

Routing Slip

Please share *The Business Voice* with others

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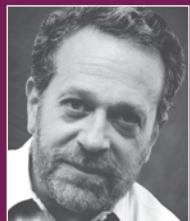
The Las Vegas Chamber of Commerce is pleased to announce that former Secretary of Labor Robert Reich will be a keynote speaker at Preview 2009 on Thursday, January 29. The Las Vegas Chamber of Commerce brings together wsexperts that will provide you the key economic information you need to know to navigate the uncertain business waters in 2009. The panel

Prospect magazine. His weekly commentary on public radio's "Marketplace" is heard by nearly five million people, and he is regularly featured on television national news programs.

Reich is also a member of President-elect Obama's Transition Economic Advisory Board which includes

Berkshire Hathaway Chairman and CEO Warren Buffett, Google CEO Eric Schmidt, XEROX CEO Ann Mulcahy, former Federal Reserve Chairman Paul Volcker, who will head the incoming president's Economic Recovery Advisory Board, and former Treasury

The Las Vegas Chamber of Commerce Presents Preview 2009



Robert B. Reich



Jon Wellinghoff



Rossi Ralenkotter



Jeremy Aguero

of distinguished speakers assembled at Preview 2009 will give you insight on the most important business issues vital to helping your business succeed.

Reich served as the 22nd Labor Secretary under President Bill Clinton and currently is an economic advisor to President-elect Barack Obama. Reich is professor of public policy at the Goldman School of Public Policy at the University of California at Berkeley. He has written 11 books, most recently *Supercapitalism*. His articles have appeared in *The New Yorker*, *Atlantic Monthly*, *New York Times*, *Washington Post*, and *Wall Street Journal*. Reich is co-founding editor of *The American*

Secretary Larry Summer, who will head the National Economic Council in the new administration.

As Labor Secretary, Reich implemented the Family and Medical Leave Act, led a national fight against sweatshops in the U.S. and illegal child labor around the world, and launched job-training programs, one-stop career centers and school-to-work initiatives. Under his leadership, the Department of Labor won more than 30 awards for innovation. In 1996, he was rated the most effective cabinet secretary during the Clinton administration by Hearst newspapers. He is also the recipient of the prestigious Václav Havel Foundation Prize, awarded by

continued on page 26

We're taking steps that will help shrink Nevada's carbon footprint.



That includes investing more in energy efficiency and conservation programs, as well as developing more renewable energy resources here in our state, like solar, wind and geothermal. Because Nevada needs more than a power company. We need a vision for our energy future. For further steps we can all take, go to NVEnergy.com.



Chamber Membership – Your best business bet to improving your odds in 2009

By Steve Hill, Chairman Las Vegas Chamber of Commerce Board of Trustees

No doubt about it - times are tough – and many of you may feel alone out there. Chances are you are making some tough choices now – trimming your expenses, rethinking your products and services, stepping up your networking and streamlining your operations, and becoming more innovative with your marketing.

Although the media gives us a daily dose of doom and gloom, there are some bright spots on the horizon. In fact, I believe that the down economy is an opportunity to enhance your business and make it stronger, more adept, with customer relationships that are stronger because they withstood this economic storm. The key is finding the help you need to get through these next several months.

As a member of the Las Vegas Chamber of Commerce, you are part of a community of more than 5,000 businesses. The benefits of your membership give you a competitive advantage over other businesses that are trying to weather the storm alone. Although there are countless member benefits, here are five things Chamber

offers that I believe will help your business right now.

1. Preview Las Vegas

The Chamber kicks off the year with Preview Las Vegas, the premier economic forecasting event of the year that gives you access to important economic and business information that you need to position your business in the coming year. We are pleased to have Dr. Robert Reich, former Labor Secretary under President Bill Clinton, share his insight into the national economy and what decisions are likely to be made at a national level that will impact your business, as well as Jon Wellinghoff, commissioner of the Federal Energy Regulatory Commission, who is on the forefront of energy policy and particularly what the development of renewable energy means to Southern Nevada. In addition, Rossi Ralenkotter, president & CEO of the Las Vegas Convention and Visitors Authority, who will speak on tourism trends, and Jeremy Aguero, principal of Applied Analysis, who will speak on the local economic outlook for the coming 12 months.

