

# BUSINESS

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wide reported that over the past two decades, they have done business with corporations and the government sector through their business development programs — in many instances, these contracts represent most or all of their business.

Regardless, many minority suppliers say that in order to assist in the survival and development of their businesses, the corporate and private sectors must do more. The \$20.5 billion spent with minority suppliers represent less than 5 percent of the \$500 billion spent by the corporations cited earlier. Managers of business development programs who chose to be candid agree that ethnic minority-owned firms still aren't getting their fair share of the business pie — corporations and the public sector still aren't doing enough business with minority firms.

Ethnic entrepreneurs who have established a goal to land corporate and government contracts must be prepared. They must know how to do business properly. They must properly research, plan and organize their businesses. They must know how best to take advantage of the opportunities presented by minority-owned development programs. They must find out what exactly corporations and government agencies are looking for from their minority suppliers, and they must do what is required to meet the established criteria. Basically, like any other client, what the corporate and government sectors seek from minority suppliers are: quality products and services, timely delivery and at the right price. They want companies that are reputable, are good at what they do, competitive, resourceful and can get the job done. That simple.

In today's rapidly changing and fiercely competitive, global marketplace, corporations have to struggle more than ever to remain profitable. And, in spite of the fact that the government sector is not necessarily driven by the profit motive, they are being held more accountable for how they disburse tax-payers' dollars. Subsequently, for ethnic entrepreneurs vying for lucrative procurement contracts, it is very important to not only know what a corporation or a governmental agency purchases, but to also know something about their customers, competitors, their marketplace goals and challenges.

Frankly, a better understanding of diversity among people and the global marketplace would minimize the need for minority business development programs. Parity on all levels of the playing field would exist. With the riddance of institutional racism and economic exclusion, there would no longer be a need for set-aside programs, et al.

However, until that glorious day arrives, it behooves ethnic business-owners to be on-the-ball and to take advantage of all available lucrative procurement opportunities.

Speaking of opportunities, we're moving closer to the closing date (May 16th) for the Las Vegas Convention & Visitors Authority's new Ethnic Destination & Visitors guide, titled: "Celebrating our Cultural Diversity," which is being published by my firm, Aird & Associates. The guide provides a unique opportunity to reach the 25 (See Business, Page 24)

## NAACP AND YOU

(Continued from Page 4)

out rates and the lowest scholastic scores, 2). The recognition awarded African American students on par with the recognition awarded athletic achievers. ACT/SO is by far the greatest program addition that the NAACP has added to its arsenal within the last 50 years of its history.

To make ACT/SO even greater in Las Vegas the committee, headed by Mrs. Velicia Harion is now in the process of reaching out to the community saying 'We Need Your Help'. Volunteers are needed to serve as instructors, coaches, mentors and role models for our young African American youth. Additionally, she needs judges in all categories of competition. ACT/SO is an emergency declaration of war on that smothering climate of low expectations and low scholastic achievement that can destroy the African American communities of America.

Each contestant must be: 1). of African American decent, 2). in grades 9 to 12, 3). a citizen of the United States, 4). a member of the NAACP.

The categories are: HUMANITIES: Music competition, Original Essay, Play Writing, Poetry; PERFORMING ARTS: Dance, Dramatics, Music Instrumental Classical, Music Instrumental Contemporary, Music Vocal Contemporary, Oratory; SCIENCE: Architecture, Biology, Chemistry, Computer Science, Mathematics, Physics/Electronics, Physics/Energy, Physics/General; VISUAL ARTS: Drawing, Painting, Photography, Sculpture, Film Making/Video.

The time for you to ACT is NOW! Your children's minds are too precious to waste! Why Not ACT/SO? 646-1662.

### MISC.

#### VISA CREDIT CARD

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### EMPLOYMENT

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### EMPLOYMENT

CLARK COUNTY, NEVADA

#### ENGINEERING TECHNICIAN III

Clark County is currently seeking a qualified ENGINEERING TECHNICIAN III for the Public Works Department. Requires equivalent to FOUR (4) years of progressively more complex related technical engineering experience AND course work or seminars in Algebra, Geometry and Trigonometry. Experience using AUTOCAD/SOFTDESK to produce civil engineering drawings is highly desired. Equivalent combinations of education and experience may also be considered. Excellent benefits package, including fully paid retirement. NO STATE INCOME TAX.

Salary Range: \$30K to \$43K

OPENING DATE: 2/25/94  
CLOSING DATE: 3/11/94

#### CLARK COUNTY APPLICATION REQUIRED.

APPLY TO: CLARK COUNTY PERSONNEL DEPARTMENT  
225 BRIDGER AVENUE, NINTH FLOOR  
LAS VEGAS, NEVADA 89155

(702) 455-4565

M/F/D

Published: Las Vegas Sentinel-Voice — March 3, 1994

CLARK COUNTY, NEVADA

#### PROJECT COORDINATION ASSISTANT

Clark County is currently seeking a qualified PROJECT COORDINATION ASSISTANT for the Public Works Department. Requires equivalent to a Bachelor's Degree in Journalism, Marketing, Public Administration, or FOUR (4) years of work experience directing a public information program. Equivalent combinations of education and experience may also be considered. Excellent benefits package, including fully paid retirement. NO STATE INCOME TAX.

