

# Expertise

(Continued from Page 8)

direct mail letter, you can use as many pages as necessary to describe what you do and why your client should buy your product or service. Studies show the longer and more benefit-laden the letter, the more effective it is. Unlike ads, you use a direct mail letter to establish a conversation with your client.

News releases/articles. To announce the debut of a new product, service or upcoming event, you can write and distribute a one-page press release.

In a newspaper article, by contrast, you can provide a detailed analysis of your firm's product line, service portfolio, performance features and industry positions. A news release is the summary notice, while an article is the detailed exposition. Both are powerful tools in your communications arsenal.

Seminars/workshops. A seminar/workshop is an event where you package and present your expertise and knowledge in a two-hour to six-hour lecture and demonstration.

A recent article stated that consultants who gave speeches, wrote articles and published newsletters earned three times the income of those consultants that did none of these things. The reason is simple: word-of-mouth advertising.

You may be wondering: "How can I find time to do these kinds of activities?" My answer is that you can't afford not to.

As the chief executive of your own business, you are your firm's leader, expert and ambassador. Your job is to create good will and build the kind of positive image that draws clients and projects. The best aspect of your initiating these strategies may be the control you have over the messages you deliver, the fees you charge, and the other follow-up activities with which you connect to your customers.

Establishing your expertise in your field or industry allows you to build an implicit relationship of trust and comfort with your clients. Building that trusting relationship will pay dividends in long-term client involvement.

*Pierre A. Clark is a nationally known self-employment expert and entrepreneurship columnist.*

# Hilton

(Continued from Page 9)

that an academic internship is the partner of classroom education, often inspiring a course of study or helping hone a field of interest.

The ability to write well is a marketable trait that a liberal education (and a good internship program) helps develop. The ability to write well is important whether one goes into journalism, law or education.

In some majors, especially the sciences, internships are rapidly becoming a prerequisite for admission to first-tier graduate schools.

Interns are treated as professional members of their sponsoring organizations and are assigned many projects of substance and quality. A newspaper counts on interns to contribute to the life of the organization.

For many students, the

hardest part of finding an internship is answering the deeply personal question, "What do I want to do?" There is no better time than now to ask these and other questions of professionals in the field.

Another important source is your counselor or career development director. These individuals are excellent sounding boards for various ideas and can help students come to a decision systematically.

If you think a newspaper internship would be beneficial to you or someone you know, pick up the phone and call that well known or local newspaper right away.

**HILTON: HIGHER EDUCATION** is an internationally syndicated column designed to dialogue with college and world readers. Let's talk. (909) 899-0650 Bus (3) & Fax (8).

# CLASSIFIED ADVERTISING

# LEGAL NOTICES

## CLASSIFIEDS WORK! Las Vegas Sentinel-Voice Classifieds Call 380-1000 or Fax to 380-8102

**CITY OF LAS VEGAS**  
INVITATION TO BID  
BID NO. 98.3462.03-TG  
**TRENCHER TRACTOR**  
SCOPE OF WORK: THE CITY OF LAS VEGAS IS SOLICITING BIDS FROM QUALIFIED BIDDERS TO FURNISH AND DELIVER ONE (1) NEW AND UNUSED TRENCHER TRACTOR WITH BACKHOE, F.O.B. DESTINATION, FREIGHT PREPAID TO THE CITY OF LAS VEGAS, DEPARTMENT OF VEHICLE SERVICES DIVISION, 2950 RONEMUS DRIVE, LAS VEGAS, NV 89128.

THIS BIDDING DOCUMENT CONTAINS AN OPEN-END PROVISION WHICH WILL ALLOW THE OWNER TO PURCHASE ADDITIONAL EQUIPMENT THROUGH THE AVAILABILITY OF THE MODEL YEAR.

