

# BUSINESS

## IS YOUR BUSINESS A SECRET?

By Diana Aird, President, Aird & Associates, PR and Special Events Planning  
NON-MEDIA MARKETING — Other Alternatives for Promoting Your Business  
(Part III of a three-part series on marketing and promoting your business)

Over the past two weeks, I've provided you with information on how to market your business utilizing media (print, radio, television, etc.) and direct marketing (direct mail etc.). In this final installment, I will cover utilizing alternative, non-media options for making your business less of a x=secret — other methods for reaching potential customers.

It is possible to realize great success using only non-media marketing. But it is easier to succeed with a combination of media marketing and non-media marketing.

There are myriad ways in which you can attract potential customers without utilizing media at all. You can invite groups to your place of business to hear speakers. You can sponsor programs for groups if your facility can't accommodate many people at once. You can stage exhibits at trade fairs and conventions. You can arrange with restaurants, auto showrooms, model homes, et al, to display

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your offerings in a manner that is mutually beneficial. You can be the manufacturers or distributors that supply you for their assistance in marketing. You can hold open houses and parties. The list is as expansive as your imagination allows.

There are other options available to you also, such as ADVERTISING SPECIALTIES AND SAMPLES. Advertising Specialties are items on which the imprinted name (and if possible, the address, phone number and theme line) of the advertiser appears. Some of the possible items otherwise known as advertising specialties include: T-shirts, caps, shopping bags, calendars, key chains, cups, paper-clip holders, note pads, ball-point pens, refrigerator magnets, decals, banners ... and much, much more.

Advertising specialties are the equivalent of billboards. They are a reminder and they put your name in front of your prospective customers. And, your prospects don't have to leave their home or office to see them. They make your prospects and customers feel good about you, but basically, they don't do more than increase awareness. This method works best in conjunction with media marketing or direct marketing.

SAMPLING is another non-



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media alternative available to you. By sampling what is meant is providing potential customers with an opportunity to try your offering, while at the same time providing exposure to your product or service. You see this method used often at major supermarket chains, bakeries, restaurants, and the like. It works! You should choose sampling over advertising specialties every time, if it comes to making a choice between both. Both methods involve giving something away. Both wins friends and create good will. However, sampling accomplishes those things by means of freebies that are directly related to your product or services and are then more pertinent to your objectives than advertising specialties. Sampling also works wonderfully well in conjunction with media advertising (i.e. print and/or radio ads announcing a special promotional event being sponsored by you where free sample merchandise will be given to those in attendance. It's hard to say "no" to FREE).

SHOW AND SELL — FREE SEMINARS AND DEMONSTRATION. You can attract large numbers of people to free one-hour seminars, that convert them to paying customers. You do this by providing your audi-

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## PRIMERIT BANK DONATES OFFICE ITEMS TO NORTH LAS VEGAS HOUSING GROUP



North Las Vegas Chamber of Commerce Executive Director Cari Wells (second from the right) fills out her home loan application at North Las Vegas Neighborhood Housing Services, Inc (NLV NHS). PriMerit Bank donated several office items to the non-profit organization, including 18 chairs, some of which are being used in the conference room (pictured). Representatives (from left to right) include Carlos Serna, Construction Specialist, NLV NHS; Suzanne Taylor, NLV NHS Executive Director; Tom Jurbala, Regional Loan Organization Manager PriMerit; Dean Leavitt, President, NLV NHS Board of Directors; Dan J. Cheever, President and Chief Executive Officer, PriMerit; Jackie Ingram, Community Reinvestment Act Officer, PriMerit; Wells; and John Dodgion, Senior Vice President, Consumer Lending Division, PriMerit Bank.

Until recently, Suzanne Taylor has been forced to write grants and proposals for much-needed state and federal funding with an old electric typewriter and a box of correction tape. But PriMerit Bank has helped put an

end to that.

In addition to several other items, PriMerit donated a Unisys personal computer and an IBM Quiet Writer printer to North Las Vegas Neighborhood Housing Services, Inc. (NLV NHS).

NLV NHS is a non-profit organization dedicated to the mission of revitalizing and rehabilitating the older neighborhoods of North Las Vegas; preserving homes by combating

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## FINANCIAL REPORT GET LIBERATED FROM TAXES!

By Fred T. Snyder

A breakdown of the type of taxes we pay and the amount of "working days" it takes to pay this bill will show that "income tax obligations" takes the longest to pay off; an average of 40 days. Other types of taxes and their pay-off time follows:

- Income taxes - 40 days
- Social Security Insurance tax - 38 days
- Sales & excise tax - 17 days
- Property/other business tax - 6 days
- Corporate profits tax - 10 days
- Other tax - 2 days

Because the tax on which you can have the greatest effect is income tax, it makes the most sense to reduce the amount of tax you pay on your investment income. Purchasing tax free municipal bonds can be a simple

and safe way to accomplish this task. The income derived from municipal bonds is federally tax free, and usually free from state income tax if issued within the state of residence.

That means you can shorten the length of time you work for the government. Federal and state, because less investment dollars earned will be dedicated to paying taxes. More of what you earn can be used for further investment, savings, recreations, etc. While it appears that today's tax rates are at historical lows, it is virtually safe to say that federal tax rates are going up and will surely be higher later in this decade.

In addition, state taxes, be it income, sales and use or other taxes, will most likely be higher in 1994 as well. Even though this year's tax freedom day is the same day as last year, the potential for increased tax rates will cause this day to come later and later in the future. So, on a



FRED T. SNYDER

personal level, individuals can and should take measures to effect a change in what they pay in income taxes, particularly on their investments. We believe the easiest and safest way to do that is by purchasing tax free municipal bonds. Since a typical week usually has 5 days of work and only two for play, why not work as many of those 5 day weeks for yourself and not the government?

Fred Snyder is an investment advisor for Union Equity Partners.

CITY OF LAS VEGAS, DEPARTMENT OF ECONOMIC & URBAN DEVELOPMENT

**CDBG**

The City of Las Vegas, Department of Economic and Urban Development, will conduct neighborhood meetings to obtain input from residents about community needs that can be addressed through the Community Development Block Grant program.

**EAST LAS VEGAS**  
Dates: Monday, February 14, 1994; Tuesday, February 22, 1994  
Time: 6:30 P.M. - 9:30 P.M.  
Place: 2/14/94 - Halle Hewetson Elementary School, 701 North 20th Street  
2/22/94 - Sunrise Acres Elementary School, 2501 Sunrise Avenue

**MEADOWS VILLAGE**  
Dates: Wednesday, February 9 & 16, 1994  
Time: 6:30 P.M. - 9:30 P.M.  
Place: Stupak Community Center, 300 West Boston Avenue

**WEST LAS VEGAS**  
Dates: Thursday, February 10 & 17, 1994  
Time: 2/10/94 - 6:00 P.M. - 9:00 P.M.  
2/17/94 - 6:30 P.M. - 9:30 P.M.  
Place: 2/10/94 - West Las Vegas Library, 951 W. Lake Mead  
2/17/94 - Matt Kelly Elementary School, 1900 North "J" Street

FOR MORE INFORMATION CONTACT  
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DEPARTMENT OF ECONOMIC & URBAN DEVELOPMENT  
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