum passion is waste caused by car THE POTHOLES ARE THE PROBLEM



Charles E. Bell

Charles E. Bell

"Cast down your bucket where you are," has been echoed by every African-American economist since slavery. Since the United States is today spending more on defense than a dozen of its industrialized neighboring nations, no one is paying attention to potholes. Potholes in the streets point out the serious lack of social and economic

services necessary to keep a nation great. The greatness man made need is indeed for energy in an industrialized nation. No nation, however, has greater resources and access to fuel for its energy needs than this nation. Nevertheless, it is too costly to keep on using up energy at the pace the U.S. is wasting it today. The car that bumps over the pothole is an essential part

of the energy problem.

The United States with only five percent of the world's population, uses nearly twenty-five percent of the world's energy. Everyone in America who owns or uses a car could cut down on the use of fossil fuels. Cars not only help to create potholes, but put CO₂, a greenhouse gas into the atmosphere. A problem even greater than U.S. potholes when

put in a world perspective. In fact, the United States is the world's worst CO₂ polluter. CO₂ holds in the heat of the earth, interfering with the natural cooling that would take place without this layer of greenhouse gas. This gets the earth hotter like a greenhouse.

An automobile emits more than its own weight in CO₂ each year. An average American drives 10,100 miles a year and uses about 507 gallons of gasoline, according to the U.S. Department of Transportation.

The average American family owns more than two automobiles. A major contributor to potholes and pollution. Polls by the Transportation Department indicate less than a third of driving time is "to and from work."

While another less than a third of the driving time is for "family business." By reducing gasoline consumption, consumers could save money and time, while at the same time stopping pollution.

Pump prices have gotten the attention of the average American automobile driver. Doing a few simple steps can save big bucks. By using the most fuel efficient vehicle as often as possible is a good start. Staying at or below the speed limit will lower the use of gasoline. When driving at 40 mph only a quarter of as much CO₂ is released into the air as when clocked at 80 mph! Cruise control is ideal if you drive a lot on the open road. Radial tires reduce rolling resistance thereby reducing fuel cost

from five percent to ten percent. The idling of a car engine can consume a half gallon to a gallon of gas per hour. Having a heat spell is the sole reason for running the air conditioner — as it reduces fuel economy enormously. Everyone should of course keep their car in good condition. Meaning spark plugs, air filter and carburetor should be checked regularly along with the oil level at least once a month. Most trips both daily and vacation should be route checked for the fewest stops. Since pollution and potholes start with car drivers, do give some thought to car pooling to share the blame. And remember, best is the bus when you cannot use your feet.

BLACK CONVENTIONS CONVERGE ON LAS VEGAS

Black conventions are growing in Las Vegas. Cars, planes, buses, train — the big wheels keep on rolling, rolling down the highways, rolling down the runways, rolling into Las Vegas. They bring with them Black conventions that will enjoy the full panorama of services which are offered in the greater Las Vegas area.

JANUARY 30-FEBRUARY 2, 1991 — National Judicial Council National Bar Association/Mid-winter Judicial Council Meeting — Sands Hotel. Attendance: 175.

FEBRUARY 7 — 10, 1991 — National Association of Negro Business Women's Clubs/President's Retreat — Holiday Casino / Holiday Inn. Attendance: 125.

FEBRUARY 8 — 10, 1991 — Kappa Alpha Psi Fraternity/National Board Meeting — Bally's Casino Resort and Alexis Park. Attendance: 40.

FEBRUARY 8 — 10, 1991 — Prince Hall Mason/AZ-NV Council of Deliberation — Showboat Hotel. Attendance: 150.

MARCH 8 — 10, 1991 — Prince Hall Masons Four Corners/Regional Meeting — Showboat Hotel. Attendance: 150.

JUNE 13 — 16, 1991 — Alpha Kappa Alpha Sorority/Far West Regional Meeting — The Mirage. Attendance: 900.

JUNE 13 — 16, 1991 — Walker Family Reunion — Hotel undecided. Attendance: 150.