**PRE-BID CONFERENCE:** Will be held on January 30, 1998, at 9:00 a.m. in the Purchasing and Contracts Division Conference Room, First Floor, City Hall Complex, 400 East Stewart Avenue. The purpose of this conference is to discuss the specifications and any prospective bidders' concerns and the City of Las Vegas' Minority, Women-Owned and Disabled Veterans' Business Enterprise Policy.

**BID OPENING:** All bids must be received in the office of the City Clerk, First Floor, City Hall Complex, 400 East Stewart Avenue, Las Vegas, NV 89101-2986, prior to 3:00 p.m., on February 12, 1998. Bids stamped after the designated time, will be returned to the Bidder unopened. Bids will be publicly opened and read aloud, immediately after the established closing time and date, in the Office of the Purchasing and Contracts Division.

Any questions regarding this solicitation should be referred to Anthony Green at (702) 229-6231.

Prospective bidders are hereby notified that this Invitation to Bid and all related bidding documents will be made available on a Telecommunication Device for the Deaf (TDD) or in an alternate format (audio or Braille) upon request to the Purchasing and Contracts Division, Telephone Number (702) 229-6231 or (702) 386-9108 (TDD).

**FOR COMPLETE INFORMATION OF FUTURE FORMAL BIDS AND QUOTATIONS, CALL THE BID HOTLINE AT 383-0889.**  
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**CLARK COUNTY, NEVADA LAS VEGAS METROPOLITAN POLICE DEPARTMENT**  
INVITATION TO BID  
BID NO. 4125-98  
**ANNUAL REQUIREMENTS CONTRACT FOR CAPTIVE MOTORCYCLE PARTS AND SERVICE**

ANNUAL REQUIREMENTS CONTRACT FOR KAWASKI AND HARLEY DAVIDSON MOTORCYCLE CAPTIVE PARTS AND SERVICE FOR THE PERIOD FROM DATE OF AWARD THROUGH JANUARY 31, 1999, WITH THE OPTION TO RENEW FOR FOUR (4) ONE-YEAR PERIODS.

The Bid package is available at the Clark County Government Center, 500 South Grand Central Parkway, General Services Department, Purchasing and Contracts Division, Fourth Floor, Las Vegas, Nevada 89106, telephone number (702) 455-2897.

A Prebid Conference will be held on February 3, 1998 at 10:00 a.m., at the same location specified above.

Bids will be accepted at the address specified above on, or before February 11, 1998 at 3:00 p.m.

FISCAL AFFAIRS COMMITTEE  
LAS VEGAS METROPOLITAN POLICE DEPARTMENT

Published: Las Vegas Sentinel-Voice January 29, 1998

**CLARK COUNTY, NEVADA**  
INVITATION TO BID  
BID NO. 4126-98  
**HACIENDA AVENUE/KOVAL LANE EXTENSION - PHASE II**

**NEVADA STATE LABOR COMMISSION**  
PWP# CL-1998-243

SCOPE OF WORK: THIS PROJECT CONSISTS OF TWO (2) SCOPES OF WORK AND ONE (1) ADDITIVE ALTERNATE.

1.) **HACIENDA AVENUE/KOVAL LANE EXTENSION:** THE CONSTRUCTION OF APPROXIMATELY 1.10 MILES OF ARTERIAL ROADWAY IMPROVEMENTS TO HACIENDA AVENUE, GILES STREET, RENO AVENUE, LAS VEGAS BOULEVARD AND KOVAL LANE BETWEEN LAS VEGAS BOULEVARD AND TROPICANA AVENUE.

CONSTRUCTION ESTIMATE: \$3,000,000.00

2.) **SWENSON STREET-HARMON AVENUE TO TWAIN AVENUE:** THIS SUB-PROJECT PROVIDES FOR THE OVERLAY AND WIDENING OF APPROXIMATELY 1.0 MILES OF ARTERIAL ROADWAY IMPROVEMENTS.

CONSTRUCTION ESTIMATE: \$460,000.00

**ADDITIVE ALTERNATE:** INSTALLATION OF APPROXIMATELY 1.0 MILES OF 36" SANITARY SEWER LINE WITHIN THE REFERENCED PROJECT LIMITS.

