

ENTREPRENEURSHIP

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small is beautiful!

In the future you are going to see many of today's mega-corporations (IBM, GM, etc.) break up into smaller,

BUSINESS

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more than 25 million visitors who will visit Las Vegas this year. Although direct response to the guide was not anticipated for a few months, many of the advertisers have begun to benefit from the exposure the guide provides. Mona and Athie Asberom, owners of The Red Sea African Restaurant expressed their pleasure about their ad in the ethnic guide, "Believe it or not, we've already had response. I only hope it continues," Mona said.

Other African/African-American advertisers include: Ray & Ross Transport, Inc. The African Queen Boutique, Sadie's Southern Dining, Chilly Willy's Catering, Fine Arts Limited, Black Business Directory, Caribbean Delights, Exquisite Impressions, Dynamic Balloons, Studio 46, The Las Vegas Sentinel-Voice and Morgan's Photography (whose owner, Bob Morgan served as official photographer for the project).

In addition to the LVCVA's visitor centers, copies of the ethnic guide will also be available at participating businesses and the Sentinel-Voice office beginning Tuesday, September 6.

The next issue of the ethnic guide will be January, 1995. The deadline for advertising copy will be November 21, 1994. Businesses who want to advertise in the publication should contact: Diana Aird at (702) 456-3838.

BUSINESS BEAT — As of the date of this column, there has been no notification as to the scheduled date for the announcement of the results of the disparity study for the remaining 7 participating agencies. However, the LVCVA's board will make its final determination as to whether or not it will accept the findings of the study pertaining to its hiring and procurement practices toward ethnic minorities and women business owners at the board meeting which is open to the public on Tuesday, September 13, at 9:00 a.m. (Not September 6 as was announced during their last board meeting held on August 23).

Remember, Self-Empowerment is the Key as a People — and 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.

autonomous units and sell off or subcontract much of their operations to more specialized firms in the one to twenty million dollar gross revenue per annum range. These firms will in turn subcontract work to yet even smaller and greater specialized firms. Many of these companies

do not exist today, except possibly, in the mind of some budding entrepreneur.

Every major company from GM to Sears & Roebuck, will have to become more flexible, more focused, and move very fast to stay in business as competition becomes even more

global and tougher. In other words, every major corporation will have to be just like the traditional entrepreneur. The opportunity and need for entrepreneurs to create new business, revitalize old businesses and solve problems has never been greater. This will

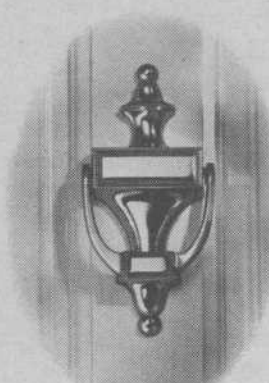
inevitably increase over the foreseeable future.

Entrepreneurship is the most colorblind and non-discriminatory profession to be in. It simply does not matter what color skin you have, what social class you belong to or what sex you are. If you have an idea, the

savvy to implement it, and a great attitude or personality, people will do business with you.

Entrepreneurship is global and multi-cultural. A blatant example of this is the many refugees that come to America and band together to create (See *Entrepreneurship*, Pg 26)

THE BIG DIFFERENCE BETWEEN A RENTER AND AN OWNER IS WHO GETS YOUR CHECK.



Every month millions of Americans put their hard earned money into their landlords' pocket, instead of putting it toward their future. Why?

Because they didn't know that for about what they're paying in rent, they could buy a home of their own.

FOR ABOUT WHAT YOU'RE PAYING IN RENT, YOU CAN BUY THE HOME OF YOUR DREAMS.

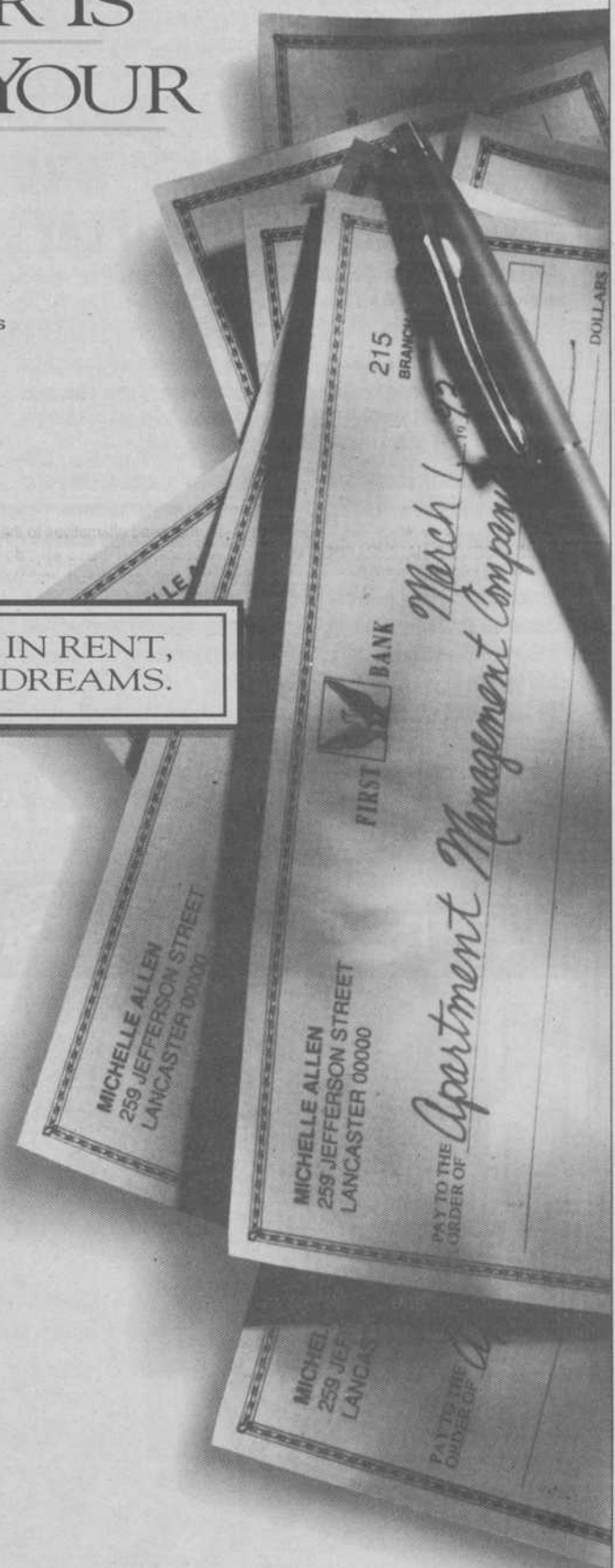
Right now the U.S. Department of Housing and Urban Development (HUD) has lots of affordable homes available. Many require very low down pay-



ments, and are eligible for FHA-insured financing. HUD will even pay most, if not all, of your closing costs. And these homes are just waiting for you.

Call a local real estate agent for more details, today. Or for a free

brochure on how to buy a HUD home, call 1-800-767-4HUD. And begin putting your check into a great investment, not your landlord's pocket.



WE'LL HELP YOU OWN A PIECE OF AMERICA.



To qualified buyers, only on homes with FHA-insured financing. Actual down payments will vary based on price of home and terms. Closing costs and fees additional.