

BUSINESS

FINANCIAL REPORT

You and Your Financial Professional: Communication is the Key

By Fred T. Snyder

We all have confidence in our investing strategies when

the market stands on solid ground, such as it does now. Some may even think they do

Tenth Annual Law School Forum 1995

The 10th Annual Law School Forum 1995 will be held this year on November 11 from 10:00 a.m. to 2:00 p.m. in the Artemus Ham Concert Hall Lobby, located on the north edge of the UNLV campus.

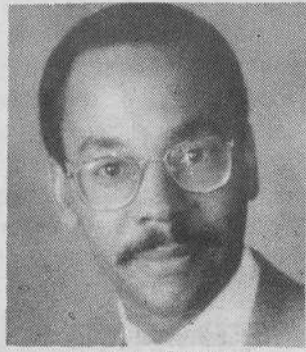
The forum provides open recruiting for American-Bar-Association-approved law schools in the United States. All ABA-approved law schools have been invited to attend.

The forum is open to the public, free of charge, and all persons interested in law school are encouraged to participate. Those interested may talk directly with representatives from law schools across the nation,

obtain catalogs and financial aid information, learn what one should look for in a law school, and learn why minority persons should consider law school.

The forum will be sponsored by UNLV, the Community College of Southern Nevada, and the Western Association of Pre-Law Advisors, with hosts from Phi Alpha Delta Fraternity International, the Minority Pre-Law Association, and the Criminal Justice Association.

Additional information is available from the coordinator at UNLV, Dr. Larry Strate, 895-3010, and the coordinator at CCSN, Dr. Glynda White, 651-4173.



FRED T. SNYDER

not need the help of a financial professional. But when the market drops or your investments respond differently than you anticipated, it can make you realize the benefits of a professional's advice.

You may ask, "How do I know a financial professional will improve my portfolio's performance?" The honest answer is, you don't. However, a 10-year study from Dalbar Financial Services ending in 1994 showed that professionally advised investors outperformed direct market investors by more than 20% in equity and 17% in fixed-income funds. The advantage is directly traceable to longer retention periods and reduced reaction to changes in the market. While past performance cannot guarantee future results, this comparison illustrates how a financial professional can help. So when you sit down with your investment professional, make sure you clearly communicate these important points:

Small Business Expects U.S. Economy To Remain Healthy

(DM)—The U.S. economy is healthy and should remain so for the foreseeable future, according to a nationwide survey of small business owners and managers.

The telephone survey was conducted by Comprehensive Business Services, Inc., a network of more than 280 franchised accounting practices.

The survey showed that almost half of the small business community expects the U.S. economy to remain the same while another 30 percent expect it to improve. And they are even more optimistic about the economy in their home state. Almost half of the respondents expect it to remain the same, while another 40 percent expect it to improve.

Budget Deficit to Climb

More than 50 percent of the small business owners and managers expect the budget deficit to continue to increase with less than one-fourth indicating it will decrease.

Two thirds believe interest rates will stay the same or increase; only one-fourth said they would come down. And while 47 percent of respondents expect inflation to turn up, and equally impressive 42 percent indicate it will remain the same.

Future Bright

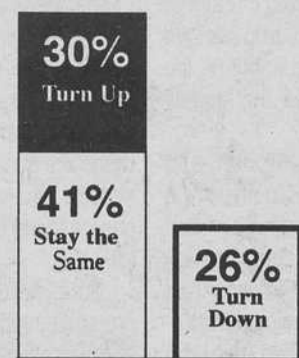
Attesting to the eternal optimism of the entrepreneur, almost 90 percent expect their financial security to stay the same or improve.

Despite the risks and hazards of running a small business, the great majority — 81 percent — of the 400 small business owners and managers interviewed said their businesses made a profit last year.

Small business owners also feel good about the future. The majority of survey respondents expect their 1995 profits to increase an average of 19 percent over 1994.

Despite these positive feelings, almost half of the small business owners and managers interviewed

U.S. Economy Expectations



rated the U.S. business climate as "discouraging" to the small business community. Approximately one-fourth rated the U.S. business climate as "neutral" and another one-fourth said it was "encouraging."


The great American Dream of succeeding by owning your own business appears to be borne out by this survey but it is at some cost to the owner's personal life. The majority of small business owners are making more money than before they were self-employed but admit they have less free time.

C. Robert Wissler, president and chief executive officer of Comprehensive Services, said that his company sponsored the survey because it believes that small business represents the backbone of the U.S. economy and that the views of small business owners and managers are an important bellwether of social, business and economic developments.

He noted that small business owners are constantly under the gun to prove themselves. "They can't hide their results — they have to succeed and make a profit, or they go out of business. I think small business owners are smarter, work harder and are more important to the general economy than their big business counterparts," he said.

A COMMITMENT TO YOUR FINANCIAL GOALS

The investment resources you need — the personal service you deserve. Call today.



3930 Howard Hughes Parkway Suite #180 Las Vegas, Nevada 89109 (702) 733-9030




FRED T. SNYDER 3025v IM-280-0495

Member SIPC 1994 A.G. Edwards & Sons, Inc.

Cultural & Community Affairs Division
City of Las Vegas Department of Parks & Leisure Activities presents

Guy Davis



"In Bed With the Blues: The Adventures of Fishy Waters"

Guy Davis—a seasoned, accomplished blues singer, writer and actor—blends original material with the works of legendary performers such as Mississippi John Hurt. The son of Ossie Davis and Ruby Dee, Davis made his Broadway debut in the Hurston/Hughes collaboration "Mulebone" in 1991.

Friday, November 3, 8 p.m.

Reed Whipple Cultural Center
821 Las Vegas Blvd. North


Tickets: \$10/\$8 229-6211

LVS95

* Know each other's ideas on investing. Make sure your financial professional understands where you currently stand and where you'd like to go. You should develop a plan together that can help meet your needs without making you lose sleep over its strategy. Talk about your risk tolerance and investment objectives. Discuss your feelings about investing on a regular basis, investment diversification, allocating assets and any personal objections to particular investments. If your professional doesn't know your exact needs and feelings, you may create financial headaches than financial goals.

* Let your financial professional know your financial situation. We all feel uncomfortable telling someone about our financial status, but a financial professional cannot help you if he or she doesn't have the necessary background. Compare this to seeing your doctor. The doctor cannot help if he doesn't know where it hurts. And you only hurt yourself if you fail to provide all the necessary details about your financial picture.

* Schedule regular meetings. Once you start to execute your investment strategy, you probably will want to meet with your financial professional (See Financial Report, Pg 17)



Two Superstar Acts Under One Roof.

MARY J. BLIGE - My Life \$11.99 CD \$7.99 Cass

ALSO AVAILABLE: New York Undercover Soundtrack featuring Mary J. Blige

Catch Mary J and Jodeci Live November 5 at Thomas Arena

the **WHEREHOUSE**

FOR YOUR NEIGHBORHOOD STORE LOCATION CALL 1-800-WHEREHOUSE

Sale ends Wednesday, November 15th. #50303