

BUSINESS

(Continued from Page 6)

ence with valuable information about your product or service. Demonstrate your expertise or how the product works for the major portion of the seminar/lecture, and spend — say, the final fifteen minutes — selling whatever it is you wish to sell.

Obviously, for this option to work, you must advertise. Use print (newspapers, flyers, posters, etc.) radio, or television. Also, go for the free publicity that is readily available with the media when you are offering a seminar that is free to the public. But, choose your wording in your advertising carefully so as to attract an audience that is interested in what you have to offer and not just warm bodies to fill the seats (or only in attendance to partake of any refreshments you may be providing).

TRADE SHOWS, EXHIBITS, FAIRS — these offer great opportunities to display and sell your wares. In fact, some very successful entrepreneurs I know use this method solely to market their products. Selling products usually work better in these instances than selling services. Las Vegas offers a unique opportunity for many local business to avail themselves of this method in that so many national and international conventions, trade shows and fairs are held here on an annual basis. I would suggest that you contact the Las Vegas Convention & Visitors Authority's Marketing Department to obtain a schedule of the various conventions that are

ALONG THE COLOR LINE

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The next morning, at 6:30 a.m., I arrived at the front door of Ebenezer Baptist Church. With my pad and pencil in hand, I was a witness to the entire funeral that day, walking with thousands of others through Atlanta's streets in honor of King's life and ideals. But thousands of other African-Americans in over 130 cities, from Washington, D.C., to Chicago, lashed out in anger and outrage. Before the fires were burned out, 34 African-Americans and five whites were killed in the rioting, with property damage exceeding \$130 million. The dream of nonviolence had come to an end, and Black Power was now on the agenda.

Martin's continuing significance to African-American people is that he and others — Malcolm X, Fannie Lou Hamer, Paul Robeson — represented the very best within ourselves. Young African-American girls and boys can take special pride in the memory of Martin, because through study and commitment to the continuing fight for equality, they will become "new Martins and Malcolms." By

scheduled (for as far in advance as 1999). That you choose this option, the idea is to maximize the marketing opportunity. You can do this by: 1). Being very creative and effective with your display exhibit; 2). Handing out circulars and brochures; 3). demonstrating your goods; 4). giving away free samples of your products. At the same time, don't forget to network with other exhibitors.

Other alternative marketing tools include: CONTESTS and SPECIAL PROMOTIONS. You can coordinate special events/promotions/contests to be held in conjunction with local radio station or other media that target your best market (i.e. the popular promotions conducted on KCEP 88.1 FM RADIO). If you want a lot of foot traffic in your location, consider running a contest that requires people to come to your place of business to enter the contest, and to return to see if they have won. *People like winning!*

In addition, you can recruit family members and friends (or hire professionals) to wear portable signs or attach them to mopeds or other recreational vehicles while at the park, or attending ball games, parades, and other events — wherever large numbers of people congregate.

In conclusion, with the large influx of new residents to Southern Nevada, you may also consider participating in a service that welcomes newcomers to the community and enlightens them

remembering our own history, the struggle for freedom will always continue for our people — until it is won.

Dr. Manning Marable is Professor of History and Political Science, and Director, Institute of African-American Studies, Columbia University, New York.

as to products and services available. This option gives you the competitive edge in that it reaches potential customers before they have formed buying habits in their new locale or established any loyalties with other competing businesses.

The main thrust of marketing and promoting your business successfully is to ensure that you are not the best dam secret in town!

BUSINESS BEAT: In subsequent issues, this column will include information and highlights on businesses and business-owners within or directly serving the African-American community. In order to provide interesting and accurate coverage, I welcome any input or suggestions you, our readers, may have to offer. So, please write to me or give me a call. Thanks!

Remember. Self-Empowerment is the Key as a People as a Nation. Any Questions? Write to me c/o Business, Las Vegas Sentinel-Voice, 1201 South Eastern Avenue, Las Vegas, NV 89104 or call 456-3838.

POLITICAL POINTS

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millions for others while the workers' children continue to suffer. 64 million in 1992, not to mention the returns in 1993. At least with those kind of figures Silver State won't have the audacity to ask us for a rate increase anytime soon. At least I hope not!

Silver State - let's be big about this and work this out for the good of all of our community. Time is running out fast. Once again we are waiting for you to do the right thing. The clock is steady tickin' and the calendar is still flippin'. Meanwhile, seven whole days and not a word from you - seven whole nights - I'm just about thru - can't take it, won't take it or fake it - we just about had enough of you.

THE COS ■ AND EFFECTS OF ■ HIGH CHOLESTEROL

Bill Cosby knows how high blood cholesterol can lead to heart disease. He also knows how changes can help turn the problem around. To learn more, contact your nearest American Heart Association.

You can help prevent heart disease. We can tell you how.



American Heart Association

This space provided as a public service.

DIFFERENCE

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chances increase for heartburn," he said.

Heart attack and heartburn both cause nausea, a burning sensation behind the breastbone and intense chest pain. But heart attack symptoms include shortness of breath, sweating, numbness in the limb, chest pain lasting less than 30 minutes and chest pain radiating into the left hand.

Over-the-counter antacids usually relieve heartburn symptoms, but taking too many can cause diarrhea and constipation.

If heartburn recurs two to three times weekly, consult a physician. It could mark the development of an ulcer or gall-

stones.

"Prevention is the best way to control heartburn," Sutton said. "Stay away from foods or products that give you acid indigestion."

Sutton also recommends:

- * Avoiding smoking and overindulging in food or alcohol.

- * Eating in moderation, particularly when consuming rich or spicy food, coffee and tea.

- * Waiting at least two hours after eating before exercising or lying down. If pain persists, elevate your head with extra pillows.

- * Avoiding bending over immediately after eating.

- * Avoiding tight belt and other restrictive clothing.

MADISON TERRACE

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gang, drug, filth and infestations that were so often played by the media. Some residents, according to the group, do not want to move to other housing complexes which they say have chronic levels of gang activity, crime, and drug abusers.

W.G. Ramirez was a contributing writer on this story

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PROJECT DESCRIPTION: Bid No. 94.1730.12-RKD

Cheyenne Channel Imp. Buffalo Rd. to Gowan

BID DATE: 2/8/94 3:00 P.M.

OWNER: CLARK COUNTY

PROJECT DESCRIPTION: Bid No. 3300-94

Repairs to Sloan Channel and Range Wash

BID DATE: 2/8/94 3:00 P.M.

OWNER: N.D.O.T.

PROJECT DESCRIPTION: Contract No.2593 Readvertised

Interstate 15 at Spring Mountain

Interchange in Las Vegas

BID DATE: 2/17/94 10:00 A.M.

Please Contact:

MAX RIGGS CONSTRUCTION CO., INC.

Contact: Cecil Leavitt - Edward Riggs - Joseph Riggs
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