Preview is also an outstanding way to network and market

continued on page 28



Steve Hill

Sr. VP CalPortland
Chairman, Board of Trustees
Las Vegas Chamber of Commerce

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Editorial Policy:

The Las Vegas Chamber of Commerce welcomes input, ideas and suggestions from our members. As with any periodical, we must adhere to strict deadlines and we reserve the right to edit all materials submitted for publication. Commentaries that are marked as such do not necessarily reflect the opinion or position of the Chamber, its trustees or employees. The Chamber cannot guarantee the validity or accuracy of the contents of paid advertisements. Questions or concerns about content of *The Business Voice* can be addressed to Vice President of Marketing, Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. South, Suite 300, Las Vegas, NV 89119.

Helpful Hints:

- Limit the number of releases you send to the single most important happening in your organization.
- No advertisements will be printed in the Member News section.
- No phone numbers will be listed in the Member News section, with the exception of non-profit organizations.

• Outdated material will not be published.

• Membership dues must be current for submissions to be printed.

• The Chamber reserves the right to make the final edit on all submissions.

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Free business workshops, travel and networking opportunities available to Chamber members

Free "How to Stay Up When the Economy is Down" Workshops continue in 2009

The Las Vegas Chamber of Commerce, SCORE and other chamber members are partnering to bring a series of free workshops to the EMBARQ® Business Center at the Chamber offices in January. This series which began in November gives Chamber members access to vital business information to help manage expenses, increase sales, adjust business models and plan for the future. Check out dates and times of the next workshops on page 12.

Travel with the Chamber

Looking for an exciting and affordable travel opportunity in 2009? Look no farther than your Las Vegas Chamber of Commerce. The Chamber has developed three exciting national and international travel opportunities for members in the coming year. The trip information is listed in on the left-hand side of the page.

Complimentary special presentations have been scheduled to provide information on individual itineraries:

Tuesday, February 17

presentation on New England, Tuscany and Danube
2:00 - 5:30 p.m.

Tuesday, March 17

presentation on Tuscany and Danube
1:00 - 5:30 p.m.

All trip briefings will be held at the EMBARQ® Conference Center at the Las Vegas Chamber of Commerce at 6671 Las Vegas Blvd. South, Ste. 300 at Town Square. For more information please contact Lisa Gough at lgough@lvchamber.com or call 702-641-5822.

Member Briefings - Activation Expo returning in 2009

New Member Briefings provide new Chamber members with an exceptional opportunity to establish new relationships with other members, activate members-only benefits and discounts, and learn how to use the Chamber to leverage publicity and exposure opportunities. New members are also invited to be part of

exclusive Member Briefing "Mini Expo" tables to showcase products and services to other members.

This complimentary event and open to new members, existing members and those who are looking to learn more about the Chamber and its member benefits.

Our next Activation Expo will be held on **January 13** from 4:00 to 5:30 p.m., at the EMBARQ® Business and Conference Center at the Las Vegas Chamber of Commerce at 6671 Las Vegas Blvd. South, Ste. 300 at Town Square. For more information on attending or exhibiting contact Member Services at 702.641.5822.

Chamber announces outstanding employees for remainder of 2009

The Chamber named Joyce Chatman, Employee of the Year for 2009. Also recognized in November as Employee of the Month, Chatman is the Chamber's phone room supervisor. As one of the first people many potential members talk to, Chatman's calm and friendly demeanor aids greatly in recruiting new members. Additionally, she has organized the phone room to an unprecedented degree, streamlining the appointment process. "The people here are so nice, I like coming in to work in the mornings," says Chatman.

Nancy Harris, database analyst, was honored as October's Employee of the Month. Harris' job ensures that members are accurately classified so that they receive all pertinent information and communication. Her maintenance and development of the database assists the Chamber in giving its member the right benefits and services. "I enjoy the job that I'm doing right now, and the people and environment make it very pleasant," Harris says.

The December Employee of the Month is Aliesha Wright, receptionist. Wright's smile, patience and sense of humor ensure that all visitors to the Chamber's offices feel welcome. She is instrumental in referring members to visitors, residents and other businesses. Wright ensures that collateral that members give to the Chamber is appropriately displayed in the Visitor's Center, providing free advertising opportunities for members.

