

Affirmative

(Continued from Page 6)
but by vision, risk taking and natural ability," BPRC Executive Director Karen McRae said. "For African-Americans, the opportunity to succeed has never been equitable. Like freedom, opportunity has had to be prayed, struggled, legislated and died for," said BPRC treasurer Dr. Fred Black, a retired GE executive.

The report stresses that when opportunity is

extended, the result is often spectacular success. This success and the successes of these early black pioneers have been remarkable. In 1967 less than five percent of black families were middle-class. By 1987 the figure had grown to 36 percent.

BPRC members grew in their careers, possessing something no generation of blacks had ever experienced: a sense of entitlement, a

belief in the right to have access.

They're now using that access to build for future generations of blacks and minorities and say corporate America cannot afford to be drawn into political rhetoric condemning affirmative action.

"Top executives must focus on the bottom line, and the bottom line is that there are distinct advantages in adopting programs that attract, retain and develop a diverse workforce," several senior black executives said.

They note that properly and legally implemented affirmative action initiatives are

an effective tool for expanding the pool of qualified workers.

"When an organization evolves from a monolithic entity to one that's inclusive and rich in cultural diversity, everyone benefits," the BPRC states. And, they say: "All businesses benefit from having workforces that mirror their marketplaces."

As blacks' most effective voice to big business, the BPRC report shows that it is through increased diversity and inclusiveness that organizations grow and enhance their ability to compete.

Cyberbank

(Continued from Page 6)
kept Blacks from welfare rolls into the 1960s. However, it can't be denied that for those who qualify for various benefits, changes in delivery procedures can create substantial disruptions.

Closing of bank branches has created a multibillion dollar industry of check cashing, which largely preys on benefits recipients. Los Angeles County learned the hard way in 1997 that it could not pass off the distribution of food stamps for a quarter million people to a small number of sites. The uproar nearly made the Rodney King riot look like a picnic.

Every crisis creates an opportunity.

If someone is willing to look beyond the fact that poor people are poor, the digitization of everything from Social Security to food stamps and contractor payments is a business opportunity, particularly for African-American financial institutions.

Large corporations are preparing by purchasing EDI (electronic data interchange) software and learning how to conduct "e-commerce." That term describes buying and selling without paper or money passing hands. Currency is converted into digital form and orders are placed the same way.

Part of the trap of relying on benefits is that everything near where you live costs more, from food to transportation. Vendors know there is little option but to buy from them.

However, African-American banks, or any

With 20 percent of American families too poor to afford the costs of a bank account, there is a looming train wreck.

other banks for that matter, can dramatically expand their customer service area by making their services available on the Internet or through dedicated communication lines.

They would have to combine debit accounts for customers with

buying services that would contract directly with wholesalers or manufacturers to provide food, clothing and other basic necessities at competitive prices.

Rather than charging fees for check cashing, they could collect surcharges from purchases. The money that families had would go further and could be spent more wisely on bulk supplies that would last until the next disbursement. Money previously spent on money orders and check cashing fees could go directly to utilities and landlords.

For retail businesses or manufacturers, it would be a means to create digital stores that they would market worldwide. All of the tools to make this happen exist. Black-owned companies like the Internet Factory and Clarity Software are involved in creating "e-commerce" software. There are 40 Black financial institutions that could dramatically expand their markets individually or share the risk and create a cooperative Black Internet bank.

A crisis is on the way. We should do something about it.

John William Templeton is executive editor of "Griot," the African-American, African and Caribbean business daily.

Cops

(Continued from Page 10)
out of them."

A study by the Joint Center for Political and Economic Studies found that 81 percent of blacks and 83 percent of Latinos believe that police "are much more likely to harass and discriminate against blacks than against whites."

In an essay in *The State of Black America 1996*, Christopher E. Stone, of the Vera Institute of Criminal Justice wrote, "African-Americans face a paradox when it comes to crime and justice. As a group, African-Americans suffer severely from crime in their communities. Yet, they have learned, justifiably, to mistrust the government institutions charged with fighting crime."

LISA R. RUSSELL, B.A.
Certified Alcohol & Drug Abuse Counselor Intern
A.C.A. Member

Community Counseling Center

Individual • Families • Group
Saturday Appointments Available
1120 Almond Tree Lane, Suite 207 • 369-8700



A Budget Mobile Wash
We come to you • Home or Office
Free Wash • 24-hr. rain guarantee

10-POINT WASH SYSTEM
Interior and Exterior
\$17⁰⁰ to \$20⁰⁰

FREE TOW • ROADSIDE ASSISTANCE
PHONE: 320-1122 TEXT MESSAGE: 1-800-811-4018
PAGER: 692-3667 pin #A Budget



C & T Communications
Specializing in pagers, cellular phones & watch pagers by Seiko
360° Service • Cellular 2000
(NO CREDIT APPROVAL)

\$6.00 FIRST MONTH AIRTIME 657-0400

Open 9 am to 5 pm Monday thru Friday • 10 am to 3 pm Saturdays
3254 N. CIVIC CENTER, STE A • OFF I-15 & CHEYENNE
(in the Cheyenne Square Shopping Center, just before NAPA Auto Parts)

CLASSIFIED ADVERTISING

LEGALS

LAS VEGAS VALLEY WATER DISTRICT
SECTION 00020
INVITATION TO BID AND LEGAL NOTICE
CONTRACT NO. SNWA 130-C
EAST VALLEY LATERAL - LAS VEGAS BOULEVARD TO LAMB PUMPING STATION AND CNLV OUTLET PIPELINE
PUBLIC WORKS PROJECT I.D. NO PWP-CL-1998-10

Sealed bids for furnishing all labor, equipment, materials, and services required for the performance of the Work specified by the Southern Nevada Water Authority (AUTHORITY), Contract No. SNWA 130-C, entitled "East Valley Lateral - Las Vegas Boulevard to Lamb Pumping Station and CNLV Outlet Pipeline" will be publicly opened and read aloud starting at 2:16 p.m. on April 17, 1998 in the Mead Conference Room, off the main lobby of the Las Vegas Valley Water District, Purchasing Division, 1001 South Valley View Blvd., Las Vegas, Nevada.

