

# WHO'S WHO

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tional recognition through distribution of the book to up to 15,000 colleges, libraries, high schools and youth groups. More than \$1,450,000.00 has been awarded to nominees of WHO'S WHO.

Jabari is one of two children of Pamela Marshall and Tony Henry. He has one sister, Jamila Marshall, a 5th grader at Robert E. Lake Elementary. His mother was very excited about the honor along with his grandmother, Agnes Marshall.

Both mother and grandmother remarked that

they were extremely proud of Jabari and had taken numerous steps to make sure that he would stay active and out of trouble.

Jabari has been a youth leader for most of his life while actively involved in the Junior Pee Wee and Pee Wee League respectively, playing football, baseball, and basketball.

Since 1985 he has been actively involved in sports through the Southern Nevada Youth Football Conference — playing positions fullback and nose guard - and receiving the MVP trophy in

basketball as a forward while in the youth league two years in a row (1987 and 1988).

Jabari has racked up 19 trophies in athletics - fifteen of which are in basketball - in his brief career; among them an "All Tournament" trophy of 1st Place basketball in 1992 from the Doolittle Community Center; MVP "All Star" Defensive Player in 1990, at Valley High School along with a host of certificates of recognition.

Jabari received the "Certificate of American Legion" nomination in 1992 for leadership, patriot-

ism, scholarship, courage and honor. He said that he would like to be a chemical engineer and has high hopes of receiving an athletic scholarship to pursue his education. There is a need for more youth role models in the turbulent times that we live in and Jabari Marshall, in a humble way, will be listed among them.

"My parents, and mainly my grandmother, kept telling me that if you work hard, listen to your parents and respect them, that you can achieve whatever you want to," he said.

# LEADERS MEET

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of the tourism industry to the African-American entrepreneurial pool of businesses both locally, as well as nationally.

Robinson, a local community activist and Board member of Clark County Library District, was the most vocal. She was infused by the fact that the video did not account for the millions of dollars brought to Las Vegas annually by the African-American market via conventions, family reunions and return visits.

She also stressed the need for more inclusion of the black media in LVCVA's procurement process. Robinson emphasized that it was necessary for R&P Advertising, who prior to the meeting had no African-American employees, to bring an Afri-

can-American on board.

Neal talked about the need for LVCVA to draw input from existing African-Americans on staff, namely Roosevelt Toston and Verdia Turner - who have been with LVCVA for two decades - in order to know the needs of the community and to gather input about how to respect and identify local African-American residents and available resources (ie entertainment, cultural, recreational, etc.) and utilize national resources (ie Balck Enterprise, Ebony, Jet, Essence, et al) in attracting visitors to Las Vegas.

Hawkins encouraged LVCVA to participate in the nationwide "Disparity Study" which will target how the municipal, county, state and federal governments

are performing relative to inclusion of African-Americans, women and other minorities in hiring, procurement, promotions to policy making positions, utilization of small businesses and other areas.

Hawkins said that the study would help all parties concerned by identifying areas that need to be addressed and stimulating more economic development. He classified the study as a win, win situation.

Cortez made it clear that LVCVA was proud of it's record and was adamant about being non-committed on hiring African-Americans on staff. Cortez said that he would reconsider LVCVA's participation in the "Disparity Study" and agreed to meet with community leaders to

discuss inclusion and involvement of African-Americans and other minority firms in getting a fair share of the tourism dollars. He also said that he was willing to look into better representing the African-American public in national publicity campaigns.

Powers commented that the discussion was necessary and will lead to better understanding of the sentiments of African-Americans relative to the image being portrayed. He said that some measures have already been taken to become more sensitive to ethnic and cultural needs of the minority market.

Vassiliadis took action several days before the meeting and hired an African-American with the firm. He agreed to meet with Robinson, Aird and other community leaders to iron out

the problems.

Aird, owner of the only African-American Public Relations Marketing Firm in Las Vegas, arranged the meeting and passed out literature on some of the immediate concerns of the African-American community.

She cited an article during her discussion that appeared in the October 1992 issue of "The Black Convention" a monthly convention magazine produced in North Hollywood California with nationwide distribution, in which she highlighted for the group a story written by the Liz Floumey entitled "Apart in West Las Vegas." In the story Floumey wrote; "African Americans in hospitality are no better off than the rest of the black community. Both are denied what they need most. Access!"

The key premise of Floumey's story was that African-Americans in business in the local West Las Vegas community or in the national African American business sector were both being denied a piece of the multi-billion dollar tourist industry.

Questions were posed throughout her story about why African Americans are not receiving parity and equal access to tourist dollars.

In her story she writes: "Despite the disturbances of April 1992 in Las Vegas, this popular destination will see a return worth over \$30.6 million in convention and/or family reunion business from approximately 21 African American associations for 1992 through 1997."

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# McMORRIS

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grounded in meeting the needs of customers, having also worked at Westel Business and Central Telephone where her combined ten years brought her on line with matters of personnel, employee relations, EEO/Labor relations and customer relations.

Well known throughout Southern Nevada for her contemporary style of speaking, Lillian has presented numerous seminars, workshops and speeches. Topics include "Decision Making - What to do when you don't know what to do," Dressing For Success For Less," Selling Yourself," Cultural

Diversity - Shooting Straight From the Hip," Professionalism on the Job," and "Functioning in the Rainbow Classroom."

A single parent raising two teens, Lillian continuously volunteers her time in the community and speaks on a wide range of topics at both local and out-of-state businesses.

She has been and continues to be deeply involved with numerous civic and cultural organizations and now plans to use her talents to expand her knowledge of the broadcast industry in every aspect - in front and behind the camera, through work experience and education.

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