Online options make paying membership dues a snap

It's now easier than ever to pay your Chamber membership dues. Options include online payment, or month-by-month payment plans. For more information on creating a dues payment plan that fits the unique budget of your organization, log on to www.lvchamber.com. ■



2009 Travel Opportunities

Spirit of Washington DC

Trip Date:	April 29 – May 4, 2009
Registration/Deposit Deadline:	December 15, 2008
Final Payment Deadline:	February 28, 2009
Trip Price:	\$2,149 based on double occupancy
Deposit Amount:	\$100
Cancellation Waiver (Optional):	\$60

Cruise the Bays and Railways of New England

Trip Date:	August 8 – 17, 2009
Registration/Deposit Deadline:	March 8, 2009
Final Payment Deadline:	June 9, 2009
Price:	\$2,899 based on double occupancy
Deposit Amount:	\$100
Cancellation Waiver (Optional):	\$140

Discover Tuscany

Trip Date:	October 1 – 10, 2009
Registration/Deposit Deadline:	April 1, 2009
Final Payment Deadline:	August 1, 2009
Price:	\$3,599 based on double occupancy
Deposit Amount:	\$250
Cancellation Waiver (Optional):	\$200

Christmas on the Danube

Trip Date:	December 5 - 13 2009
Registration/Deposit Deadline:	April 5, 2009
Final Payment Deadline:	October 6, 2009
Price:	\$2,999 based on double occupancy
Deposit Amount:	\$250
Cancellation Waiver (Optional):	\$235

The Las Vegas Chamber of Commerce Presents

Preview 2009

Get the latest business insight direct from the experts...



Robert B. Reich

Former Labor Secretary, noted presidential advisor and best-selling author



Jon Wellinghoff

Commissioner, Federal Energy Regulatory Commission (FERC)



Rossi Ralenkotter

President/CEO, Las Vegas Convention and Visitors Authority (LVCVA)



Jeremy Aguero

Principal Analyst, Applied Analysis

The Premier Business Forecasting and Networking Event of the Year

Thursday, January 29, 2009

at the Thomas & Mack Center • Cox Pavilion

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- **Explore the floor, visit more than 100 exhibitors and sample food from some of the best eateries in Las Vegas.**
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A full afternoon of informative panels and interactive speaker Q&A where you will get a deeper perspective on the key economic issues facing Nevada.

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Tickets on sale now • www.previewlasvegas.com or call 702.641.5822

Las Vegas Chamber of Commerce

Alternative lending options becoming increasingly attractive to small businesses

By Dave Archer, CEO, Nevada's Center for Entrepreneurship and Technology (NCET)

Last month, in our continuing series on alternative lending options for small businesses, we examined the pros and cons of credit card financing, family & friends and home equity loans. This month we'll tackle to best and worst of some other options including peer-to-peer lending, strategic use of personal savings, and government-backed loans.

Personal Savings

Pros: Utilizing your private savings for business start-up or expansion financing has a number of obvious benefits: immediate access to capital, elimination of the loan qualifying process; no interest rates to negotiate and no loan to pay back on a pre-determined timetable. Unlike tapping your home equity or 401(k) plan, your loan won't be impacted by the whims of global financial and real estate markets. Perhaps the most attractive feature of this funding option is that you have no one to answer to from a financial perspective – the money is yours to use as you see fit.

Cons: There are just as many corresponding downsides to the benefits noted above. Launching a business without going through the traditional business plan and market analysis required by traditional lending institutions can put you at

risk for failure; due diligence is vital to pre-launch research regardless of where your funding is coming from. Tapping your savings also reduces or eliminates both your personal and business financial safety net. Will you be using money previously earmarked for a child's education or retirement? A good compromise is to spread the risk broadly, when possible, which includes assembling necessary funding from a variety of alternative financing sources: personal savings, family & friends, and where prudent, HELOC (Home Equity Line of Credit) or 401(k) savings plans.

