

Greetings to the NAACP from the West Family In Loving Memory & Forever In Our Hearts

Nevada's First Black Physician & Founder of the original Las Vegas Voice, Nevada's First Black Newspaper



Dr. Charles I. West

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**Congratulations to
the Rev. Jesse D. Scott
NAACP President
For a job well done.**

WHAT IS ENTREPRENEURSHIP?

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an entrepreneur. Madam C.J. Walker, A.G. Gaston, George Washington Carver all were considered to be entrepreneurs. They too, were all inventors.

Today, Entrepreneurship has evolved into more than just invention, it has become directly linked to any practice of business activity. The great disappointment of all, is the misconception that people have of the definition of entrepreneurial activity. Activities such as crime, drugs, exploitation of publicized events, personal and public suffering that have become the ticket for making money, are spoken of as entrepreneurs. The sadness is the fact that many actually believe that activities such as the aforementioned are in deed entrepreneurial. If so, every descent, lawful, hard working entrepreneur is in for real trouble.

Let us set the record straight, entrepreneurship is not the undertaking of quick get rich inventions or criminal enterprise. Entrepreneurship is the invention or creation of a long-term, good

business that is deeply rooted in the willingness to serve. This good business activity is both legal and moral, and nourished by the credibility and integrity of every successful entrepreneur.

All true entrepreneurs answer to a higher Chief Executive Office. Who is this CEO? The answer lies in every entrepreneur's heart and soul, and is called by many names such as Allah, God, or Jehovah. By whatever name an entrepreneur calls his or her God, the fact is Entrepreneurship is the undertaking of good business practice and recognition of a higher Chief. Without this boss, no entrepreneur can serve and become totally successful. Every successful entrepreneur knows that ultimately he or she will be held accountable by their CEO if good business isn't practiced.

If Entrepreneurship is good business, what is bad business? Bad business is an illusion of good business. America was founded on this illusion and it was called slavery. However, this illusion has been around for

thousands of years. Bad business hurts people, Entrepreneurship helps everyone. Bad business makes people go hungry, become homeless, fall sick, and destroy themselves. Bad business hurts our environment and destroys the beauty of nature. Put short, bad business is just plain evil.

Today's entrepreneurs have two great challenges before them. The first, is to help create more entrepreneurs through education and funding. The second, is to fight the evil that attempts to destroy all the good that people have left on earth. Yes, Entrepreneurship is moral and legal. The values and morals that God has given great entrepreneurs like Sam Walton, A.G. Gaston, S.B. Fuller, Dr. Russell H. Conwell, Mary McLeod Bethune helped to build great institutions that have done good. These same values and morals must transcend to others in order to rid ourselves of destruction from bad business. What is Entrepreneurship? Entrepreneurship is simply the undertaking of good business.

FINANCIAL REPORT

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and entertainment and design to improve its Nevada operations. Circus is not wasting time with its new corporate strategy; the company cut 33 jobs at its Laughlin operation, including eighteen at the management level.

Finally, it could be a chilly winter for Mississippi's casino industry. Gambling revenues dropped 5% in August, and surprised the most pessimistic analyst of the states crowded market. Some operators have shut their doors, others see mergers and acquisitions as opportunity. This market appears to be a major disappointment. Other states considering gaming should learn from this lesson.

Fred Snyder is an investment advisor for Union Equity Partners.

MONEY MGT.

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a complete list of qualified organizations see IRS Publication 78.

TYPES OF CHARITABLE CONTRIBUTIONS

To obtain a deduction, you can donate more than cash. Gifts of property, such as furniture or an old car, can qualify for the deduction. Your write-off is equal to the fair market value of the property, which is the amount you would receive for the property today from a willing buyer.

Making a gift of appreciated property, such as stocks, real estate or antiques, can offer you additional tax benefits. When you donate capital gain property — property you have owned for at least a year — you deduct the fair market value of the property. What's more, you needn't pay (See Money Mgt., Page 13)



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