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familiar with your business. Commitment means that you will exercise the necessary patience to stick with the program. The returns on your investment in marketing your business is a conservative investment — to be realized over a period of time; not immediately. Consistency in your marketing creates familiarity and confidence. This translates into profits for your business and your success.

Okay, so you have a marketing plan and you've targeted your best customer base. Now you want to get down to the "nitty-gritty" — reaching your potential customers. You ask, what methods should I select in my marketing program?

Every method of marketing has its own strengths and pitfalls. Media advertising offers a wide selection. The idea is to use those methods that ensure the best results in reaching your objectives. It is best to establish a marketing program on a yearly basis — including the methods to be used and the annual budget for its implementation. The more viable the marketing efforts you employ, the frequency of your advertising and the greater your skill at selecting and employing those methods, the better the results.

PRINT MEDIA offers many possibilities. Brochures offer the greatest opportunity for you to go into great detail about your product or service. Yellow Pages marketing and classified advertisements hit the very hottest prospects in that the people reading them have already taken the time to look up information such as you are offering (although this method places you in direct confrontation with your competitor). The Newspaper is a prime medium and the strength of the publication can be your strength. Magazines are media with which readers become more involved. They generally take a long, good, time to read them. Signs and Billboards are good for reminding people of your existence, but work better in conjunction with other methods.

ELECTRONIC MEDIA depends on stimulating the senses of sound, sight or both. Radio is the most intimate of the media, allowing your chunks of one-on-one time with potential customers — especially those listening alone in their cars or at home.

Television is the most comprehensive of the advertising media, allowing you to combine words with pictures and music. It enables you to convince your potential customers through actual demonstrations. Opportunities to demonstrate your product or services in this manner are not possible by other means — except for seminars, fairs, and live contacts with audiences. This method is also very costly and must be done properly or not at all.

Other methods include Direct Mail, which allows you to take the most careful aim at your target audience. When created skillfully, direct-mail advertising enables you to go through the entire selling process — from securing your prospect's attention to the actual obtaining of sales through discount coupons that can be applied to purchases and toll free numbers that can be called. If not, it can be costly and ineffective. Canvassing and Telephone Marketing are both intimate methods of marketing, providing personal contact with prospects, and can be used as an adjunct of other methods or stand alone.

Advertising Specialties can pave the way for acceptance of your offering, but can't do the entire selling job. They work best in conjunction with other methods. The same goes for sponsoring teams and events. Trade Shows and Exhibits relate a unique opportunity to boost sales by putting you in contact with purchase-minded people who are thinking about the primary topic of the show or exhibit. The idea to choose carefully so that your offering is consistent with the theme or topic of these events, and/or that the traffic will support your investment in participating.

Finally, Public Relations, encompassing publicly, community relations and even joining clubs and organizations, is another marketing method that should always be considered. Community relations — meaning service to your community — can provide powerful contacts, especially if you are sincere in your commitment and not merely trying to serve your business needs.

With all these marketing methods (and more) available, which would you choose? The answer: As many as you can do well and cost-effectively. Choose wisely! When you do, make a commitment to see your marketing program through. Plan your budget, ensure that your advertising message is clear and concise for the prospective customer and be consistent in your promotional efforts.

Self-Empowerment is the key to our Future as a People - as a nation! Have any questions? Write to me c/o Business, Las Vegas Sentinel-Voice Newspaper, 1201 South Eastern Avenue, Las Vegas, NV 89104 or call 456-3838.

IT PAYS TO ADVERTISE
383-4030

EMPLOYMENT OPPORTUNITIES**SIGN INSTALLATION BUSINESS FOR SALE**

No Electric Signs.
Priced to Sell at \$45,000
Terms available.
Call 383-6900

Assistant Development and Modernization Manager

Salary: \$32,906 - \$52,666
Housing Authority of the City of Las Vegas
Apply in person
420 North 10th Street
Las Vegas, Nevada 89101
8:00 am to 5:00 pm
Closes: February 4, 1994
EQUAL OPPORTUNITY EMPLOYER

CITY OF HENDERSON EMPLOYMENT OPPORTUNITY**SECURITY OFFICER**

SALARY: \$22,557.84 - \$25,828.73 / yr.

