

Hutchinson

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produce top line scholarly works painfully betrays the hard fight to recapture black history from the white academics they claimed monopolized and distorted the black experience.

But why have they failed? Is it due to intellectual laziness? Do

Streets

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and cooperation between entrepreneurs and civic leaders, along the targeted thoroughfares. However, it will not go far without a change in assumptions from the lending community. The Federal Reserve has declined to require reporting of statistics on business and consumer lending to African Americans and Latinos. The local Federal Reserve has just analyzed the required data on home mortgages for the San Francisco Bay area and found that racial steering and differential patterns of service are still widespread. This could be an area where the aggressive fundraising by the Clinton administration is actually making a difference as top banking regulators met with major banks in White House coffees. Brownridge correctly perceives that the King legacy has lost much of its original emphasis. "Dr. King was

helping to move the nation from gaining full civil rights for all to ensuring economic rights for those historically disenfranchised," he wrote.

For the 30th anniversary of his death, the only true tribute will be to transform the streets named for the Dreamer. San Francisco is one of the cities without a King Street, having spent over a decade to decide on the King memorial fountain in Yerba Buena Gardens. However, Brownridge's point still resonates for the growing support to name Third Street which passes the King memorial in honor of Dr. Carlton Goodlett, the physician, psychologist, publisher and gubernatorial candidate, who simultaneously advocated greater participation of African-Americans in the economy.

It takes more than just a name to transform a street, it has to also take investment dollars.

Reed

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Besides being community leaders black women are now moving from being the emotional backbone of our communities to our most potent economic force. In the process of making businesses grow, African-American women are in the front of blacks' economic development. They create jobs, provide needed products and services and are serving as role models of business success.

Black women entrepreneurs are everywhere. More than 45,000 black women have taken advantage of business ownership through Mary Kay Products and its line of ethnically-oriented cosmetics. As Beauty Consultants or Sales Directors, these women are building businesses on a part-time or full-time basis. They have formed the Black Women's Advisory Committee (BWAC) and serve as a liaison between black sales force members and the company. They participate in community organizations and other activities that reinforce the commitment of Mary Kay to the African-American community. According to industry research, the ethnic cosmetics segment is expected to have 1997 sales of \$162 million. Mary Willis, a member of the BWAC and Senior Sales Director from Cincinnati, says, "Success with Mary Kay is a combination of personal determination, the company's quality products and the overall

growth of the beauty industry among ethnic consumers." Willis left a full-time job to pursue an independent business career.

The nation has 21 million registered business firms and women own over one-third of them. Women entrepreneurs have outpaced the overall growth of businesses by nearly two to one, increasing by 78 percent between 1987 and 1996. Those African-American women ready to take the plunge can start with a home-based business. Note that the cosmetics industry is growing, but trends also show that the most explosive growth areas for women-owned businesses are in construction, wholesale trade, transportation, communications and agriculture.

William Reed is publisher of *Who's Who in Black Corporate America*, 2054 National Press Building, Washington, D.C. 20045 (202) 547-4125.

Africans

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less developed regions, women live only three years longer than men.

In North America, however, women's life expectancy improved by four years over the past decades, while male life expectancy improved by five years, thereby decreasing the male-female gap from 7.7 years to 6.7 years.

The male-female gap also decreased slightly in Africa, from 3.1 to 2.9 years.

major publishers encourage black writers to write shallow, pretentious works in order to make fast sales? Do black readers fawn over these authors because they demand less, and accept less, from black writers? Do reviewers make a slavish bow to political and racial correctness by hailing the works of these intellectual impostors as deeply profound probes of racial problems?

It's all of the above. Many black intellectuals have figured out that the key to publishing success isn't in spending years busting their butts on research and interviews, hassling with students, going through gyrations to get research grants, and having their works subjected to unsparing criticism from other academics. Instead they can grab instant success pontificating on racism on TV talk shows, collecting steep honorariums for spewing their pop social theories at colleges and hobnobbing with the social elites on the banquet circuit.

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The Las Vegas-Clark County Library District is currently seeking a qualified individual to perform program scheduling and coordination duties (part-time) at the West Las Vegas Library. Requirements for employment are equivalent to a High School degree and three (3) years of demonstrated experience in program coordination and/or public relations.

Last date to apply: 3:00 p.m., Monday, April 7, 1997

An application package is required for consideration. Applications may be obtained from the Human Resources Department, 833 Las Vegas Boulevard North, from 9:00 a.m. to 5:00 p.m., Monday through Friday. The Las Vegas-Clark County Library is an equal opportunity employer.

Published: Las Vegas Sentinel-Voice — March 27, 1997

CLARK COUNTY, NEVADA PLAN CHECKER I/II (LAND SURVEYING)

The Clark County Public Works Department is currently recruiting for a Plan Checker I/II. Performs plan and specification review for construction, improvement, remodeling, alteration and repair plans for compliance with non-structural and/or structural codes, ordinances and regulations. **REQUIREMENTS: PLAN CHECKER I** — Bachelor's Degree in engineering, architecture, land surveying or a field related to the work. Experience may be substituted for the education on a year-for-year basis. Land surveying experience is highly desirable. **PLAN CHECKER II** — In addition to the above, two (2) years of professional experience in a combination of residential, commercial and industrial plan checking. **SPECIAL REQUIREMENTS:** Must possess a valid Nevada Class C driver's license. Certification as a land surveying intern is highly desirable.

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Published: Las Vegas Sentinel-Voice — March 27, 1997