

# BUSINESS

## MONEY HAVE YOU INSURED YOUR MOST VALUABLE ASSET?

By Terrence R. Johnson

Many business owners today are familiar with keyperson life insurance. They know that if a keyperson is insured and dies, then the company receives the tax-free proceeds from the policy. Who is a keyperson? Someone whose death would have an adverse economic impact on a business. The owner(s) is typically the most important keyperson. But few people understand how keyperson life insurance can sometimes spell the difference between life and death for a small or medium-sized firm, especially

if the owner dies suddenly. This article is designed to help you see the value of keyperson coverage in appropriate situations and to provide some information about valuation techniques that can help you determine how much coverage your company may need.

### WHY BUY KEYPERSON LIFE INSURANCE?

Keyperson insurance can help a company survive - with a minimal drain on its assets - the organizational and fiscal strains that follow the death of a key employee by helping to assure that:



TERRENCE R. JOHNSON

1. Business loans can be repaid. When a keyperson dies (especially an owner), a lender may have the right to call the loan. The insurance proceeds (See MONEY, Page 23)

## BUSINESS

### LVCVA UNVEILS NEW ETHNIC GUIDE



DIANA AIRD

country) and people from every continent, race, culture, creed and walks of life.

The 24-page, full color magazine titled: "Celebrating Cultural Diversity," contains special historical sections on people of Native American, Hispanic, African and Asian descent (in the order of their arrival to the Southern Nevada region). The guide also offers visitor information and highlights convention services, ethnic dining, shopping, religion and personal services.

The ethnic guide is also included in the LVCVA's official visitors guide and the professional meeting planners guide (circulation: 350,000 annually) as a special insert. The free-standing version has an annual circulation of 100,000

(See Business, Page 11)

By Diana Aird, President of Aird & Associates for Marketing, PR and Special Events Planning

The Las Vegas Convention & Visitors Authority new Ethnic Destination Guide recently has made its debut as a part of the agency's marketing efforts to entice tourists of varying ethnic backgrounds from throughout the United States and the world to visit Las Vegas. The publication is the first of its kind

for the LVCVA and Southern Nevada.

The guide's front cover features an ethnically diverse group of Southern Nevada residents dressed in an array of colorful native attire representing many countries and cultures, and boarded by multinational flags embraced by four U.S. flags, which symbolizes the manner in which the U.S. embraces its citizenry — Native Americans (the indigenous people of this

# SAVE YOUR MONEY!



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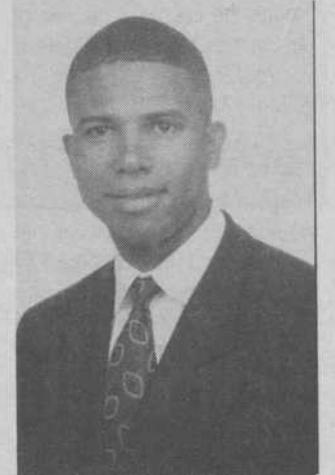
## WHY ENTREPRENEURSHIP?

### PART I

By E. James Ujaama

Entrepreneurs find problems and create solutions. It is from this spirit that entrepreneurs are inspired to read and listen to

what others say they can't find, can't get, can't service or don't want to do. There are many needs and a world full of problems. Have a problem with very few tools to fix it, and



E. JAMES UJAAMA

somehow, miraculously the problem gets solved through a workable solution that some great entrepreneur has created and turned into a business enterprise.

The one issue absolutely everyone will agree on is that change on an economic, political, and social front is accelerating at a very fast rate.

In fact, change is the only predicament that is constant in our lives. We have major problems that must be solved both globally and locally. To me it is clear that big business and government are not equipped to deal with our problems. When it comes to addressing change - (See Entrepreneurship, Pg 13)