

# The Green Side of Black SNEAC

We know that your market is more than just your customers. Your market involves your customer, along with your competitor and the product. When thinking about your primary research in each of these areas, there are other sources that you should consider. These other sources could save you the trouble of doing the complete primary research project.

As a general rule, no primary research is conducted without a search for secondary sources, that is, data collected for another use, even though the information is completely unrelated to your area. Secondary research could:

- solve the problem of having to do any primary research at all
- secondary research is less costly
- finding those secondary research sources is considerably quicker than conducting primary research
- secondary research may help define the problem and formulate hypotheses about it's solution
- it may also help you plan the collection of primary data, defining the population, and select sample for primary research

Some of those basic reference sources that will prove most helpful to you can be found in the public library or the university library. There are literally hundreds of trade publications and reports from commercial organizations and associations. These types of publications generally cover a specific industry or functions of products or services. Many of these publications compile and publish up-to-date data on areas that you'll be concerned with. Statistical analysis and industry forecasts are usually conducted through these publications' subscribers lists (members of the industry). The publication, too, usually include a list of contact persons that could be very beneficial to the start of your business.

Another good source for secondary research are the trade organizations themselves. They usually conduct independent research on the market you're concerned with. Most libraries carry a directory listing trade associations by industry. It's good to be familiar with this directory.

Government sources can also provide you with information concerning specific industries and particular economic patterns. There are three ways to get this information from government sources:

1. Go to the local library
2. Contact the publishing agency connected with the trade association magazine
3. Write the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C., 20402

The U.S. Department of Commerce is also a good source. They can provide data on business and industry activity; scientific and technological advances and general economic information. Another good source is the Small Business Administration, an agency independent of the federal government. Local regional offices of these agencies, along with local and regional government agencies can provide a substantial amount of your secondary research information.

## Thalia Dondero Files For Re-election

Thalia Dondero, Chairman of the Clark County Commission, filed for re-election from Metropolitan District E.

The district includes residents roughly north of Desert Inn Road and south of Stewart Avenue between Paradise Road and Nellis Boulevard.

A Democrat, first elected in 1974, Dondero is the first woman to serve on the county commission. She was re-elected in 1976 in an at-large county election receiving more votes than any other elected official in Clark County.

Before entering the political arena, Dondero gained local prominence as director of the local Girls Scouts of America organization and through volunteer work with the Junior League and the Las Vegas Beautification Committee.

She was appointed Chairman of the Nevada Energy Resources Advisory Board by Gov. Mike O'Callaghan. She is also a member of the Federal Regional Council for energy matters. The purpose of these special groups is to work out specific plans to develop new energy sources for the entire state.

Dondero pointed out that Nevada is the most energy-poor state of the eleven western states, yet is one of the fastest growing states in the nation.

our economy moving, then we must develop new energy sources, such as geothermal and solar energy," she said.

She was recently appointed by U.S. Sen. Howard Cannon to the State Utilization Board. One of the immediate projects of this board is to study alternative uses for the Nevada Test Site if military use of the facility is halted. The site could be converted into an energy source research facility insuring continued jobs for Nevadans.

Dondero serves on the Nellis Air Force Base civilian-military council and is a member of the Nevada Development Authority. She is also a member of the Economic Opportunity Board, R.S.V.P. Senior Citizens Board, United Way Board, Regional Planning Council, and the Western Regional Intergovernmental Committee.

Recent major achievements of the county government since she has been on the commission are the expansion of wastewater treatment facilities and a successful bond issue for funds to expand juvenile care facilities.

Among her priorities for improving the way of life in Clark County are developing means to lower the level of air pollution and to maintain a pure water system. She would like to see local government keep its spending on an equal basis with the cost of living spending.

Dondero and her husband, Harvey, a school district administrator, are the parents of five children and grandparents of eight.

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