Salary Range: \$28K to \$40K

OPENING DATE: 3/04/94  
CLOSING DATE: 3/18/94

#### CLARK COUNTY APPLICATION REQUIRED.

APPLY TO: CLARK COUNTY PERSONNEL DEPARTMENT  
225 BRIDGER AVENUE, NINTH FLOOR  
LAS VEGAS, NEVADA 89155

(702) 455-4565

M/F/D

Published: Las Vegas Sentinel-Voice — March 10, 1994

#### ON-AIR BOARD OPERATOR WANTED!!!

KFBI 107.5 FM is looking for motivated person who wants to start a career in radio. Become part of a winning team! Apply in person or mail resume to KFBI, Attn.: Bill Tod, 101 Convention Center Dr. #119, Las Vegas, NV 89109. No phone calls please! KFBI strongly encourages minorities and women to apply. KFBI is an equal opportunity employer.

CITY OF HENDERSON  
EMPLOYMENT OPPORTUNITY

#### WATER FACILITIES OPERATOR II

SALARY: \$32,839.29 - \$37,435.87 / yr.

REQUIREMENTS: Graduation from high school, or the equivalent; plus two (2) years of skilled maintenance work and one (1) year of recent experience in the operation and maintenance of water treatment and distribution facilities.

SPECIAL REQUIREMENTS: Possession of, or the ability to obtain, an appropriate Nevada driver's license. Possession of a Nevada Grade II Water Treatment and Distribution License, or the ability to obtain through reciprocity by date of hire. Maintain certificates and licenses as required by federal, state and local regulatory agencies for the position.

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 Tuesday, March 29, 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  
March 10, 1994

Reynolds Electrical & Engineering Co., Inc. is the largest prime contractor for the U.S. Department of Energy's Nevada Operations Office (DOE/NV). Our primary responsibilities focus on operations, management, and construction at the DOE's Nevada Test Site (NTS).

### PROPERTY SPECIALIST

Work Location: Mercury, Nevada

These positions require high school graduation or equivalent, plus advanced vocational training in business administration or equivalent experience. Must have four or more years of experience in various inventory and property management functions which have provided the knowledge needed for the inventory control of government property and coordination of property management matters. CPPS or CPPM certification from the National Property Management Association or CPIM certification from the American Production and Inventory Control Society, knowledge of computerized accounting systems, and knowledge of federal property management and federal acquisition regulations are highly desirable.

Fiscal accounting may be used for property physical accounting. Experience in writing functional system requirements and preparation of system user procedure is desirable.

### POWER DISPATCHER

Work Location: Mercury, Nevada

This position requires a high school diploma or equivalent plus five years of power distribution experience, preferably which has provided a working knowledge of power transmission, two years of which should have been in a power dispatching capacity. Experience desired on a computer based SCADA System.

### EMERGENCY MEDICAL TECHNICIAN - PARAMEDIC

Work Location: Mercury, Nevada

We are looking for Paramedics who have completed at least an 800 to 1,000 hour, Department of Transportation approved Paramedic course. Must possess a current State/County or National Paramedic license and current Advanced Cardiac Life Support Certification. Must have a high school diploma or equivalent plus completion of at least three years of recent paramedic experience in a trauma environment. Also will be required to take and pass a written and practical skills test.

EQUAL OPPORTUNITY EMPLOYER - M/F

Liberal Fringe Benefits

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Must be a U.S. Citizen

Drug/alcohol screening test required

CONTACT: Trudie L. Rainey  
Recruiting & Employment Administrator  
Reynolds Electrical & Engineering Co., Inc.  
2501 Wyandotte  
Las Vegas, NV 89102

Tel: (702) 295-1900 TDD: (702) 295-2597

Published: Las Vegas Sentinel-Voice, March 10, 1994



RECO

### LEGAL NOTICES

CLARK COUNTY  
INVITATION TO BID  
BID NO. 3322-94

#### HYBRID BERMUDA SOD

THIS BID IS FOR THE PURCHASE OF 231,000 SQUARE FEET OF HYBRID BERMUDA SOD, "TIFGREEN", FOR DELIVERY TO THE SILVER BOWL STADIUM, TO BEGIN BETWEEN APRIL 5 AND APRIL 11.

Bids will be received in the Office of the Clark County Director of General Services, Purchasing and Contracts Division, Bridger Building, 225 Bridger Avenue, Tenth Floor, P.O. Box 551732, Las Vegas, Nevada 89155-1732 on March 17, 1994. Bids must be time-stamped at 3:00 PM or before. Bids time-stamped at 3:01 PM or after will be returned to bidder. Overnight Mail must use the 89101 zip code.

Specifications are available at the above address. Hearing impaired customers may request specifications and obtain information by calling TT/TDD: Relay Nevada toll-free (800) 326-6868.

BOARD OF COMMISSIONERS  
CLARK COUNTY, NEVADA

Published: Las Vegas Sentinel-Voice  
March 10, 1994