CONSTRUCTION ESTIMATE: \$750,000.00

**PREBID CONFERENCE:** 9:00 a.m., February 2, 1998. The Prebid Conference will be held in the General Services Gold Room, at the address shown below. The purpose of the Prebid Conference is to review and discuss the contract documents and construction specifications.

Bids will be received in the Office of the Clark County Director of General Services, Purchasing and Contracts Division, Clark County Government Center, 500 South Grand Central Parkway, Fourth Floor, P.O. Box 551732, Las Vegas, Nevada 89155-1732 on or before February 12, 1998. Bids are time-stamped upon receipt. Bids submitted must be time-stamped no later than 2:15 p.m. on the bid opening date. Bidders and other interested parties are invited to attend the bid opening. Bids time-stamped at 2:16 p.m. or after will be returned unopened to the Bidder. Overnight Mail must use the 89106 zip code.

Specifications and drawings will be available on January 26, 1998, at the above address for a non-refundable charge of fifty dollars (\$50.00). If specifications are to be mailed, Bidders may have the mailing expedited by providing with their check the name of the express mail carrier with account number to be charged. If not specified, the documents shall be mailed via United States Parcel Service ground with a non-refundable charge of ten dollars (\$10.00). All checks are to be made payable to the Clark County Treasurer. If paying by cash, exact change is required. Hearing impaired individuals may request specifications and obtain information by contacting TT/TDD: Relay Nevada Toll-Free (800) 326-6868.

BOARD OF COUNTY COMMISSIONERS  
CLARK COUNTY, NEVADA

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**BIDS WANTED FOR HIGHWAY IMPROVEMENT NOTICE TO CONTRACTORS CONTRACT NO. 2851**

Sealed proposals will be received by the Director of the Department of Transportation of the Las Vegas Headquarters, 123 East Washington Avenue, Las Vegas, Nevada 89101, until and opened at 2:30 p.m., local time, on February 12, 1998 for Contract No. 2851, Project No. STP-0003(043), construction of a portion of the Off-System Highway System on Desert Inn Road from Mojave Road to Boulder Highway, Clark County, a length of 1.207 miles. D.B.E. information shall be submitted no later than the time of opening of proposals as specified above.

**SPECIFIC DESCRIPTION OF WORK COVERED BY THIS CONTRACT CONSISTS OF:** MODIFYING EXISTING ROADWAY TO PROVIDE SIX LANES OF TRAVEL (THREE IN EACH DIRECTION), REMOVING EXISTING BASE AND SURFACE, PLACING AGGREGATE BASE, PLACING PLANT MIX BITUMINOUS SURFACE AGGREGATE, PLACING PLANT MIX BITUMINOUS OPEN-GRADED SURFACE AGGREGATE, CONSTRUCTING NEW SIDEWALK, CURB AND GUTTER, MODIFYING CURB RAMPS, MODIFYING EXISTING STORM DRAIN SYSTEM AND MODIFYING EXISTING SIGNAL AND LIGHTING SYSTEM.

Plans and specifications may be examined and purchased at the office of the undersigned. Non-bidding documents may also be examined or purchased at the Department of Transportation District Offices in Sparks and Las Vegas, Nevada. Plans, form of proposal, contract and specifications may be secured by prequalified bidders through the office of the undersigned. A fee of Twenty-Five Dollars (\$25.00) is required for the purchase of each copy of the plans with proposal form. Plans, proposal form and specifications obtained on this basis are non-refundable and no refund will be made. Bids must be on the proposal form of the Department of Transportation and must be accompanied by a bid bond, a certified check, a cashier's check, or cash in the amount of five percent (5%) of bid.

Right is reserved to reject any or all bids, or to accept the bid deemed best for the interest of the State of Nevada.

