

NBCC RELOCATES TO WASHINGTON, D.C. AND HOSTS FIRST ANNUAL CONFERENCE

ORGANIZATION ANNOUNCES AGGRESSIVE PLANS TO MAKE THE BLACK CHURCH AN ECONOMIC POWERHOUSE, SECURE PARTNERSHIP WITH NATION'S UTILITIES, AND PUT BLACKS ON THE FAST TRACK ON THE INFORMATION HIGHWAY

The National Black Chamber of Commerce, Inc. (NBCC) hosted its first annual conference from September 11 to September 14, 1994, at the Georgetown University Conference Center in Washington, D.C. The event included four days of intense workshops, networking sessions, and meetings with government leaders, private-sector procurement officials, and members of the Congressional Black caucus. When it had concluded, NBCC founder, chairman and chief executive officer Harry C. Alford, Jr. proclaimed it a huge success.

"We came, we saw, and we will conquer everything that stands in the way of the economic empowerment of African Americans," said Alford. "We shall work with every Black church, every utility, and every Black business to ensure that the Black community gets its

fair slice of America's economic pie."

NBCC is a 501 (c)(3) organization created in 1993 to economically empower all African Americans. NBCC advocates a program of self reliance that encourages African Americans to start their own businesses; organize with other African American business people in their own communities; spend their own money in their own institutions; form their own leading pools to incubate black-owned businesses; and turn to African American venture capitalists and other resources — including African American entrepreneurs and athletes instead of banks — for money.

In just one year the organization has grown from nine to 71 local chapters, the most recent being opened in New Orleans, Louisiana, Louisville, Kentucky, and Phoenix City, Alabama. It has more than 2,000 individual members. Alford expects to have more than 500 local chapters (and 10,000 individual members) by the end of 1995.

Economic empowerment also means utilizing existing civil rights law to ensure that no level of government — federal, state or local — violates Title IV of the

1964 Civil Rights Act. The law also ensures that businesses that receive federal money or benefits from the federal government (tax credits, abatements, etc.) must have a "viable affirmative action program" that directs work toward minority-owned businesses. It was a desire to safeguard that legislative promise to African Americans that prompted NBCC's move from Indianapolis, Indiana, to Washington, D.C., earlier this month.

"Black America must be aggressive if it is to forge a new economic order and achieve a successful economic infrastructure and advance the quality of life for its people," said the NBCC chair.

"And that means that we must organize. We must use our Black churches as a foundation for continued progress in the Black community. And we must organize, organize, and organize to take on the utilities that flagrantly reward our rightful contracts to everyone except us. We must also position ourselves to be a mover-and-shaker for America's information highway."

Conference attendees were pleased with the opportunity to (See NBCC Relocates, Pg 24)

BUSINESS

CALL FOR ENTRIES FOR SOLE AFRICAN AMERICAN MARKETING, ADVERTISING AWARDS PROGRAM

Los Angeles—Entries for the 3rd Annual National P.R.A.M.E. (Public Relations, Advertising, and Marketing Excellence) Awards are now being accepted by competition officials according to P.R.A.M.E. advisory board member Clyde Allen. All entries must be received by November 11th.

The P.R.A.M.E. Awards recognize excellence in the fields of public relations, advertising and marketing created by African Americans for the African American audience, an aspect of the communications industry that is often overlooked. The awards were developed in a collaborative effort by three African American professional organization: the National Association of Market Developers (N.A.M.D.), the Black Public Relations Society/California and National (BPRS/NBPRS), and the Black Creative

Professionals Association (BCPA). Previous winners include Tobin and Associates, Disney, UniWord, and Coors Brewing Company.

The P.R.A.M.E. advisory board, made up of renowned marketing and advertising professionals, includes Clyde Allen, Trade Relations Director for The House of Seagram; Ofield Dukes, President of Ofield Dukes & Associates; Valerie Graves, Sr. Vice President/Creative Director for UniWorld Group, Inc.; J. Melvin Muse, Executive Creative Director for Muse Cordero Chen; and Carol

H. Williams, President for Carol H. Williams & Partners.

Competition is open to professionals and students involved in public relations, marketing and advertising communications. Materials entered must have been produced between January 1, 1993 and July 31, 1994.

