

BUSINESS

Sprint/Central Telephone-Nevada to offer ISDN high-speed network service for home & business

LAS VEGAS — Now, Sprint/Central Telephone-Nevada's (S/CTN) customers can work more efficiently when using their computers. S/CTN has introduced Integrated Services Digital Network (ISDN) technology to its southern Nevada service area.

ISDN allows voice, video and data to travel on the copper wiring already installed in most homes and businesses. The new service also provides high speed access to and transmission of information. An ISDN subscriber can use a digital modem-type device to send and receive data at speeds from four to 10 times faster than using a traditional modem tied to a personal computer and a standard telephone line.

S/CTN is offering ISDN at a cost of \$39.16 per month, regardless of the configuration of the data and voice channels

on the customer's telephone line. The monthly fee includes the use of the multiple channels and features available with ISDN service. Long distance data connections will be charged at the prevailing voice call rates of the customer's long distance provider.

"Our high-tech customers are creating quite a demand for this service. Small businesses, telecommuters and residential customers who want high-speed access to the Internet or company systems have a growing need for ISDN's capabilities," explained Mike Seitz, vice president, Consumer Marketing, Sales and Services.

Many companies now recognize the importance of employees who work at home. Without ISDN, an employee might need several telephone lines to send data and voice communications between their

home office and a company's main work site. ISDN can make additional lines unnecessary. This technology is capable of transmitting more than one message at the same time because it includes multiple communications channels. Using this new capability, the home employee, for example, might be able to use one ISDN channel for standard voice telephone calls while the other channel connects his/her PC to the company's computer.

"We believe any environment using ISDN will become more efficient," said Seitz. "The technology will now let you talk to a customer and review e-mails from the company's computer all at the same time on the same telephone line."

ISDN is also very convenient for desktop videoconferencing and image sharing. These types of services are expected to become increasingly more important as computer power increases.

"Las Vegas is a very sophisticated marketplace," explained Seitz. "Research indicates that the PC and home business markets continue to grow in Las Vegas. At Sprint/Central Telephone-Nevada, we want to be able to provide the high-tech services our customers demand."

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Young Careerist Competition

The Las Vegas Business and Professional Women's (BPW) Club is accepting nominations for The Young Careerist Program. This program recognizes the political, professional and personal achievements of young professional women and men ages 21 through 35. Candidates, both BPW members and prospective members, compete to represent BPW at the district and state level by delivering a prepared speech and interacting with the judges. This competition is open to the public at large and employers are encouraged to suggest names of their employees. Deadline for nominations is Feb. 10, 1996. For more criteria and nominations, contact Pres. Barbara Crowell at 702-431-5677.

MONEY MANAGEMENT

Ten Tips To Increase Your Wealth In 1996

RENO — The New Year is the ideal time to take stock of your investment goals and accomplishments, and adjust your approach to increase the return on your investments. The Nevada Society of CPAs has ten easy tips for fine-tuning your wealth-building strategies for next year and beyond.

1. Look ahead. Every year at this time, the financial media spotlights the hottest performing mutual funds of the previous year. Unfortunately, past performance doesn't always translate into future success. Instead, look for investments that

promise long-term growth and income.

2. Go abroad. Investing outside the U.S. can both diversify and enhance your portfolio. Bear in mind that investing globally can be tricky. Generally, one way to reduce your risk when you invest globally is to buy shares of a mutual fund that invests in international securities.

3. Average out. Dollar-cost averaging is a smart way to invest. Here's how it works. You make an investment in a stock or mutual fund of a fixed dollar amount at regular intervals. For

example, you make a \$100 investment on the 15th of every month. (Most mutual funds will gladly arrange to deduct a preset amount from your paycheck, checking account, or money-market fund). Your \$100 automatically buys more shares when the market is low and fewer shares when prices are high. This strategy has the effect of averaging out the price you pay — so you'll never pay only the highest or lowest price.

4. Buy direct. Now that more companies are willing to sell their stock shares directly to shareholders, you can avoid costly broker commissions. Exxon, Dial, and W.R. Grace are among the "name brand" companies that sell directly to shareholders. Some companies will even automate your investment program by deducting a set amount from your bank account each month. When you decide to sell, most companies will process your transaction for about \$10.

5. Reinvest dividends. Dividend reinvestment is an easy, money-saving way to buy more stock in a company. Instead of opting for a dividend check, the company reinvests your dividends to purchase more of its stock. As a bonus, many companies also may give you a discount on the price of the stock you buy through reinvestment.