JUNE 19 — 23, 1991 — National Association of Minority Contractors/Annual June National Convention — Tropicana Resort & Casino. Attendance: 250.

JUNE 24 — 28, 1991 — Progressive National Baptist Convention/Southwest Regional Meeting — Hotel undecided. Attendance: 150.

JUNE 25 — 28, 1991 — University of Arkansas/Pine Bluff Alumni Association — Flamingo Hilton Hotel. Attendance: 400.

JULY 10 — 13, 1991 — Delta Sigma Theta Sorority/Far West Regional Meeting — Caesars Palace. Attendance: 425.

JULY 14 — 18, 1991 — Phi Beta Sigma Fraternity/National Convention — Riviera Hotel. Attendance: 1,000.

OCTOBER 11 — 16, 1991 — Shoptalk Magazine/Annual Convention — Riviera Hotel. Attendance: 1,000.

NOVEMBER 7 — 11, 1991 — American Bridge Association/Western Section — Union Plaza Hotel. Attendance: 1,000.

NOVEMBER 12 — 15, 1991 — National Conference on black Student Retention in Higher Education — Riviera Hotel. Attendance: 700.

DECEMBER 2 — 7, 1991 — National Black Caucus of State Legislators — Hotel undecided. Attendance: 400.

JANUARY, 1992 — Progressive National Baptist Convention/Board Meeting — Hotel undecided. Attendance: 1,000.

For further information, or to advise the Las Vegas Convention and Visitors Authority of meetings that may have been omitted, please call Roosevelt Toston, Sales Executive, LVCVA, 733-2290.

BUSINESS EXCHANGE

WHERE IS THE MONEY?

by William Reed

Every capitalist conversation in America is centered around the question of, "where is the money," but in Black America the theme still seems to be one of more flash than cash. Capital acquisition is a conversation topic and concept that African-Americans seem to be missing out on. As Black Americans look for social and economic parity in America one wonders, "will capitalist conversations ever enter into the Black lexicon?"

Black seem to be completely stuck on politics. Instead of centering on the leverage of money, and what it can do for them, in this capitalist society, Blacks continue to focus on politics and politicians. The total number of Black elected officials is increasing each year, but at the same time in the area of economics, Blacks are stuck right where we were in the early 60s. The economic gap between Black and white families is significantly greater than it was in the late 1970s. While we have mayors in places like Washington, D.C., Newark, Los Angeles,

and Black congresspeople from urban areas dominated by Blacks, somehow we still end up with only 60 cents for every dollar that Whites make. Is this due to racism from the rest of society, or is it because we've placed our internal priorities on something other than an artful practice of capitalism?

If we continue to ignore the concept of capitalism in this the land of free enterprise, we will still be known for the practice of "protests" and "prayers" for external intervention. The people African-Americans have relied on to lead us to equality in this system continue to holler the "victim" rhetoric of racism, while the bulk of us, like Nero, fiddle away our time and money. If we are to overcome our lowly status in the free market scheme of things, shouldn't we stop looking for racism behind every bush and instead, at every opportunity, start asking "where is the money in this deal for me?"

In tracking and getting our hands on the cash, we first should ask ourselves, "what is it that I can do to help the group?"

Most of us live in urban societies and can therefore help each other in the fair exchange of goods and services. In our current urban consumer process, do we buy our clothes, cornflakes, cars, cassettes and cantaloupes from someone who looks like us? If not, do we understand that the circulation of cash, credit and coupons among our own clients contributes to our successful collaboration in capitalism?

If we understand the concept of "where is the money?" in the marketplace we will soon grasp the fact that we need actual and real accountability from our political officials. If we are no better off financially than we were before they were elected, than in the game of "where's the bucks," we should be wondering where is the capital and contracts that traditionally come back to a community from the government and our elected officials?

In a land that has the most prolific economic system on the planet, Black America keeps falling further and further behind.

(See Money, Page 17)