

**BUSINESS**

*(Continued from Page 6)*  
name on the pen in your pocket? Or the wooden pencil nearby? Is there a name on the label of your coat or jacket? What about the publisher's name imprinted on your favorite book or magazine? If your TV or radio is on in the room, there's no need to look further — advertising is everywhere! The proof is in the pudding as they say.

Maybe you weren't really

**ADVERTISE  
383-4030**

aware of the barrage of messages that are aimed at you so systematically. But now you are. And even more than that, you want to use some of the same methods that are aimed at you to reach out and touch potential customers in a similar manner. You want to do all that is possible (and legal) to convince your audience to call on you and to do business with you. After all, other advertiser's message have influenced you to do the same — haven't they?

Aside from the polished ads turned out by advertising agencies and large department stores, where specialists employ

the latest techniques of research and persuasion, the bulk of the advertising you're exposed to is implemented by small businesses and professionals. Employed properly, advertising can be a powerful selling tool. Undoubtedly, it's the most efficient way to present your case to the most people you consider your prospects. However, too much advertising is prepared too casually, in haste, in a "penny-wise/pound-foolish" manner and without serious thought as to its effectiveness in reaching your best customers. Used improperly — what a waste of hard-earned dollars!

Advertising is a team effort. It's like a symphony orchestra in which a variety of talents have to play in tune for the end result to be anything you expect. It takes a high degree of coordination between writers, art directors, account executives, media planners, research specialists, traffic and production people, photographers, graphic artists, printers, engravers (or camera crews, directors, film editors and

a retinue of other talents if you're doing TV advertising). A bewildering array of people are involved as an ad or commercial proceeds from conception to the final glittering result you see in

the newspapers, magazines, on TV or hear on the radio. If all the integral parts don't mesh, you're in trouble.

*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.

**AFRICAN AMERICAN WOMEN**

*(Continued from Page 25)*  
brunch.

African American Women on Tour features over 40 workshops and forums on topics affecting Black women's lives. Facilitated by experts in education, personal and economic growth, these sessions address many critical issues. Financial expert Cheryl Broussard, author of *Money Management Strategies for the 1990's*; image consultant Gracie Cornish, author of *Radiant Women of Color*; Cydney Shields, author of *Work Sister, Work*; Kathy Russell, co-author of *The Color Complex*, and poet/motivational speaker Mychal Wynn are among the leading authorities on Black women's and community revitalization issues facilitating workshops.

The conference also offers the popular Rites of Passage series for youth and the "Coming of Awareness" Rites of Passage program for women. The Village Marketplace offers an array of Afrocentric products and services for sale to conference attendees and the general public.

In response to overwhelming nationwide

demand, the 1995 African American Women on Tour conference scheduled will include: Houston, TX (April 21-23); Washington, DC (July 7-9); Atlanta, GA (August 25-27); Detroit, MI (September 15-17); and Los Angeles, CA (October 20-22). Future tour stops include Philadelphia, San Diego, and St. Louis.

African American Women on Tour is produced exclusively by PROMOTrends, a fully-black and female-owned marketing and meeting management firm based in San Diego, CA. Established in 1989 by Ms. Carothers, the firm has produced four Black women's conferences and is the creator of the sixth annual African American Art Exhibit of San Diego.

The Oakland conference is sponsored by JC Penny, ESSENCE Magazine, Delta Airlines, Hewlett Packard, Reebok, California Department of Health Services, Women & Girls Against Tobacco, and Toyota. Registration packages range from \$175 - \$325. For information, call 619-560-2770 or write to African American Women on Tour, P.O. Box 15819, San Diego, CA 92175.

**BECKWITH  PRINTING, INC.**

**BUSINESS CARDS \$12.95 PER THOUSAND**  
**SMALL BUSINESS STARTER PACKAGE**  
500 LETTERHEADS • 500 ENVELOPES • 500 BUSINESS CARDS  
**\$69.95**

**WITH 500 INVOICES (2 PT. CARBONLESS) \$99.95**

3140 South Valley View Boulevard • Suite 10  
Las Vegas, NV 89102  
(702) 253-9503 Fax (702) 253-6903

**CLASSIFIED ADVERTISING**

**EMPLOYMENT**

CLARK COUNTY, NEVADA  
**LICENSE AGENT I**

Clark County is currently seeking a qualified individual to perform license inspections and field investigation in the enforcement of licensing laws. Requires a Bachelor's Degree in business or public administration, law enforcement or a closely related field. Experience dealing with suitability issues and regulation of privileged licenses is highly desirable. Excellent benefits package, including fully paid retirement.