6. Stick with it. Don't let short-term market swings sway you off course. To make money in the stock market, investors need to stay involved long enough to offset the lows with periods of outstanding returns. The trick is to allocate your assets in line with your financial goals, and then stick to that allocation regardless of short-term market fluctuations.

7. Look into real estate. In addition to securities, consider investing in real estate. One way to make such an investment is through a real estate investment trust (REIT)—a type of closed-end fund that invests in diversified portfolios of residential and commercial properties. REITs, which issue shares that trade on stock exchanges, give you the opportunity to invest in real estate without the problems of management and poor liquidity that come with buying properties directly. But be careful — rising interest rates could dampen profitability.

8. Take reasonable risks. Allocating your assets among a wide range of inflation-resistant vehicles can help you minimize the risk of loss. If you're investing for a long-term goal like retirement, time also is on your

Real Estate Perspective

By Loretta Arrington Hall



Mortgages Offer More Flexibility

Today's mortgage picture is much more complex than formerly. Banks and other financial institutions offer a bewildering range of choices in the mortgage field. The days when the standard thirty-year fixed-rate mortgage was the only option are gone forever. As the economy continues to go through worldwide changes, lenders will become increasingly creative in the products they

offer, and the borrower's choices will increase accordingly.

Getting the mortgage you want should not cause you to endure sleepless nights or the endless torture of wondering if you are doing the right thing. By arming yourself with a basic knowledge of the mortgage financing options available, and by taking a careful and thorough look at your financial situation — both your needs and your housing goals, you will be able to apply with a clear head and mind for the mortgage that fits your special requirements. Selecting a mortgage is like buying a well-tailored suit. It must fit both the lender and the borrower without any part of the agreement giving discomfort. It must be roomy enough for comfort but tight enough for good wear. To get a good mortgage fit, you must have a fairly comprehensive idea of what you wish to achieve and of what you can afford. The lending institution will want your precise financial measurements.

Many people think only of the rate of interest on their mortgage and monthly payment, but these are only several indicators of a proper fit.

For some, a higher rate of interest may serve them better, or it may prove to be the only available option for their circumstances. In order to choose intelligently among the many mortgage features on the market today, it's important to examine them carefully. Shop around should be the motto of the perspective buyer. Ask questions. Visit lending institutions in your area with the

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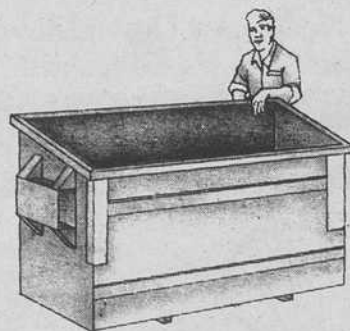
We've Got A Handle On Your Trash Disposal Needs

Precision Waste Management For Home Or Business

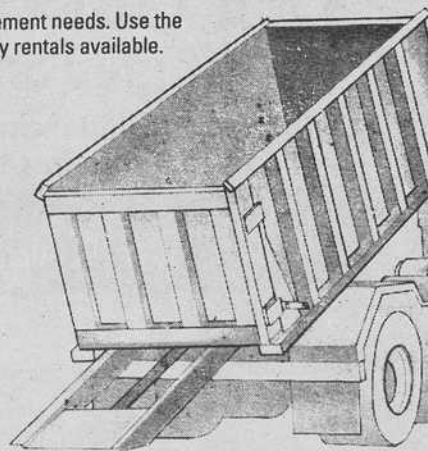
For home, business or construction, Silver State can handle your waste management needs. Use the right disposal receptacles for the job and save time, money and effort. Monthly rentals available.



• Mobile Toter — Wheeled receptacle for convenient home use. Replaces four 20-gallon trash cans. Only \$3.00 per month. Call 735-5151.



• Container Rentals — Four sizes for residential, industrial or commercial use. Holds up to fifteen 33-gallon cans of refuse. From \$12.50 to \$19.50 per month. Call 735-5151.



• Drop Box — For the really big jobs. Yard cleanup, construction sites or business refuse. May be used permanently. Four sizes available: 20, 28 and 50 cubic yards. Costs only \$6.82 per cubic yard. Call 399-1900.

Silver State Disposal Service, Inc.

770 East Sahara Ave., Las Vegas NV 89104

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