Peer-to-Peer Lending

Pros: Peer-to-Peer, or P2P lending, is quickly gaining attention for its efforts to match borrowers who don't qualify for traditional financing with investors looking for a better rate of return than offered by many of the usual savings and investment options. According to a recent article by Laura Bruce at *Bankrate.com*, the three main P2P lending companies in the U.S. - Prosper, Zopa and Lending Club - anticipate final 2008 lending figures will approach \$100 million. P2P creates a win-win, where businesses can get unsecured loans financed while investors pursue a better yield on cash.

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2009 Business Education Series (BES): Brings you practical strategies to help you strengthen your business

Business Education Series

Date: Tuesday, January 13

Time: 7:00 - 7:30 a.m. Registration, networking & continental breakfast
7:30 - 9:00 a.m. Program

Location: EMBARQ® Conference Center at the Las Vegas Chamber of Commerce
6671 Las Vegas Blvd. South, Ste. 300 at Town Square

Program: Relationship Selling

Speaker: Jim Cathcart, founder, CEO of Cathcart Institute, Inc.

Details: Cost is \$35 for members with a guaranteed prepaid reservation, \$50 for future members with a guaranteed prepaid reservation and \$55 for all walk-ins.

Sponsors: American Family Insurance, Wells Fargo



The Chamber's 2009 Business Education Series (BES) professional development program gets underway January 13 with a high-energy, information-packed session on sales by national speaker Jim Cathcart. Cathcart is the founder and CEO of Cathcart Institute, Inc., an organization devoted to helping clients create and grow high-value relationships. His 30 years of study in applied behavioral science has resulted in *The Acorn Principle*, a guide to understanding the many elements that make us who we are.

The Chamber is dedicated to putting members in touch with high-caliber professionals who can help them navigate our slow economy and create practical and effective methods for keeping their businesses profitable.

The Chamber's Business Education Series was created for both upper and middle-level managers and professionals who are looking for a fast and effective way to bring new ideas into the workplace. Panelists and speakers are selected for their ability to deliver hard-hitting, timely advice, practical guidance and strategies that are both cost-effective and easy to implement. Participants have the opportunity to learn new skills while interacting with high-profile professionals who are experts in their fields.

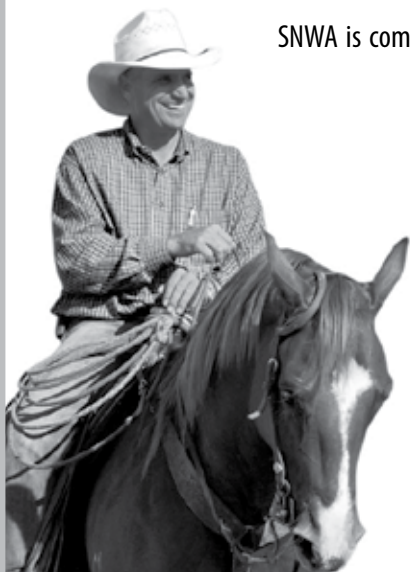
For details on future BES programs, visit www.lvchamber.com. ■

SNWA FACT *or* fiction?

ENVIRONMENTAL IMPACTS

FICTION: Southern Nevada's groundwater project will turn rural Nevada into a desert wasteland.

FACT: Rural communities, ranchers and wildlife are protected by Nevada water law and federal environmental law. In an effort to reduce our community's 90 percent dependence on the drought-plagued Colorado River, the SNWA will draw upon unused groundwater supplies within Nevada. The SNWA is proposing to access water that is naturally replenished each year – just as farmers and eastern Nevada residents do. The SNWA will install a system of wells to sustainably manage the withdrawal of available, unused groundwater, and the project will be overseen by federal agencies including the U.S. Fish & Wildlife Service and the Nevada State Engineer. The bottom line is that the SNWA is committed to responsible groundwater management – and the law demands it.



SOUTHERN NEVADA
WATER AUTHORITY

For more information call (702) 258-3930 or toll-free 1-866-300-5600 • nvgroundwaterproject.com

New changes to ADA law place bigger burden on employers

The ADA Amendments Act of 2008, which goes into effect January 1, 2009, broadens the scope of protection provided to individuals under the Americans with Disabilities Act (ADA) of 1990. Some the changes will place new burdens on employers.