Salary: \$28K to \$40K Closing date: 10/21/94

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  
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CLARK COUNTY, NEVADA  
**MAINTENANCE MECHANIC II**  
(LAUGHIN, NEVADA)

Clark County Sanitation District is currently seeking a qualified individual to perform skilled journeyman level work in the maintenance, repair and installation of a variety of wastewater mechanical, pumping and electrical equipment. Requires completion of trade school and three (3) years experience in performing related mechanical maintenance and repair work and one (1) year of experience in electrical maintenance and troubleshooting.

Salary Range: \$28,442 to \$40,509  
Last Day to Apply: October 14, 1994

For an application package, please contact:  
CLARK COUNTY PERSONNEL DEPARTMENT  
225 BRIDGER AVENUE, NINTH FLOOR  
LAS VEGAS, NEVADA 89155  
(702) 455-4565  
M/F/D  
Published: Las Vegas Sentinel-Voice — October 6, 1994

CLARK COUNTY, NEVADA  
**OFFSITE INSPECTOR I**

Clark County is currently seeking a qualified Offsite Inspector to do construction inspection of offsite improvements for its Public Works Department. Requires two (2) years of progressively more complex work experience in offsite inspection, including sampling, testing and interpretation of laboratory test results AND course work in algebra, geometry and trigonometry. Equivalent combinations of education and experience may also be considered. Excellent benefits package, including fully paid retirement.

Salary: \$29K to \$42K Closing date: 10/10/94

Clark County Application Required.  
Apply to: CLARK COUNTY PERSONNEL DEPARTMENT  
225 BRIDGER AVENUE, NINTH FLOOR  
LAS VEGAS, NEVADA 89155  
(702) 455-4565  
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**COMMERCIAL LOAN OFFICER**  
**First Security Bank of Nevada**  
*Immediate opening for an Experienced Commercial Loan Officer.*

Successful candidate will be responsible for managing several Commercial Loan Portfolios. Required skills include a 4 year college degree and/or equivalent experience, 1 year experience in Commercial Lending, good analytical experience, completion of Omega and CAL courses, and good oral and written communication skills.

Must apply in person at:  
2301 Renaissance Dr.  
Tuesday thru Friday, 9:00 am to 4:00 pm.  
No Resumes or Phone Calls Please.  
An Equal Opportunity Employer  
M/F/D/V  
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**LAS VEGAS**

CONVENTION & VISITORS AUTHORITY  
Human Resources Department  
707 E. Desert Inn Road  
Las Vegas, NV 89109  
EOE/M-F-D

Call our 24-hour JOB HOTLINE: 226-5030

**KOMP-RADIO IS LOOKING FOR P/T DJs. EXPERIENCE PREFERRED. PLEASE BRING TAPE AND RESUME TO 4660 S. DECATUR M-F 8a-5p. EEO.**

**HOMES**

RETIRED SENIOR wishes to share house with same (nice). \$375 mo. includes utilities, washer & dryer. Prefer male, black, N/S. Phone 8am-9am or leave message 431-3845.

**MISC.**

RETIRED SENIOR wants to buy tools, lawn mower, and household goods. 645-2964.

**VISA CREDIT CARD**

Bad Credit — No Credit, No Problem, 98% Approval Rate. No Deposit or Insurance needed. Local Office 5 Years. No Processing or Applications Fee. Call Harriet 798-4808.

**CLARK TOWERS**

Senior citizen apartment building is now accepting applications for subsidized efficiency and one bedroom apartments. Apply at: 2701 Clark Towers Court Las Vegas, Nevada 89102 871-9092 Equal Housing Opportunity

**CLARK TERRACE MUTIAL HOMES, INC.**

CLARK TERRACE MUTIAL HOMES, A FEDERALLY SUBSIDIZED COOPERATIVE HOUSING COMPLEX, 1, 2, & 3 BEDROOM UNITS IS NOW ACCEPTING APPLICATIONS. DOWN PAYMENT REQUIRED. APPLY AT: 2701 CLARK TOWERS COURT • LAS VEGAS, NEVADA 89102 • (702) 871-9092.

"EQUAL HOUSING OPPORTUNITY" 

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383-4030**