REQUIREMENTS: One (1) year of general work experience evidencing ability to do the tasks assigned.

SPECIAL REQUIREMENTS: Possession of, or the ability to obtain, an appropriate Nevada driver's license, and maintenance of an excellent driving record.

WHERE TO APPLY: City application form and resume must be submitted to and received by the Personnel Department, City Hall, 240 Water Street, Henderson, Nevada 89015, no later than Thursday, February 3, 1994, at 5:30 p.m. Employment application packet MUST be obtained from the Personnel Department; resumes only WILL NOT be accepted.

HOURS OF OPERATION: Monday through Thursday, 7:30 a.m. to 5:30 p.m.

SMOKE • FREE WORK ENVIRONMENT
An Affirmative Action
Equal Opportunity Employer
Published: Las Vegas Sentinel-Voice
January 27, 1994

NEVADA POWER COMPANY

Nevada Power Company seeks qualified applicants for the following positions:

Air Programs Administrator - Environmental Affairs Dept.
Systems Integrator - MIS Dept.
Mgr. Applications Enablement, Production - MIS Dept.
Applications Services Team Leader - MIS Dept.
Analysts/Programmers - MIS Dept.
Team Leader, System Protection and Relaying - T&D Dept.
Team Leader, Transmission Lines Engineering - T&D Dept.
Senior Telecommunications Engineer - Communications Eng. Dept.
Team Leader, Land Survey - Land Services Dept.
Journeyman Lineman
Send resume to Nevada Power Co., Employee Svcs. Dept., P.O. Box 230, Las Vegas, NV 89151. EEO F/M/D/V. TDD: (702) 367-5877.
Call 367-5212 for more information.
Published Las Vegas Sentinel-Voice — January 27, 1994

EXECUTIVE DIRECTOR

The Housing Authority of the City of North Las Vegas is seeking qualified applicants for the position of Executive Director. The Executive Director is the chief operating officer of the authority and is responsible for the efficient and effective administration and execution of all authority business.

The Executive Director is responsible to a five-member Board of Commissioners for the planning direction, and implementation of programs and policies of the agency.

Responsibilities include supervision of a staff of 32, and oversight of 251 conventional public housing units, 782 Section-8 certificates and vouchers, 36 Moderate Rehabilitation units, CIAP/Comp Grant, Drug Elimination, HOME, HOPE, and Family Self Sufficiency programs.

Minimum Qualifications: Eight years of related education and/or experience such as a Bachelor's degree in Business Administration or Public Administration and four years supervisory experience of high level professional staff in agencies that administer housing related programs.

Complete position description available upon request. Starting Salary: \$50,000 plus (depending on experience). Submit resume by 02/28/94 to Chairman William Robinson, Housing Authority of the City of North Las Vegas, 1632 Yale Street, North Las Vegas, Nevada 89030. Candidates selected for interview would be limited to a \$350.00 maximum travel/lodging reimbursement.

EQUAL OPPORTUNITY EMPLOYER

Published: Las Vegas Sentinel-Voice — January 27, 1994

HOMES FOR SALE**CLARK TERRACE MUTIAL HOMES, INC.**

CLARK TERRACE MUTIAL HOMES, A FEDERALLY SUBSIDIZED COOPERATIVE HOUSING COMPLEX, 1, 2, & 3 BEDROOM UNITS IS NOW ACCEPTING APPLICATIONS. DOWN PAYMENT REQUIRED. APPLY AT: 2701 CLARK TOWERS COURT • LAS VEGAS, NEVADA 89102 • (702) 871-9092.

EQUAL HOUSING OPPORTUNITY



'86 CHRYSLER LAZERTURBO
Interior in very good condition. Power Windows, and Locks. Runs, but needs some work. Leave message 893-7680

CLARK TOWERS

Senior citizen apartment building is now accepting applications for subsidized efficiency and one bedroom apartments. Apply at:
2701 Clark Towers Court
Las Vegas, Nevada 89102
871-9092
Equal Housing Opportunity

FOR SALE BY OWNER

2-story home, 6 bedroom, 3 bath, 3/4 acre lot, zoned horses, new roof, fireplace, pool. Assume - no qualify. Call 383-6900. Approx \$40,000 dwn, \$900 month.