According to the U.S. Equal Employment Opportunity Commission (EEOC), the ADA prohibits employers from discriminating against disabled employees and requires employers to provide “reasonable accommodations” for individuals with disabilities, unless the accommodation would cause “undue hardship” on the operation of the employer’s business. Through the Amendments Act, Congress has shifted the focus in such a way that the onerous is less on whether an individual qualifies as “disabled” under the law – which has been difficult for many business owners to positively define – and more on whether employers are complying with their ADA obligations.

What does this mean to your business? As an employer, you could be held liable under the ADA if you discriminate against an employee because of a

“perceived impairment,” as many employees who were not previously protected under the ADA may now be considered legally “disabled.” Here’s what you can do to protect yourself:

1. Familiarize yourself with the new stipulations outlined in the ADA Amendments Act of 2008 by visiting www.eeoc.gov.
2. Involve your human resources department in ensuring your hiring and firing procedures reflect and are compliant with the changes to ADA law.
3. Anticipate the possibility that employees who previously were not seeking ADA accommodations ask for exceptions.
4. Where applicable, seek legal advice to ensure your policies are ADA compliant.

To learn more about your rights and responsibilities as an employer, contact the EEOC 24 hours a day at 1-800-669-4000. ■

Be in compliance with Federal Labor Law standards

In November 2008, the Family Medical Leave Act notice was revised extensively. The new notice includes the final version of the Military Family Leave Entitlements as well as several new definitions, headings and paragraphs. This change is substantive and requires a all employers to update their Federal All-In-One Labor Law Posters

The Chamber makes it easy for you to be in compliance. Check out the selection of Nevada and Federal Labor Law posters on our **Chamber Store**. OSHA also require employers to post information for its employees. OSHA requirements can be easily met by ordering your posters today. It is recommended that businesses update their posted information annually to ensure that their materials reflect the changes to both state and federal laws.

To order click on the Chamber Store icon in the center of the page on the Chamber’s website www.lvchamber.com and choose Business Resources. Posters are available from \$12.99 for a single poster to \$22.99 for a combo pack which contains all the update Labor Law information you need to keep your business in compliance. Labor Law posters are also available in Spanish.

The Chamber Store offers you a wide variety of business resources and provides you one-stop shopping for informative publications to help you stay current on all the latest business information.

The Chamber Store also has a large selection of Las Vegas souvenirs and executive gifts to meet every business event need. Call Business Services for more information regarding Chamber Store orders at 702.641.5822. ■



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Looking for a place to conduct business, meet new clients or hold your next event? The EMBARQ® Business and Conference Center at the Las Vegas Chamber of Commerce is the perfect place. Conduct business in a relaxed, comfortable business environment. Catch up on e-mail, print out a proposal for your next meeting and or have coffee with a client.



The Business Center

As a member of the Las Vegas Chamber of Commerce you and your guests have exclusive access to the Business Center from 8:00 a.m. – 5:00 p.m., Monday-Friday, excluding holidays. This state-of-the-art center offers you...

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- Rentable laptop computers
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The Conference Center

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- Multi-media podiums wired for direct-to-screen connectivity
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Las Vegas Chamber of Commerce

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Chamber outlines reform agenda for 2009 legislature

By Hugh Anderson, Chair, Government Affairs Committee



Hugh Anderson

The ABD&F Group
at Merrill Lynch

Since 1911, the Las Vegas Chamber of Commerce has been driving public policy on behalf of the business community, helping Southern Nevada become a thriving and dynamic marketplace full of opportunities. The Chamber has a long history of advocating for low-tax, pro-business policies that help businesses grow, create jobs and reinvest in our economy. The Chamber also has a history of community stewardship, supporting programs and services that are important for a healthy community such as bonding for school construction and resources for education excellence, water infrastructure and transportation. For this legacy of stewardship, I am proud to be a part of the Chamber.

As you are all too well aware, we are experiencing an unprecedented economic downturn that is putting tremendous stress on our community. The current two-year state budget of \$7 billion has already been cut by \$1.2 billion, and lawmakers will have to reduce it by another \$331 million to get us through the remaining months of this state budget cycle which ends June 30, 2009.