Contractors desiring to bid on this work, if not already qualified under the State Law, shall file with the Department of Transportation at Carson City, Nevada, not later than five (5) days prior to the date for opening of bids, a complete application for qualification on form furnished by the Department.

The minimum wage to be paid on this contract shall be as determined by the Secretary of Labor or the State Labor Commissioner and are set forth in the contract documents.

The attention of bidders is directed to the State Contractor's License Law requirement (NRS 624 as amended to date), that a contractor hold a valid license of a class corresponding to the work to be done. Requests for license may be directed to the Secretary of the State Contractor's Board, 70 Linden Avenue, Reno, Nevada 89502.

This is a Federal-aid project and as such, any contractor otherwise qualified by the State of Nevada to perform such work, is not required to be licensed nor to submit application for license in advance of submitting a bid or having such bid considered; provided, however, that such exemption does not constitute a waiver of the State's right under its license laws to require a contractor, determined to be a successful bidder, to be licensed to do business in the State of Nevada in connection with the award of a contract to him.

The State of Nevada Department of Transportation will on its own initiative, take affirmative action, including the imposition of contract sanctions and the initiation of appropriate legal proceedings under any applicable State or Federal law to achieve equal employment opportunity on Federal-aid Highway Projects and will actively cooperate with the Federal Highway Administration in all investigations and enforcement actions undertaken by the Federal Highway Administration. In conjunction with the above statement, the Department of Transportation will not issue plans to an irresponsible bidder. Subsection (B) of the section 112 of Title 23 United States Code has been amended by adding at the end thereof, the following: "Contracts for the construction of each project shall be awarded only on the basis of the lowest responsive bid submitted by a bidder meeting established criteria of responsibility". THOMAS E. STEPHENS, P.E., DIRECTOR Department of Transportation Carson City, Nevada 89712

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**CITY OF LAS VEGAS**  
INVITATION TO BID  
BID NO. 98.JAN.07-CC  
**BLUEPRINTING SERVICES**

SCOPE OF WORK: Annual requirements contract for Blueprinting Services, F.O.B. Destination, Freight Prepaid for the period from Date of Award through December 31, 1998, with four one-year renewal options.

**PRE-BID CONFERENCE:** Will be held on January 28, 1998, at 1:00 p.m. in the Purchasing and Contracts Division Conference Room, First Floor, City Hall Complex, 400 East Stewart Avenue. The purpose of this conference is to discuss the specifications and any prospective bidders' concerns and the City of Las Vegas' Minority, Women-Owned and Disabled Veterans' Business Enterprise Policy.

**BID OPENING:** All bids must be received in the office of the City Clerk, First Floor, City Hall Complex, 400 East Stewart Avenue, Las Vegas, NV 89101-2986, prior to 3:00 p.m., Pacific Standard time, on February 6, 1998. Bids stamped after the designated time, will be returned to the Bidder unopened. Bids will be publicly opened and read aloud, immediately after the established closing time and date, in the Office of the Purchasing and Contracts Division.

Any questions regarding this solicitation should be referred to Cedric Corney at (702) 229-6231.

Prospective bidders are hereby notified that this Invitation to Bid and all related bidding documents will be made available on a Telecommunication Device for the Deaf (TDD) or in an alternate format (audio or Braille) upon request to the Purchasing and Contracts Division, Telephone Number (702) 229-6231 or (702) 386-9108 (TDD).

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Those unwanted or no longer used items sell very quickly in the Las Vegas Sentinel-Voice Classifieds  
**Call 380-1000 or Fax to 380-8102**

# HELP WANTED

**Director/Technical**  
KVVU TV5 has an immediate opening for Director/technical. College degree in Broadcasting preferred. Minimum three years experience directing. Minimum 2 years directing TV news. Minimum 2 years as producer/director with studio/field experience. Applications being accepted at 25 TV5 Drive, 8 AM - 5 PM, M-F, 435-5555. KVVU is an equal opportunity employer.  
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