The proposed Work is generally described as follows:

The Work of this Contract comprises of furnishing and installing of approximately 28,000 lineal feet of 78-inch inside diameter mortar-lined and tape wrapped mortar-coated steel pipeline, and approximately 5,400 feet of 36-inch inside diameter mortar-lined and tape wrapped mortar-coated steel pipeline and 14,000 feet of 24-inch inside diameter mortar-lined and tape wrapped mortar-coated steel pipeline, valve vault structures, pressure reducing structures, access manholes, valves, fittings, miscellaneous piping, cathodic protection, pavement replacement, tunneling and/or jack and bore, and all related connections, appurtenances and including pressure testing and disinfection.

The Work is a public works project as defined by Chapter 338 of the Nevada Revised Statutes and all Bidders are required to comply with, and the Contract shall be awarded and administered in accordance with the laws contained in that chapter.

Copies of the Bidding Documents may be obtained from the Las Vegas Valley Water District, Purchasing Division, 1001 South Valley View Blvd., Las Vegas, Nevada 89153. Charges for all documents obtained will be made on the following basis:

	Charge
Complete set of Bidding Documents (1 set of specifications with 1/2 size drawings)	\$100.00
Complete set of full size Drawings	\$ 80.00
Geotechnical Data Report December 1997	\$ 25.00

Charges are not refundable. Checks shall be made payable to the Las Vegas Valley Water District.

DATE: March 16, 1998.
SIGNED: Douglas A Selby, Director of Engineering, Southern Nevada Water Authority.
PREBID CONFERENCE: Thursday, March 26, 1998.
BID OPENING: Friday, April 17, 1998.
PREBID TIME: 9:00 a.m.
BID LOCATION: Southern Nevada Water Authority, 1900 E. Flamingo Road, Las Vegas, Nevada 89119.
Published: Las Vegas Sentinel-Voice March 19, 1998

EMPLOYMENT

BABYSITTER NEEDED
for 7-mo.-old. Evenings from 2:30 p.m. to 10:30 p.m. Good references required. Call 260-8051 8 am to 2 pm Mon.-Thurs, Fri. & Sat 8 am to 8 pm.

TO ADVERTISE CALL TODAY 380-8100

CLARK COUNTY, NEVADA
DEPARTMENT OF AVIATION
FACILITY MAINTENANCE TECHNICIAN

Clark County is presently seeking qualified applicants for the position of Facility Maintenance Technician. The ideal candidate will perform skilled work in the installation, maintenance and repair of mechanical, electrical, motor controls and related facility equipment, including passenger loading bridges and luggage movement systems. Requires: Equivalent to graduation from high school and successful completion of a recognized apprenticeship as an electrician, plant, HVAC or facility mechanic or a related field and two (2) years of skilled experience in the installation, maintenance and repair of building operating systems and facilities.

Salary: \$30,085.12 to \$46,629.44 annually
Opening date: March 13, 1998
Last day to apply: March 27, 1998

CLARK COUNTY APPLICATION REQUIRED
APPLY TO: CLARK COUNTY HUMAN RESOURCES
500 S. GRAND CENTRAL PKWY, THIRD FLOOR
LAS VEGAS, NV 89155
(702) 261-5110
EOE M/F/D

Published: Las Vegas Sentinel-Voice - March 19, 1998

Where's the best place to accelerate your career?

At the Las Vegas Metropolitan Police Department. As one of the finest and most respected law enforcement agencies in America, we welcome individuals from a diversity of backgrounds. Utilizing the finest high-tech equipment, the LVMPD serves our dynamic metropolitan area with pride, integrity and enthusiasm. So, if you're ready for the rigorous demands of a career in law enforcement, then consider the following rewarding career opportunity. We're currently accepting applications until April 20th, 1998 for:

CORRECTIONS RECRUIT
\$2,864 - \$3,768 monthly

Upon completion of Academy Training you will work with a model facility, receive, process, classify and supervise inmates. You may also be called on to terminate inmate confrontations, maintain institutional security, and inspect facility areas for contraband.


You will be required to pass a comprehensive testing process and meet the following minimum requirements:

- Possess a high school diploma or a General Education Development (GED) certificate.
- Be 21 years of age at time of application.
- Be a U.S. citizen by first day of Academy.
- Valid Nevada driver's license by first day of Academy.
- Have no prior convictions for any crime for which registration is required.
- No convictions for any crime involving domestic violence.

When you join our winning team, you'll receive one of the most competitive salary and benefits packages in law enforcement. Applications are available at the LVMPD Personnel Bureau, 601 E. Fremont Street. Phone: (702) 229-3497. Please see below for optional seminars.

Saturday, April 18, 1998 & Sunday, May 3, 1998
12:00 PM - 2:00 PM
LVMPD Training Academy
861 N. Mojave
(corner of Washington & Mojave)

Minorities and females are encouraged to apply. The LVMPD is fully accredited by the Commission of Accreditation for Law Enforcement Agencies. EEO/AAM/F.



TO ADVERTISE



380-8100