The Economic Forum, the body that establishes state revenue projections, met this week and made some sobering, yet legally-binding, state revenue projections for the coming two-year state budget cycle. The Forum projected that Nevada's revenue for the next two years (2009-2011) will be \$5.65 billion (\$2.782 billion for 2009-10; and \$2.874 billion for 2010-2011). That number is roughly 19 percent below the current state budget.

The forecast for the next two years is bleak. Revenues from the gaming tax and the two percent state sales tax represent about 60 percent of all state general fund revenues. Neither revenue source is forecasted to make a complete comeback in the next two years, requiring alternatives to be found.

With the cuts already made to the state budget, there will be a limit to the amount of spending that can be reduced without undermining the core services provided by the state. Most of the budgeted one-time expenditures have already been eliminated. Most, if not all, agencies have imposed hiring freezes. The reality of the current economic situation means that critical state services and programs such as education are suffering, and further cuts will be even more painful.

This year, the Chamber commissioned a series of reports analyzing state and local government spending, particularly in terms of public employee salaries and benefits. The reports found that the Nevada Public Employees' Retirement System (PERS) and Public Employees' Benefits Program (PEBP) are some of the most generous benefits

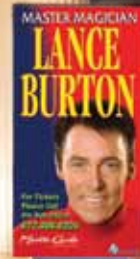
in the country and together have a \$10 billion unfunded liability. The Chamber believes that PERS and PEBP must be reformed to protect the long-term fiscal health of our state. This much-needed reform, however, will not offer the short-term solution that is needed to address current statewide economic challenges and fund the next state budget. Given the severity of the current economic crisis, coupled with the significant cuts that have already been made, it is likely that more revenue will need to be raised if this crisis continues. I do not say that lightly.

Every sector of our community has something at stake as we face these extremely challenging times, and so we all need to be part of the discussion. Reform of PERS and PEBP is essential to our state's future. And labor and business must both be willing to make concessions for the good of our community, for the good of our children and for the long-term health of our state. Small businesses, the fabric of our economy, must be supported. This is the time to address both our short-term needs and reform long-term fiscal problems, putting our state back on a viable, sustainable fiscal path.

The Las Vegas Chamber of Commerce wants to hear from our members on this important issue. Our incoming Chairman of the Board Steve Hill, will hold a series of members-only meetings so that you can share your ideas. Please feel free to contact the Chamber's Government Affairs Department at 702.586.3815 or email your questions or comments to vmeter@lvchamber.com.

The Chamber remains solidly committed to protecting our pro-business climate and your interests. Part of that commitment is ensuring that while we aim to preserve our low-tax and regulatory environment, we also remain good stewards of our community, making sure that Nevada remains a place that attracts new businesses and produces a quality workforce. If we do not achieve the appropriate balance, we sacrifice our future with effects felt for years to come and will deeply impact our children and the most vulnerable of our population.

Our community has previously faced difficult economic times. We emerged from those valleys to find ourselves atop the highest of peaks. The economic crisis we face today, for which there is no precedent, could prove to be the toughest test for our community. But I believe that if we work together, address these challenges together, make the difficult decisions together, our state and our community will not only endure this current economic recession, we will come back stronger than ever. ■



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Affordable insurance for small business available to Chamber members

In an environment where employers of all sizes are looking for creative ways to reduce expenses while ensuring their employees are well cared for, there's no better time to harness the collective buying power of Chamber Insurance and Benefits, LLC.

As a member of the Las Vegas Chamber of Commerce, you're eligible to take advantage of the Chamber's Group Health Benefit Plan. This comprehensive program makes it easy for your company to enjoy the best possible premiums and the best



struggle to find comprehensive insurance coverage at a reasonable price to cover their employees," says Doroshow. "The Las Vegas area is lucky to have this amazing program offered through the Chamber. We have many of our clients insured through this

program who would otherwise not be able to offer insurance to their employees." Adds Doroshow, "We are so thankful for this program and are thrilled to partner and grow with the Las Vegas Chamber of Commerce. "

"The Chamber health insurance plan has been and continues to be a

shining example of how small employers can purchase health insurance with the same buying power that a large employer has," notes John Grady of Grady and Associates. "With competitive pricing, selection of plans and multi-year rate guarantees, the employer can develop and budget a comprehensive health plan for their employees and their dependents."

