

## BUSINESS

# High-tech CEOs pledge to diversify companies

SAN JOSE, Calif. (AP). — The Rev. Jesse Jackson topped his first year as a Silicon Valley activist Wednesday by garnering a pledge from leading high-tech CEOs to diversify their companies.

Intel Corp. contributed \$100,000 to Wednesday's sold-out Digital Connections 2000 conference hosted by Jackson and attended by industry leaders including Hewlett Packard CEO Carly Fiorina, Cisco Systems CEO John Chambers and Advanced Micro Devices president Hector Ruiz.

"We will make progress through collabo-

ration and cooperation - with Reverend Jackson's team, with other committed companies and with our local partners in the community," said Intel CEO Craig Barrett.

There's still room to improve, Jackson said.

"The digital divide is now a household word and gaps are self-evident, but we have not yet discovered how to build digital communities and partnerships to transform the digital divide into digital opportunities for all communities," he said.

An estimated 56 million U.S. households,

mostly low income, do not have computers, said Jackson. In addition, a San Jose Mercury News survey of Silicon Valley's top 150 publicly traded companies last year found that 89 percent of the chairmen and chief executive officers were white.

Jackson, founder and president of the Chicago-based Rainbow/PUSH Coalition, launched his Silicon Valley initiative last year, purchasing stock in 50 Silicon Valley companies, a tactic intended to allow it to have a say at annual shareholder meetings.

The coalition also opened an office in East

Palo Alto to highlight the disparity between the area's poorest residents and the rest of Silicon Valley.

The move drew criticism from some high-tech leaders. But earlier this month, more than two dozen companies pledged \$250 million over the next 10 years to bring more minorities, women and disabled workers into high-tech jobs.

"In order to create new opportunities and empower individuals to participate in the digital economy, it takes a long-term, holistic approach," Hewlett-Packard's Fiorina said.

## With good plan, women can win in investing game

Special to Sentinel-Voice

Women, how are your finances and retirement plans doing? If you don't have a plan yet, it may be time to start thinking about your financial future.

According to a recent women's retirement confidence survey, only 44 percent of women, compared to 54 percent of men, have tried to figure out how much money they need to retire. And only 29 percent of women feel confident that they will be able to meet basic expenses in retirement.

You've heard it all before, about the importance of saving for retirement and setting goals and working to achieve them. But did you know that women may need a different

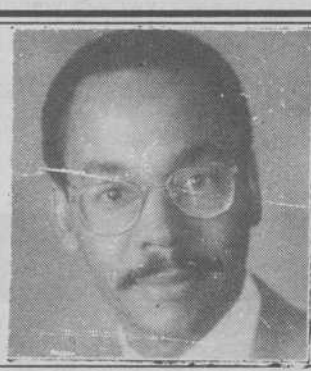
financial plan than men? Women, on average, take 10 times as much time off from work to raise a family than men. Women, in general, are not as comfortable as men taking risks with their investments. According to the above survey, 34 percent of women, vs. 25 percent of men, say they are not willing to take any investing risks, despite the potential gains.

Don't shy away from planning for your financial future. Just take it one step at a time and you will have a good grip on your finances in no time at all. Here are a few steps to help you get started:

**Educate yourself.** If it all sounds like too much to think about, don't panic. There are sources out there to help you

### Financial Report

By Fred T. Snyder



familiarize yourself with the different options and terms. You will be able to make decisions more confidently if you educate yourself. Read articles, take time to attend seminars, meet with your financial consultant and search the internet. You may be able to find some useful information to help your financial planning.

**Assess your current financial situation.** Before you develop a plan, you should construct a clear picture of where you stand financially at the moment. You can begin this process by looking at your household budget and expenses. This budget should detail income, outline your assets and debts, and depict your current sav-

ings.

**Determine your financial goals.** Once you have a clear picture of your current financial scheme, you can begin working on what you need to obtain financial security and build a nest egg. Your financial plan may include saving for educational expenses or retirement. The most important thing is to have a goal that you can work toward. You can also ask your financial consultant to help you develop a financial plan appropriate for your situation.

**Begin implementing your goals.** After you have outlined your need and determined what your goals are, you'll be ready to put your plan into action. Pay yourself first — fund your 401(k) or

other employer-sponsored program to the maximum. Choose an individual retirement account that's right for you. Or begin a systematic investing program, where you can set aside a certain amount of money every month. That money can be added to your stock portfolio monthly, making the purchase of stocks easier since you don't have to put a large amount of money at once.

Keep in mind that a solid nest egg is not built overnight — it takes careful planning and research. Your financial consultant will be able to steer you in the right direction.

This article was provided by Fred Snyder of A.G. Edwards & Sons, Inc. member SPIC.

## Blacks left out of Republican National Committee advertising bounty

Raoul Dennis

Special to Sentinel-Voice

WASHINGTON (NNPA) — The Republican National Committee will spend some \$10 million advertising dollars with Hispanic media to attract Hispanic voters in the 2000 presidential election campaign, while its Black media budget is allegedly zero, according to the National Newspaper Publishers Association.

"This is a phenomenal moment," said Leslie Sanchez, the RNC's deputy press secretary with Hispanic media. "There hasn't been a financial commitment of this type since the 1984 campaign. And this is just the beginning."

A moment not shared by Black newspaper publishers, who when interviewed said they were angry that they and, by extension, their constituencies were being ignored.

"The Republican Party has excluded the Black Press once again by not going after our vote in advertisements for election 2000," said Lecia Swain-Ross, publisher and

editor of The Oklahoma Ebony Tribune.

Meanwhile, she said, "they always take the opportunity to promote Colin Powell and [Oklahoma congressman] J.C. Watts as reasons why the African American community should respond to the [Republican] party today.

"Black voters should not be fooled," Swain-Ross said. "If the party really wanted African-American voters in the year 2000 they would spend their resources to attract that vote."

Terry Jones, publisher and editor of the Data News Weekly in New Orleans, said the RNC's lack of interest in attracting Black voters is an insult.

"It's a blatant disrespect to the African-American community. Even though we are not a strong vote for Republicans, it's a slap because we are still a part of this country," Jones said.

The issue has not gone unnoticed by Black Republicans. In an April 6 letter to RNC chairman Jim Nicholson, which was for-

warded to the NNPA, Republican political consultant Raynard Jackson called on Nicholson to explain the lack of balance in the RNC's strategy to lure and groom voters.

"The party has never (in recent times) aired TV commercials targeting the Black community," wrote Jackson. "I have listened to all the explanations as to why this is happening, but I am truly vexed at this development. Am I to conclude that our party has once again written off the Black vote? If not,

please help me to explain what is going on to those who are ringing my phone off the hook."

Denise Rolark-Barnes, editor-publisher of The Washington Informer, questioned the investment of African-American talent within the party and its commitment to diversity.

"The Republican Party has not extended an invitation to the African-American community," she said. "That casts a shadow over those African-Americans who are there. It's

an embarrassment.

"It's unfortunate that the Republicans feel that way that they don't want to diversify

and reach out to all Americans," Rolark-Barnes said.

"The Republicans are clear (See Republicans, Page 7)

*To the Las Vegas Community  
Words cannot express how much we  
appreciate the love, kindness and  
warmth showed to us in our time of  
bereavement. May God continue to  
bless you and thank you very much.  
From the family,  
Gene, Ruby, Lou & Sheila Collins*



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