

Minority Business Review

Introducing Diana Aird

DIANA AIRD, president of Aird & Associates, has been a resident of Southern Nevada since 1983. Since establishing her residence, Ms. Aird has been a consultant providing a wide range of services in the areas of Marketing & Executive Consultation, Special Events Planning & Coordination, Film & Video Production and Creative Services, Public Relations and Publicity.

Over her 20 year career in marketing, sales, management, communications, and special events production and promotion, Diana has acquired extensive knowledge pertaining to a broad spectrum of business operations. Her clientele covers many industries, including the resort, convention, entertainment fields as well as business development, retailing, advertising, printing, the corporate arena, and government.

Prior to relocating to Las Vegas, Diana directed the marketing, sales and public relations activities of a



Diana Aird

catering and convention services firm in San Diego, CA. Originally from New York City, she has held a variety of challenging and responsible positions, such as Vice

President of Marketing from a graphics and print firm, Marketing Manager for the Creative Division of an employment agency, Associate Systems & Procedure

Analyst for the City of New York as well as several teaching positions in the field of Business Education.

Ms. Aird's formal education includes a B.S. degree in Marketing from New York University, with a special emphasis on Management, Sales and Business Education.

Diana is very active in the Southern Nevada community, belonging to numerous professional, civic and cultural organizations -- The Professional Audio Visual Communications Association (PAVCA) as past president and treasurer, Women in Convention Sales Association (WCSA), The Greater Las Vegas Advertising Federation's Addy Awards Committee, The Allied Arts Council, The Desert Theatre Arts Centre, the Small Business Administration's S.C.O.R.E. group as an A.C.E member -- to name a few. In addition, she renders her professional services as a non-member, on a volunteer basis to countless humanitarian organizations in the community as well.

While still residing in San Diego, CA, Diana was extended an invitation to relocate to Las Vegas by a local entertainment producer in order to work with him in producing as well as performing in a production for a major hotel property. Upon completion of that project, like many new arrivals to our community, she found herself with little employment prospects and few local contacts.

In spite of her extensive professional and educational background, Diana found little success in securing a position that was commensurate with skills and experience. As a result, she found herself forced to actively pursue a life-long ambition sooner than she had anticipated, which was to establish her own company - Aird & Associates.

Aird & Associates is a multi-faceted company, providing services such as planning and coordination of Special Events, Convention Services, Conferences and Trade Fairs, Business Seminars, Corporate Receptions, Company Picnics, Grand Openings. The firm also provides services in promoting such events, such as Marketing & Advertising, Public Relations and Publicity.

Diana has provided her services to a wide range of

clients over the years. Most recently, she planned and coordinated the "Marketplace '89" Trade Fair, which was sponsored by the Nevada Minority Purchasing Council in conjunction with the Nevada Economic Development Company's (NEDCO) sixth annual Minority Business Enterprise Procurement Conference.

Earlier this year, Aird & Associates produced and directed the Greater Las Vegas Advertising Federation's "Addy Awards" presentation, which took place at UNLV's Judy Bailey Theatre.

Other lists of clients include -- feature films, Rocky IV, Salvador, Cherry 2000 -- boxing promotions, Hagler vs. Duran, Holmes vs. Frazier -- conventions, International Brotherhood of Teamsters' 23rd Convention and the World Boxing Council Conventions both in Las Vegas and Montreal, Canada -- to name a few.

In addition to the areas previously listed, Aird & Associates also specializes in providing full marketing services that are geared to the special needs of small businesses and professionals. These services include Marketing & Advertising Consultation, Market Research, Creative Concepts & Design, Direct Mail Marketing, Typesetting & Printing, Special Promotions, Public Relations & Publicity, Training Programs & Workshops and general business consultation.

Precipitated by her own frustrations and challenges in establishing a place for herself in the marketplace, Ms. Aird has endeavored to help others to avoid the many pitfalls faced by small, disadvantaged and minority-owned businesses in our community. As the resident marketing consultant for the NANHO Office Center, Diana provides guidance to the facility's tenants in the start-up requirements and organization of their businesses as well as customized marketing plans and campaigns.

Aird & Associates was recently contracted to assist in the production of the radio talk show, "Minority Business Review," which is sponsored by the Sentinel-Voice with Frieda Pyles as host. The firm is responsible for Public Relations and Publicity for the show as well as for planning and coordinating the roster of guests

CHURCH

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through Friday, August 11 at 7:00 P.M. nightly. Rev. Henry Toldson of Tallulah, Louisiana will be the Evangelist. For more information call 646-2182. The Rev. C.C. Smith is the proud pastor of Tried Stone.

The Bread of Life Deliverance Center, 2721 West Lake Mead, presents Evangelist Charles Green of Detroit, Michigan, who will be in a 6-day revival beginning Saturday, August 12 at noon, and continue through Thursday, August 17 nightly at 7:30 P.M. For more information call 648-8844 or 647-2544. The Bread of Life Deliverance Center is pastored by Rev. Simmie Richard.

The St. John Church of God in Christ, 2301 Comstock Drive will be in revival Monday, August 14, through Friday, August 18 nightly at 7:30 P.M. This meeting will be conducted by the pastor O.L. Jefferson. For more information call 648-2524.

The Greater Carver Baptist Church, 1221 North "J" Street will be in revival Monday, August 14 through Friday, August 18, nightly at 7:30 P.M. The Rev. Earl Crawford of the Zion Baptist Church of Oakland, California will be the speaker. For more information call 648-4111 or 642-9221. The Greater Carver Baptist Church is pastored by Rev. Ryal Wilson.

The New Light Baptist Church will host the anniversary services of the Miltonettes Gospel Singers, Sunday, August 13 at 7:00 P.M. For more information call 642-4345. The New Light Baptist Church is located at 1165 Lawry Avenue and the Rev. John Henry is the pastor.

appearing on the show.

The fact that the show provides an opportunity for minority entrepreneurs to familiarize the general public with their existence and services, further enhances Diana's commitment to the growth of minority-owned businesses in our community and their establishing themselves in the business mainstream.

For further information about Aird & Associates and the "Minority Business Review" talk show, contact Diana Aird at 702/456-3838.

PREMIERE

"Minority Business Review"

Weekly Radio Talk Show

on

KLAV/AM-1230

Every Sunday from 8:00 A.M. - 8:30 A.M.

Begins

Sunday - August 6, 1989

Sponsored by:



Host/Producer: Frieda Pyles

F.Y.I.

"Minority Business Review" endeavors to expand the general public's awareness about minority entrepreneurship in our community.

The weekly format will consist of an interview with a minority entrepreneur doing business within the State of Nevada. Our guests will have an opportunity to provide details about their businesses, their affiliates as well as about themselves, in a manner that is open and informative. In addition, a weekly "update" on points of interest to the minority entrepreneur will be provided.

The segment for the last Sunday of each month will consist of an open discussion with one or more representative(s) from the government and corporate sectors, financial institutions, business experts and consultants.

For Further Information, Call 702/383-4030