Features of the plan include:

- More than 130 Chamber member insurance agents to assist with your insurance needs
- Competitive options of coverage for you and your employees
- Coverage for businesses with 2-50 employees
- Two-year renewal cycle

Eligible employees include all active employees who work at least 30 hours per week. Coverage is also available to dependent spouses and children up to age 19, full-time students to age 24 and handicapped children.

Providing quality health insurance is an important factor to keeping your business thriving. With the bargaining power of big business, our member brokers can easily tailor a plan to suit the health insurance needs of your small business. There is strength in numbers. To learn more about Chamber Insurance & Benefits, LLC, visit www.chamberib.com or call 702.586.3889. ■

While a lot has changed over the past 20 years, one thing that remains the same is that small businesses struggle to find comprehensive insurance coverage at a reasonable price to cover their employees

possible coverage. In these tough economic times, the security of coverage can go a long way to stabilizing your business future.

Chamber Insurance and Benefits, LLC (CIB) oversees the Las Vegas Chamber of Commerce Group Health Benefits Program. The plan, which is offered through Health Plan of Nevada, a UnitedHealth Care Company is exclusive to Chamber members and gives small business the bargaining power of large business. Here's how the plan has worked for other Chamber members:

Doroshow Insurance owner Robyn Doroshow's father, Steven, pioneered the Chamber's insurance plan with a vision to help small businesses obtain affordable insurance. Though her father passed away more than 10 years ago, Doroshow says the company continues to believe in and support the plan. Robyn's brother Jesse utilized the Chamber insurance plan when he first opened his own small business, noting it was the only way he could afford to provide the benefit of insurance to his staff.

"While a lot has changed over the past 20 years, one thing that remains the same is that small businesses

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PROSPER

Free “How to Stay Up When the Economy is Down” workshops continue in 2009

As part of the Chamber’s ongoing efforts to help members navigate the uncertain economy, our free “How to Stay Up When the Economy is Down” workshops are continuing to expand to cover the issues you’re telling us are most vital to your businesses. The Chamber is partnering with SCORE, “Counselors to American Small Business” to provide even more assistance.

SCORE is offering “free” one-on-one counseling sessions to help business owners review business plans and improve operations in these tough economic times.

One Hour Private Counseling Sessions for Small Business

Wednesday, January 7
Wednesday, January 14
Wednesday January 21
9:00 a.m. - Noon

Wednesday January 28
10:00 a.m. – 1:00 p.m.



All the private sessions will be held at the EMBARQ® Conference Center at the Las Vegas Chamber of Commerce at 6671 Las Vegas Blvd. South, Ste. 300 at Town Square. Gregory Twedt, SCORE Counselor will conduct the sessions. These sessions are by appointment only, please call Member

Services at 702.641.52822.

FREE Small Business Workshops

Also continuing in January are workshops designed to give business access to information and strategies that they can use to positively impact their business. Held in the EMBARQ® Business Center at the Las Vegas Chamber of Commerce office, these interactive sessions are always complimentary. Seating is limited so RSVP is suggested. Visit www.lvchamber.com or call 702.641.5822 to register.

Mark your calendars today and plan to attend these informative workshops designed to strengthen your business during these uncertain times.

Thursday, January 15

Setting Yourself Up for Success: Low Cost Ways to Market During a Downturn

8:00 a.m. Check-in and networking

8:30 - 9:30 a.m. Program



Speaker Solveig Thorsrud of The Firm Public Relations, will conduct an interactive workshop which will outline innovative and creative ways

to make your business a stand-out, even in slow economic times.

Tuesday January 20

Getting Credit for Small Business

8:00 a.m. Check-in and networking

8:30 - 9:30 a.m. Program

Speakers Rodney Taylor of The Bank of George and Joyce Lynch from USA Federal Credit Union will give you great financial tips. The quickest and easiest manner of obtaining a timely and positive credit approval for your small business is through a comprehensive presentation, complete with information that helps the lender understand your business. This hands-on workshop will prepare you for presenting your business plans and financial needs to your lender.

Thursday, January 28

Planning for the Future

8:00 a.m. Check-in and networking

8:30 - 9:30 a.m. Program

Speaker Gregory Twedt of SCORE will present a session on planning for the future. This session will feature a discussion of the planning cycle and how to use goals, objectives and budgets to manage your business. Includes a review of how to use a SWOT analysis and how to establish key result areas for planning and control.