P.R.A.M.E. awards will be presented at the Los Angeles Times on Wednesday, December 6th. Winners will be notified by November 23rd.

For information or an entry form, call Lura Daniels-Ball at (310) 402-0345.

LAS VEGAS EMPLOYMENT GUIDE CELEBRATES FIRST YEAR ANNIVERSARY

Southern Nevada's only owned and operated publication for employment will be celebrating one year of publishing the Las Vegas

Employment Guide on November 26, 1994. The locally owned business has more than quadrupled in size since their premier issue.

The company boasts of their rapid growth and acceptance throughout the community. When they published their first edition, the paper was found in only 200 locations and reached less than 30,000 readers. After one year of business, the corporation is proud of their vast distribution in more than 1,000 locations and reaching more than 20,000 readers.

The Las Vegas Employment Guide has not strayed from their original goal; to provide a "one-stop" source for finding employment opportunities and ways to enhance ones career. Marketing director Bill Ulrich claims they are, by far, the fastest growing free publication in the valley. "This is do to the everexisting need for awareness of employment opportunities. With Las Vegas being the fastest growing city in the nation it is obvious there will always be an abundance of jobs." And jobs there are. Nevada has gained in excess of 40,000 jobs over the last year, ranking it number one in the nation.

One of the reasons for the popularity growth of the Las Vegas Employment Guide is attributed to the nature of the publication. By focusing on employment only, the Las Vegas Employment guide is attractive to employers because it allows them to reach their target, those looking for change. The readers relate to the publication as a commodity service because it is free and gives them a solid look at those employment opportunities available without having to sort through pages of unrelated material.

Real Estate Perspective

By Loretta A. Hall



DO YOU KNOW THE RIGHT PRICE TO OFFER FOR A HOME

A home may be a bargain at its full asking price. Or it might not be worth even 50% of its asking price. When buying a home, please remember the asking price is the seller's dream price, it's what the seller would like to receive. To make an intelligent purchase offer and avoid overpaying, you need to know the true market value of the house.

Before making a purchase offer, ask the real estate agent to prepare a written comparative market analysis (CMA). This is the same form that was given to the seller at the time the house was listed for sale. It gives recent sale prices of comparable nearby homes as well as asking prices of other similar neighborhood homes currently listed for sale.

By adding or subtracting value for the pro and cons of the home under consideration, you and the agent can arrive at a reasonable purchase price offer.

Another benefit of using this method is it gives the realty agent written evidence to show the seller to justify your purchase offer. This is especially important if the asking price is vastly higher than your purchase offer. The agent can enthusiastically present your offer, knowing it is based on the home's true market value rather than its asking price.

As always, please contact a professional for all your Real Estate needs or write to me c/o REAL ESTATE PERSPECTIVE, Las Vegas Sentinel-Voice Newspaper, 1201 So. Eastern Avenue, Las Vegas, Nevada 89104.

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GOALS:

1. Permanent Office Location
2. Stronger Youth Involvement
3. Increase Membership to 5,000
4. Support Bringing National N.A.A.C.P. Convention in 1997
5. Stronger Voice in Jobs, Community Grants, Education, etc.

— ENDORSEMENTS —

Rev. Jesse Scott, President NAACP, LV
Sen. Joe Neal, NV State Legislature
Mayor Jan Jones, Mayor Las Vegas, NV
Herb Brown, U.S. Marshal
John Rhodes, NLV City Councilman
Ken Brass, LV City Councilman

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The N.A.A.C.P. Needs your support

Rev. James M. Rogers Sr.

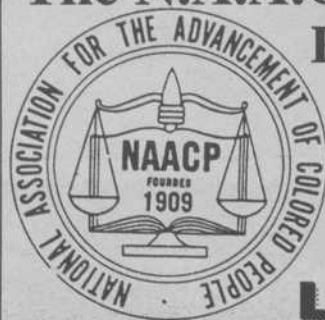
For President NAACP

Vote Sunday, Nov. 20th 7am-7pm

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