

# COMMUNITY BILLBOARD

FRIDAY, MAY 4

**The First Congregational Church**, 1200 N. Eastern Ave., will hold its 34<sup>th</sup> Annual "Attic Sale" from 8 a.m.-4 p.m., and from 8 a.m.-3 p.m. Saturday, May 5. Lunch and bakery are provided. Call 642-2220 for additional details.

SATURDAY, MAY 5

**The State Bar of Nevada Young Lawyers Section** is celebrating Law Day 2001 at the Boulevard Mall's Main entrance from 1:00-2:00 p.m. Call 382-2200 for further information regarding this event... **The City of Las Vegas Department of Leisure Services Cultural and Community Affairs Division** presents the internationally known artist Cotti's paintings at the West Las Vegas Arts Center, 947 W. Lake Mead Boulevard, at 12 noon. Demonstrations of Cotti's artistic techniques of color, light, strong contrast, paint application and broad brush strokes will be provided in a free presentation. Call 229-4800 for further information... **The Clark County School District** is offering Saturday Class Courses for students that would like to earn high school credits. Classes include Earth Science, Principles of Science, English I, Reading/Writing, Math Applications and Proficiency Math Review Tutorial (non-credit). Class Session II continues through May 12. Call 799-5304 for site information.

SUNDAY, MAY 6

**The City of Las Vegas Department of Leisure Services Cultural and Community Affairs Division** presents the Brass Roots Quintet in concert at 3 p.m. at the Reed Whipple Cultural Center, 821 Las Vegas Blvd. Instruments include the trumpet, trombone, tuba and the horn. Admission is free, but tickets are required for seating. Call 229-6211 for information.

MONDAY, MAY 7

**The City of Las Vegas Department of Leisure Services Cultural and Community Affairs Division** announces pre-registration for the 2<sup>nd</sup> session of TACK, The Arts Connection Kamp at the Reed Whipple Cultural Center, 821 Las Vegas Blvd., Registering through May 12 will save \$25 off of the full registration fee of \$150. Registration continues through May 19. Call 229-6211 to request a brochure and registration form... **The Nevada Aviation and Aerospace Foundation and the Exploring Division of the Boy Scouts** is starting a new program, Air Squadron 747, for girls and boys ages 14-20, which will specialize in aviation and aerospace opportunities. Interested youth and parents are invited to the group meeting held at the North Las Vegas Airport Terminal, 2730 Airport Dr., inside the Grand Canyon Room. Call 480-3118 for information.

FRIDAY, MAY 11

**The University of Nevada Las Vegas Black Student Association** invites the public to the African-American Graduation Celebration at the Bill Wildcat Morris Rebel Park (located on the campus of UNLV of Harmon and Swenson) at 7 p.m. Call 895-0656 for more information.

FRIDAY, MAY 11

**The West Las Vegas Arts Center**, 947 W. Lake Mead Blvd., is planning their Community Roots Theatre's spring production A Little Bit of Magic at 7 p.m. and May 12 at 3 p.m. A little Bit of Magic is a 45 minute interactive play with bright musical members. Call 229-4800 for further details. This play is being directed by Walter Mason who directed the fall production I Think I Can.

ONGOING

**The American Cancer Society** is offering I Can Cope, a series of free classes about cancer through May 31 from 6-8 p.m. at Summerlin Hospital Center, 657 Town Center Drive. I Can Cope is designed to educate individuals about cancer. To register for classes call 798-6877... **Pacific Intercultural Exchange (P.I.E.)** is seeking volunteers to work as local Area Representatives. P.I.E. Representatives match high school exchange students with local host families. Call toll-free (888) PIE-USA1 to volunteer or to find out more information about P.I.E... **Washington-Lincoln Alumni Association of Dallas, TX, Inc., Las Vegas Chapter** welcomes new members into their non-profit organization. Their goal is to raise funds towards scholarships for high school seniors. Meetings are held every third Saturday of each month. For location info contact Henry Waller/Pres. at 364-2616 or Jessie Price/VP at 474-0835... **Toastmasters**, a company providing services in order to improve your public speaking, are inviting you to join. Toastmasters would like to assist you in enhancing your public speaking skills, giving better sales presentations, management skills and effectively developing and presenting ideas. For more information about how you can become a Toastmaster, contact John Fitrell at 889-2657, for further instruction... **The Southern Nevada Chapter of the Lupus Foundation of America Inc.** will hold its monthly Wednesday support meeting at Sunrise Hospital, 3186 S. Maryland Parkway, in the doctors' conference room from 7-9 p.m. Call 645-6736 for more information. This group provides education and support for lupus sufferers... **The Senior Wheels USA Program** is making available Power Wheelchairs to senior citizens ages 65 and older and the permanently disabled at no cost. Recipients meet all requirements of the program to receive a wheelchair at no cost. Call Leon Johnson toll free at 1-800-246-6010, to address your concerns.

The Las Vegas Sentinel-Voice accepts Community Billboard announcements for non-profit and church organizations. Send notices: 900 E. Charleston Blvd., Las Vegas, NV 89104 or fax to (702) 380-8102.

## Summer water schedule reminder issued

Special to Sentinel-Voice

With summer approaching, the Southern Nevada Water Authority is reminding residents and businesses to change their watering times to the recommended summer lawn and plant watering schedule.

