

BUSINESS

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

By Diana Aird, president of Aird & Associates, specializing in Marketing, PR and Special Events Planning

PART IV:

BUSINESSES HAVE AN OBLIGATION TO ETHNIC CONSUMERS

Las Vegas is undergoing one of the most dramatic metamorphosis in its entire history. The dynamic growth in our region, and the proliferation and success of the local business community gives testament to the daring and innovation of our local business leaders and developers. And, the key to that continued success is change and a serious commitment to diversity — to aggressively expand our

marketing efforts to reach the ethnic consumer as well as the general consumer. Without that commitment, our ability to meet the demands of this competitive marketplace will suffer, ultimately.

As we approach the 21st century, our local population is steadily inching toward one million residents in Southern Nevada. With the opening of the Luxor, Treasure Island and the MGM Grand Theme Park, Las Vegas will have more than 11,000 rooms to fill, with even more hotel and resort properties either expanding or new ones planned for the near future. The number of local businesses — large and small — have grown



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accordingly, increasing their need to be more competitive also. Las Vegas is now broadening its appeal by transforming itself into a complete resort/convention/family destination. At the same time, there is a growing effort to tap the dollars of local consumers, along with ongoing campaigns targeting visitors, in order to meet the demand for revenues and profit for these enterprises. In other words, "Las Vegas Needs Your Money To Survive!"

What does this mean to the ethnic consumer — local and visitors alike? It means that Las Vegas businesses have an obligation to the ethnic consumer. They have an obligation to acknowledge the ethnic consumer and to respect their value to our conditioned growth and success. Businesses fail to address the ethnic consumer when their ad messages exclude or does not reflect ethnic consumers. Businesses fail to meet their obligation to ethnic consumers when the workplace does not reflect the ethnic marketplace. Sending a mixed message to ethnic consumers is ineffective, wasteful and insensitive. When businesses create ad messages that do not include ethnic minorities, it smacks of blatant disregard. The woefully few numbers of "people of color" in management positions that would enhance a company's "awareness" and sensitivity to their ethnic consumers' needs adds to that pat-

(See Ethnic Marketing, Pg 15)

PABST BREWING COMPANY RECEIVES CORPORATE AWARD



The Pabst Brewing Company was honored as recipient of the prestigious Corporate Award at the Annual Cap-Pac (California Liquor & Trade Owners Association) Convention and Trade Show held at Harrah's Hotel & Casino. The award was presented to Brand Manager, Bernard Tarver, in appreciation for the Compays' Annual "Education is the Power" promotion, which has raised over \$200,000 in scholarship assistance for the Cal-Pac Scholarship Fund, Inc. Pictured (L-R) are Jim Williams, Chairman of the Board; Cal-Pac (California Liquor & Tavern Store Owners Assoc.); Bernard Tarver, Brand Manager, Pabst Brewing Company; Clem Daniels, State President, Cal-Pac.

SOUTHWEST GAS SETS BUSINESS SEMINARS FOR WOMEN, MINORITY AND SERVICE-DISABLED VETERANS

LAS VEGAS — Southwest Gas has scheduled two seminars in November to assist women, minority and service-disabled veteran business owners who are interested in doing business with the company.

The seminars are part of a continuing series of outreach programs by Southwest Gas to locate, encourage and inform women, minority and service-disabled veteran business owners about the various types of products and services for which the company contracts in southern Nevada.

One of the seminars, aimed at contractors and subcontractors, is slated for Nov. 15. The other seminar, geared to suppliers, will be held Nov. 18. The minority outreach sessions are part of Southwest's WMDVBE program. The company has held three previous seminars of this type in 1993.

Any women, minority or service-disabled veteran contractors and suppliers who are interested in participating in these or future seminars may contact the company at 876-7315 or 364-3173.

PRIMERIT BANK EXPANDS CUSTOMER BASE FOR IT'S MAJOR LOAN DIVISION

PriMerit Bank's major loan division, long associated as a leader in the construction lending field for single-family tracts in Nevada, is expanding its customer base to once again include commercial real estate development. The market isn't a new area for PriMerit according to Gary A. Gardner, Senior Vice President of Major Loans. In the 1980's, the Bank was involved in all facets of commercial real estate lending.

But, like many other lending institutions, PriMerit scaled back its portfolio somewhat over the past few years because of the recessionary market. Today's continuing rate of growth in Nevada presents the bank with an excellent opportunity to re-enter the commercial development market.

"Nevada continues to prosper and PriMerit Bank is in the perfect position to step back into the commercial lending field," Gardner said. "As the largest financial institution based in the Silver State, PriMerit bank knows the needs of its citizens. Because of our size, we can finance a project from phase one all the way through to the finish."

Gardner said the Bank is actively seeking to be the lender for numerous projects throughout Nevada, including warehouse and industrial complexes, apartments, commercial offices and retail centers with anchor tenants.

PriMerit recently financed the Homelife Furniture Store By Sears on Martin Luther King Drive in Las Vegas. The Bank arranged the construction loan for the developer of the project.

Gardner said the Bank is seeking to be the lender on owner-occupied facilities and various build-to-suit complexes, where PriMerit handles the building loan for a developer who is constructing an office for a specific tenant.

"PriMerit sees great potential for lending opportunity throughout all of Nevada," Gardner said.

Home builders will continue to be the main thrust of the major loan department. As a full-service lending institution, PriMerit has the ability to finance the development of the construction site, handling all building loans and, through its mortgage lending department, provide permanent loans for buyers.

"The companies that come to us for construction financing are also referred to PriMerit's business banking department for all their needs in that area," Gardner said. "We also look at home buyers as potential customers for checking, savings and customer loan accounts as well."

PriMerit Bank is the largest Nevada-based financial institution with 25 offices statewide, including 17 in Southern Nevada and eight in Northern Nevada.

NEW ADVOCACY GROUP TO FILL VOID HELP FOR VERY SMALL BUSINESSES

WASHINGTON, D.C. — TINY BUSINESS OF AMERICA, a Washington, D.C., based National Membership Organization that represents the interests of very small businesses having

0 to 25 employees, aims to fill a much needed void.

According to Craig Madison, the organization's Executive Director, "A long standing void has finally been filled in the small business community."

After more than three years of research which promoted the formation of TINY BUSINESS OF AMERICA, Madison reported that very small businesses feel that when it comes to their involvement in small business programs and issues, they have been ignored, patronized, and regarded as too insignificant to be worthy of notice. There are

special issues and concerns applicable only to them that aren't being met; this, due to their very small size.

When the average person thinks of a "small business," they think of a business that is very small. But in fact, according to U.S. Small Business Administration literature, a small business can have as many as 500 employees. There even exists certain situations where this figure can go even higher.

Madison continued to say that although very small businesses are welcomed and (See Tiny Businesses, Pg 15)

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