

BUSINESS

"ETHNIC MARKETING IN LAS VEGAS—IT'S GOOD BUSINESS!"

By Diana Aird, President of Aird & Associates specializing in Marketing, PR & Special Events Planning (The following article is Part I of a series on the topic of Ethnic Marketing in Las Vegas that will appear over the next five issues of the Sentinel-Voice).

The newly opened Luxor's pyramid features a 315,000-watt beam of light which beckons one and all to visit the Egyptian-themed resort. That Egypt represents one of the African Continent's most renowned, awe-inspiring culture is not lost on the enlightened. This leads me to wonder, "Does the selection of an African theme suggest that Las Vegas is now ready to include ethnic marketing into the mainstream?"

As a college student years ago, I once asked my marketing instructor why most television commercials and print advertisements in mainstream media excluded "people of color." He proceeded to respond, "Advertisers strive to represent the

'norm' in their advertising campaigns in order to reach the 'average' citizens. I responded, "Is that so? So, what constitutes the 'norm' and 'average citizens'? Are you trying to tell me that whoever doesn't fit that standard is null and void?" He remained at a loss for words and never again addressed the topic.

Just as in Southern Nevada, traditionally, the bulk of U.S. marketing dollars has been directed at a "general market" audience whose demographic and psychological profile is overtly European in ethnic sensitivity and cultural focus. Appeals to this group reaped the greatest rewards in days gone by. Today, however, the population mix of the U.S. and of our region has changed drastically. Considering the present and projected growth in Southern Nevada, and the intensified competition for consumer dollars, there needs to be a change in how businesses go about reaching their customers. The ethnic marketplace must be respected and included in the



DIANA AIRD
mainstream!

The American market is not homogeneous. The rationale behind the need for ethnic marketing and advertising programs in the U.S. can be described quite simply: **62 million ethnic people and over \$452 billion a year in group purchasing power!** By the year 2,000, up to 35 percent of U.S. consumers will be "ethnics." That reality is already evident in the Southern Nevada marketplace in that (See Ethnic Marketing, Pg 21)

NEVADA POWER CO. ANNOUNCES NEW ORGANIZATION STRUCTURE

Las Vegas—Nevada Power Company announced recently a new organization structure and top level management changes that resulted from an organization study begun in April, 1993.

The Nevada Power Company Board of Directors unanimously approved the redesign that realigns functions to improve operations and customer service. Along with this functional redesign, the company has announced the operating divisions and the officers who will head them. The redesign resulted in the elimination of two officer positions. The new officer positions and overall structure will be fully operational January 1, 1994.

Vice President Dave Bameby will become head of the newly-formed Power Delivery division. He will have responsibility for the Reid Gamer and Clark/Sunrise power plants, fuels, engineering construction and maintenance for all generation, transmission, and substation facilities. Communication engineering and construction will also be part of the new Power Delivery division.

Vice President Cindy Gilliam will expand her current responsibilities as head of Customer Service to head the newly-formed Retail Customer Operations division. Her areas of responsibility will include retail business planning, customer service, meter operations, and distribution management.

Vice President Steve Rigazio will expand his current finance responsibilities to include planning, as head of the newly-formed Finance and Planning division. He will have responsibility for treasury, accounting, financial planning and budgeting, investor relations and shareholder services, system power operations, and resource planning.

Vice President Gloria Banks Weddle will expand her human resources responsibilities to include materials management and corporate services in a newly-formed division, Human Resources and Corporate Services.

Vice President Richard Hinckley will continue to head the Legal division, which will include environmental and safety services.

The former division of Transmission and Distribution Construction and Maintenance, and the division of Resource Development were reassigned under the newly-consolidated structure.

"This new structure will mean faster, streamlined service for our customers and easier communication and more efficient problem resolution for our employees," said Chairman of the Board and Chief Executive Officer Charles A. Lenzie. "We are creating a company for the future that will be more flexible and able to respond quickly to customer needs and demands," he noted.

The company is continuing the analysis of its operations as part of an ongoing strategic planning process. The goal of the study is to streamline operations while providing better customer service.

Approximately 400 employees from all levels and areas of the company have been involved in the redesign process. Final results of the study are expected by year-end.

Real Estate Perspective

By Loretta A. Hall



TAKE ALONG AN AGENT IN SEARCH OF NEW HOME

Are you so weary of old-house problems that you've vowed to make your next home a newly built one? Then take the advice of experts and bring along a new-home specialist on your next model-home tours. The reality is that most real estate agents spend the majority of their time selling used properties on what's called the "resale" market.

But a select few have special expertise in the new-home market. They know local developments, builders' reputations and perhaps most important, they know how to negotiate for a good price and terms. There are agents who specialize in new-home sales. They can tell you about construction techniques and they know much more than what's in the glossy sales brochures.

Most people don't take an agent with them when they scout new developments. Rather, they rely on salespeople who work at the model homes, who are typically employees or paid repre-

sentatives of the home builder. Granted, those who work for home construction companies can be very knowledgeable. Still, an experienced outside agent can also provide important insights and can help you choose the right model, locate the best lot and select options.

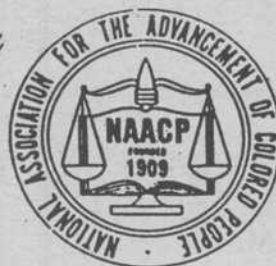
What's more important of all is the specialty agent may be able to help you get a better deal on your new home. For decades, Americans have shopped for new homes the way they shop for new cars, relying totally on the guidance of showroom salespeople. In the past, builders set the prices and terms, and you could take it or leave it. I'm not sure it would have made a whole lot of difference whether you brought an agent with you. However, profits are harder to come by these days. While a new home's base price is still firm for some builders, many have become more flexible in setting prices for options, as well as terms of the deal.

Since builders have had to become more flexible, a good agent specializing in new-home sales can often negotiate a better deal for you. This service is usually free to the prospective buyer, with the builder paying a small percentage to the agent if there's a sale.

As always, please contact a professional for all your real estate needs or write to me c/o REAL ESTATE PERSPECTIVE, Las Vegas Sentinel-Voice Newspaper, 1201 South Eastern Avenue, Las Vegas, NV 89104.

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