The schedule is as follows: for lawns, water seven days a week, three times a day, for four minutes each cycle; water plants one time a day, three times weekly, with 12-minute cycles.

Municipal lawn watering ordinances are in effect through

Oct. 1.

Most forms of outdoor watering are prohibited in the cities of Las Vegas, Henderson and Boulder City and in unincorporated Clark County from noon to 7 p.m. and in North Las Vegas from 11 a.m. to 7 p.m.

The Southern Nevada Water Authority also has a water conservation helpline seven days a week from 7 a.m. to 7 p.m. Free information is provided to help with sprinkler timers, as well as lawn and drip watering guides.

The helpline phone number is 258-7283.

## Morse

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Yet, neither African-American nor Latino leaders have seen fit to aggressively attempt to cultivate the strategic factors that will ensure increased participation by either of these groups in the "new economy." They have also heretofore chosen group distinction rather than coalition to be the path to this new form of empowerment.

The cost of this leadership, or lack thereof, is already significant and if a change in strategic direction is not chosen quickly, will only hasten the widening gap between the New Economy "Haves" and "Have Nots." While it is true that the technology sector, which, in the information industry delivers jobs approaching average annual income of nearly \$65,000, is undergoing a temporary transition, the period perhaps provides the best time for urban leadership to pursue the kind of strategic repositioning that will enhance economic participation at the point of recovery.

This new environment dictates that value and opportunity will be created by attention to the management of intellectual capital and the creation of value by its import. The motivation for attention to the issue is hard-pressed to be more pronounced.

The average White household income in 1999 was approximately \$58,000, significantly ahead of Blacks, which came in at \$44,000 and Hispanics, who registered about \$40,000. Asians, on average, do about 1.5 percent better than Whites at approximately \$59,000. In other words, African-Americans and Latinos

are generating average household earnings of \$76 and \$69 on the dollar respectively compared to Whites.

Individual earning power reflects a similar picture. Whites, on average, earn about \$38,500 annually, while Blacks and Latinos generate \$27,700 and \$24,300 respectively. Again, Asians do slightly better than Whites. When a college degree is figured into the equation, each group earns on average from \$10,000 to \$13,000 more.

In light of already demonstrated economic strength to various regions around the country as a result of New Economy firms driven by technology and thus corresponding jobs, focus on fundamental building blocks is now a must during this transition period.

The high-school dropout rate for Whites nationally is 3.8 percent, while it is 4.8 percent for Asians, 6 percent for Blacks and 7.1 percent for Latinos. However, where household income is less than \$40,000, high school students are twice as likely to drop out and where it is less than \$20,000 the comparison is nearly three times. Blacks and Latinos make up a disproportionate amount of these lower-income brackets while garnering only an anemic presence in the high income, information technology job sector.

Add that to the fact that albeit a major debate is currently in play about the high rate of first-time drug offenders being granted stiff prison sentences, the rate of incarceration for African-Americans as a percent of the total prison population is 38.8 per-

cent, with Hispanics not far behind at 32.3 percent for a combined 71.1 percent, nearly double their representation in the population. Further, with an even larger number under correctional supervision after release, having a spillover effect on urban culture, the demand for a new type of strategic leadership is ever pressing.

No longer will it be enough to demand government assistance to meet the challenge of creating opportunity in this new environment. Leadership must now seize the moment to exert a greater control over the destiny of urban life. It will do so by promoting self-empowerment models that begin fundamentally with the reshaping of values, improving educational platforms and encouraging new economy forces connected to technology businesses making their presence felt in urban centers.

Seeding research and development apparatus will also enhance that process. Focus must shift to building blocks that are rooted in private sector stimulus with perhaps some level of facilitation from government. Not the other way around.

Recent events in Cincinnati, while ignited by a conflict between police and the African-American community, only illustrate what is just beneath the surface. A leadership that feeds that frustration could further exacerbate an already difficult situation. The time has arrived for new strategic vision that focuses upon how to create opportunity that fosters lasting progress once and for all in these often forgotten enclaves of human potential.

To do anything less will be to risk the delivery of an even higher level of angst that could spill onto city streets across the nation and do damage beyond repair both to those who reside in urban communities and to those surrounding them. The time to answer the call for a new brand of leadership is now.

*Professor Morse, president and CEO of The Institute For Strategic Thinking And Technology Development, is an adjunct professor at both Pepperdine University's George L. Graziadio School of Business and Management and National University's School of Business and Technology.*

## Soda

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more funding. These people have every right to work to ban soft drinks from their own schools. But what gives them the right to rob poorer children of millions of dollars? Are these anti-business crusaders going to replace the money that poorer schools lose if soft drink sales end?

Local schools should be controlled locally. Outside groups should not be acting as food and beverage police in our schools. What's next? Banning cookies, ice cream and lemonade in the cafeteria? Banning cupcakes for classroom birthday parties?

Soft drink companies deserve our thanks for creating a successful private-public partnership that is improving educational opportunities for children around the country.

## Tax

(Continued from Page 6)

context, a possible payoff of their support for a program favored by Bush is that Bob Johnson and others of this group may be in a position to deal with him on other issues. So the self-interest of this group of wealth, Blacks is also doubly interesting as a "positioning" move, that politically aligns them with Bush if only momentarily. In that regard, it will be equally interesting to see if he accepts Bob Johnson's olive branch to deal on other issues or ignores them altogether.

*Ronald Walters is a political science professor at the University of Maryland at College Park.*

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