WANTED GENERAL MANAGER L.V. FM RADIO OUTLET

Broadcast management experience required. Must have knowledge FCC rules and regulations also of daily FM radio operations. Write to: Patmor Broadcasting, Inc., P.O. Box 699, Mequon, WI 53092
Equal Housing Opportunity

LARGE FINANCIAL SERVICE CORPORATION IS SEEKING A HIGHLY MOTIVATED INDIVIDUAL TO PURSUE A CAREER AS A FINANCIAL SERVICE REPRESENTATIVE.

FLEXIBILITY, ADAPTATION AND DEDICATION A MUST! ESTABLISHED RESIDENCY PREFERRED.

IF YOU FEEL YOU MEET THESE REQUIREMENTS AND YOU ARE A PEOPLE-ORIENTED PERSON, PLEASE SEND RESUME INCLUDING PERSONAL HISTORY, EDUCATION AND WORK EXPERIENCE TO:

GWEN HARRIS-LAVIS
PRINCIPAL FINANCIAL GROUP
3360 W. SAHARA AVE. #100
LAS VEGAS, NV 89102
Equal Opportunity Employer

ENGINEERING MANAGER

The Public Service Commission of Nevada seeks an Engineering Manager in Carson City, NV. Responsibilities include planning, organizing, directing, and electric utilities, function as liaison with other governmental agencies; direct the enforcement of codes and regulations. Engineering degree required with 7 or more years of progressively responsible engineering work in a public utility of governmental regulatory body, with 2 years in an administrative or supervisory capacity. Ability to write and speak effectively are essential. Position includes a comprehensive benefits package. Salary to \$59,732 DOE. Registration as a Professional Engineer in the State of Nevada is preferred. Send resumes by February 18, 1994 to:

Tina F. Leahy, Personnel Officer
Public Service Commission
727 Fairview Drive
Carson City, NV 89710

AN EQUAL OPPORTUNITY EMPLOYER

Published: Las Vegas Sentinel-Voice — January 27, 1994

SHEET METAL LOCAL #88 JOINT APPRENTICESHIP AND TRAINING FUND

3370 PALM PARKWAY • LAS VEGAS, NEVADA 89104
FAX (702) 457-0483 • (702) 457-8118

SHEET METAL APPRENTICESHIP OPPORTUNITY

The Apprenticeship Committee will accept applications for apprenticeship from February 7, 1994 through February 25, 1994 between the hours of 9:00 a.m. and 11:00 a.m., Monday through Friday. All applicants must return at 1:00 p.m. on the day of application to take a four hour math and reading test. Applications must be submitted in person at the:

Sheet Metal Training Center
3370 Palm Parkway

(across from Riviera Mobile Home Park, Sahara & Boulder Hwy)
The recruitment, selection employment and training of apprentices during their apprenticeship shall be without discrimination because of race, color, religion, national origin or sex. Minorities and women are encouraged to apply. The sponsor will take affirmative action to provide equal opportunity in apprenticeship and operate the apprenticeship program as required under Title 29 of the Code of Federal Regulations, Part 30, and the State of Nevada Apprenticeship Council's State Plan for Equal Employment Opportunity in Apprenticeship.

APPLICANTS MUST MEET THE FOLLOWING REQUIREMENTS: NO EXCEPTIONS

1. Be at least 17 years of age.
2. Possess a High School Diploma or G.E.D.
3. Provide copies of the following documents at the time of application:
 - a. Birth Certificate
 - b. High School Diploma or G.E.D.
 - c. High School and College Grade Transcripts
 - d. Military Release Papers DD-214 (if applicable)
4. Pass a Basic Math and Reading Competency Exam
5. Pass an aptitude test given by the Nevada State Employment Office. (Dates to be assigned by the apprenticeship office).
6. Appear before the J.A.C. board for an oral interview.
7. Those applicants selected are subject to a Substance Abuse Test; prior to being indentured into the 1994-95 apprenticeship program.

EQUAL OPPORTUNITY EMPLOYER

Published: Las Vegas Sentinel-Voice — January 27, 1994