

BUSINESS

SIXTH NATIONAL MINORITY JOB EXPO SET FOR APRIL 6-7

In its first five years, more than 3,500 university graduates have begun successful careers as a result of attending the National Minority Job Expo, and the 1995 event scheduled for 10 a.m. to 4 p.m. April 6-7 at Strahan Coliseum on the Southwest Texas State University campus will offer even more opportunities, according to Career Services Director Bob Jenkins.

"Quite simply, we have designed the Expo to be the place where a graduating college senior or recent graduate comes to find a job," Jenkins explained. "We've really never offered Expo during a good hiring year when

there were a lot of jobs available. Our sixth Expo probably will set a record for job offers because of the hiring needs of employers, participating in this event, are expected to exceed our greatest expectations."

With 92 of the country's top companies on the waiting list in 1994, Jenkins said, "We are in a position where employers without jobs to offer shouldn't attend. We want to create the best opportunities for finding a job as well as the most cost effective Expo an employer can attend."

More than 900 of the 6,500 students attending in 1994 walked away with firm job offers.

The students represented some 200 colleges and universities from all 50 states and a smattering of foreign countries.

Roland Volk, staffing specialist for the U.S. Army Material Command (the civilian arm of the Army) who has attended the five previous Expos, offers this advice to employers: "In my 26 years experience, Bob Jenkins' National Minority Job Expo is the best. If you make no other career fair, the Expo is a must because it attracts outstanding scholars from all over the country, and it produces results."

Echoing those sentiments, Greg Rodriguez, a special agent for the Federal Bureau of Investigation, said "I consider it the best of all career fairs, and it is one of the highlights of our spring recruiting efforts. We will be in a high profile hiring mode next year and the SWT Expo will give us an instant pool of excellent students from all across the United States. It is by far the most unique avenue we have to see a wide spectrum of people

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MONEY

YOUR CHILD'S EDUCATION: AN IMPOSSIBLE DREAM?

By Terrence R. Johnson

The College Board reports in its annual survey of colleges that this is the twentieth consecutive year that college costs have risen above the annual rate of inflation (1980-1991). Abundant evidence indicates that expenses on our college campuses are overtaking families' ability to bear the burden of these costs. By the year 2000, a four year degree may cost \$75,000 at a public college and \$150,000 at a private college, based on historical cost increases.

Often parents expect that much of these costs will be defrayed by scholarships or other financial aid. The reality is that even though student aid reached a record level of \$30.8 billion in 1991-92, it could not stay up in step with increasing college costs (Source: The College Board, Trends in Student Aid:

1982 to 1992). And most families, lacking proper information, tend to either over or underestimate the amount of financial aid for which they qualify.

Another disturbing fact noted in this study is that 1990-91 marks the first time since 1982 that personal per capita income failed to keep pace with inflation, falling from \$15,790 to \$15,695 in constant 1990 dollars. If inflation continues to erode the purchasing power of family income while college costs rise, college funding for younger children will become an even greater concern than at present.

Both middle and low income families are most affected by this cost squeeze. At the last moment, middle income families find that they are unable to obtain any financial aid other than loans, while low income families are discouraged from attending college in the first place. A college



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education represents the American dream as well as substantially higher earning power. The best way to avoid losing this opportunity is to become better informed today.

Even parents of young children can become better informed consumers by checking bookstores and libraries for books and articles on college choices, costs, and funding possibilities. Another place to collect information essential to a

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MONEY TO BE AVAILABLE IN '95 TO START A NEW BUSINESS

Money to start a new business or to expand exiting small business is being made available to low- and moderate-income Southern Nevadans in

1995 by the Nevada Self-Employment Trust, established three years ago in Reno as a program of the Nevada Women's Fund. The microfilm program has

a great deal of flexibility to provide start-up loans for small businesses, especially for cottage industries or home-based businesses. The trust also has a microfilm demonstration grant from the U.S. Small Business Administration that provides for loans from \$5,000 to \$25,000 total or which may be used for gap financing.

In order to apply for a start-up or expansion loan, the entrepreneur must first complete a 16-session training program to conduct a feasibility analysis and prepare a business plan. The North Las Vegas Library District is sponsoring the 1995 session, with the first class to begin on Monday, January 23 at 6:00 p.m. in the North Las Vegas Library District Community Room at 2300 Civic Center Drive.

North Las Vegas City Councilman William Robinson, who serves on the Library District Board, stated that "this is the only program I know of where a low- or moderate-income resident can get assistance to start up a business. We're pleased that the Library District is co-sponsoring this program, because there should be more programs to help people become successful business owners and ultimately become financially independent," Robinson said.

Interested participants can pick up information at the North Las Vegas Library beginning January 3, 1995 or call Kaneez Shah at 792-2275.

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