

BUSINESS

"MARKETING YOUR BUSINESS"

By Diana Aird, President
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Specializing in PR and
Special Events Planning

PART I

**YOUR GOAL: TO STRIVE
FOR EXCELLENCE and
QUALITY SERVICE!**

My next series of articles will focus on "Marketing" to facilitate your efforts in this area — whether it is your business of your professional services. First, let me define what is meant by "Marketing." Marketing is everything you do to promote your business or services, from the moment you conceive it to the point at which customers buy your product or service and begin to patronize your business on a regular basis. The key words to remember are 'everything' and 'regular basis.'

The meaning is clear: Marketing includes the name of your business, the determination of whether you will be selling a product or service, the business plan, the method of manufacture or servicing, the colors, size, and shape of your product, the packaging, the location of your

business, the advertising, the public relations, the sales method, the sales representation, the telephone inquiries, the problem solving, the growth plan, the follow-up. If this leads you to conclude that marketing is a complex process, you're right.

Marketing for small businesses and professionals is just like marketing for big business. Only different! If you are exceptionally funded and have stockpiles of money allocated to marketing whatever you're selling, you can take the standard approach and handle your marketing efforts with big bucks and textbook methods. If you're not, then you need to take a radically different approach by using big ideas and cost-effective tactics. Every type of business enterprise requires marketing. There are no exceptions! It isn't possible to succeed without marketing in today's economic marketplace. But, marketing for small businesses and professionals is vastly different than if you were an esteemed member of the Fortune 500. Some of the principles may be the same, but the



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details are different.

To stand out in a sea of competition requires a quality product or service, presenting the desired professional image, a good business/marketing plan, targeting your best market and effective communication and promotion. All this must be followed-up by providing a good environment for your customers and employees to do business.

(See Marketing, Page 21)

EOB LAUNCHES "MICRO BUSINESS BUDDY SYSTEM ACTIVITY"



(left to right) Steve Wilson, Sunrise Administrator; Patricia Gasper, owner of Baby Treasures Baby Baskets; and Kimberly Bailey, Micro Business Coordinator

The Economic Opportunity Board's Micro Business Program launches their "Micro Business Buddy System Activity" for low income small business persons. The Micro Business Buddy System Activity is designed to encourage and spearhead procurement opportunities for the disadvantaged small business person.

According to Micro Business Coordinator, Kimberly Bailey, "It is our focus to match up the services of our Micro Business participants to the main stream industry of big business. The Micro Business Buddy System also serves as a mentorship activity for the small business person while establishing our small business par-

ticipants with creditable collateral and clientele. Our objective is to promote and encourage BIG BUSINESS FOR SMALL BUSINESS."

Case in point, Patricia Gasper, owner of "Baby Treasures Baby Baskets," is a current participant in the Micro Business Buddy System Activity, and has been matched up with Sunrise Hospital, who is offering her an outlet of distribution for her baby baskets in their hospital gift shop.

For more information about the services offered by the Economic Opportunity Board's Micro Business Program, contact Kimberly Bailey at 647-7735.

BANK OF AMERICA NEVADA AWARDS \$30,000 TO AFFORDABLE HOUSING PROJECTS IN LAS VEGAS

LAS VEGAS, NV — Bank of America Nevada recently awarded three \$10,000 BankAmerica Foundation grants to local nonprofit organizations for affordable housing projects in the Las Vegas area. Catholic Community Services, Women's Development Center, and the Las Vegas Housing Authority and Southern Nevada Housing Corporation in a joint venture project, were the recipients of the three bank grants.

This funding is part of an affordable housing initiative BofA Nevada put together for nonprofit agencies that attended the Las Vegas Affordable Housing Institute earlier this year. BofA also helped establish this institute with additional funding of \$30,000.

"The generous support of Bank of America will go a long way in providing desperately need affordable housing in Las Vegas," said Gail Burks, chair-



Bank of America Nevada Executive Vice President Randy Dawson (far left) and President Peter Thomas present a \$10,000 check to Michael Jackson, community lending officer for BofA Nevada and board member of Catholic Community Services' affordable housing project (middle right), and Tom Miller, executive director of Catholic Community Services (middle left).

person of the Southern Nevada Reinvestment and Affordable Housing Committee. "We appreciate Bank of America's leadership in suggesting that the community offer such an impor-

tant training program so that nonprofit groups are able to make a difference in the community."

The three BofA grants will help fund the development costs of a fourplex for use as transitional housing for homeless families with children coming out

of the Crossroads Emergency Family Shelter; construction of a 24-unit project that will service low-income working families at or below 80 percent median income; and construction of a facility for approximately 100 homeless adults and children. (See Bank of America, Pg 21)

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