For more information regarding future Chamber workshops, go to www.lvchamber.com or call 702.641.5822.

The Chamber also has an online guide, “How to Stay Up When the Economy is Down,” that is available on our website. This free publication is full of helpful advice and tips and includes topics such as cash management, marketing strategies and when to ask for help. ■

> buildmydreamteam.com or 1-877-Fill-A-Job

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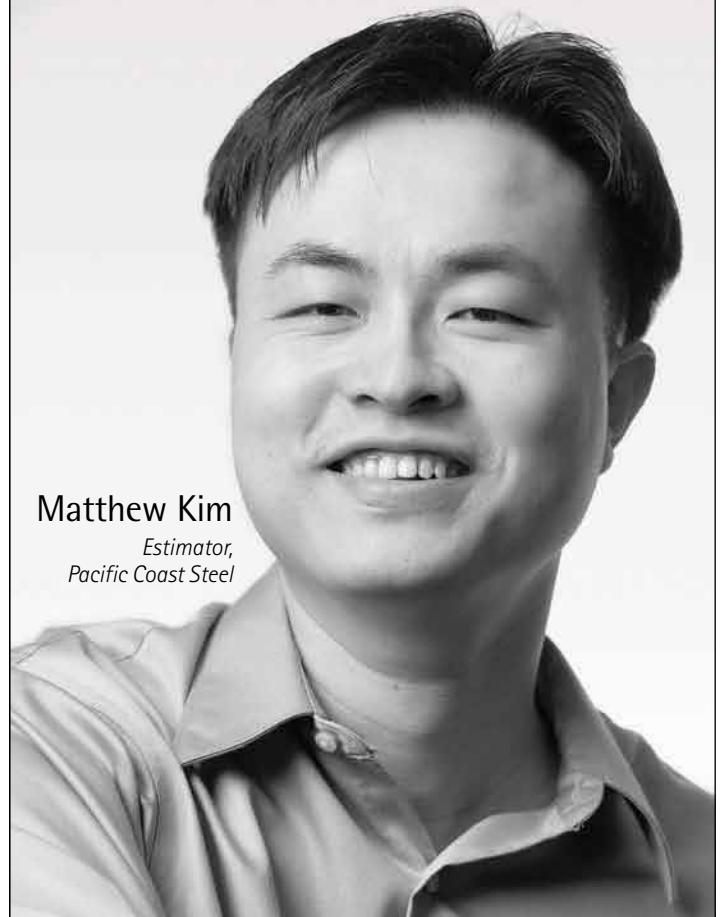
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Your World of Information



Matthew Kim

*Estimator,
Pacific Coast Steel*

7
14
21
28

**"How to Stay Up When the Economy is Down"
Free January sessions:**

When: Wednesday, January 7
Wednesday, January 14
Wednesday, January 21
Time: 9:00 a.m. - Noon
When: Wednesday, January 28
Time: 10:00 a.m. - 1:00 p.m.
Location: EMBARQ® Conference Center at the Las Vegas Chamber of Commerce
6671 Las Vegas Blvd. South, Ste. 300 at Town Square
Speaker: Gregory Twedt, SCORE
Details: SCORE, "Counselors to America's Small Business" is a nonprofit association dedicated to educating entrepreneurs in the formation, growth and success of small businesses. SCORE is offering one-hour private counseling sessions to review your business and plans and improve your business in these tough economic times. Appointments required by calling 702.541.5822



12

**Vegas Young Professionals (VYP)
Toastmasters**



When: Monday, January 12
Time: 5:30 - 7:00 p.m.
Location: The Platinum Hotel, 211 E. Flamingo Rd.
Details: Great communication skills are very important keys success. VYP has created a Toastmasters group for all members to help learn these key speaking, presentation and leadership skills. Help yourself and take advantage of what VYP Toastmasters has to offer. Open to all VYP members and guests.

Hosted by:



14
and
28

Chamber Voices Toastmasters

When: Wednesday, December 10 & Wednesday, December 24
Time: 10:45 a.m. - 1:00 p.m.
Location: EMBARQ® Conference Center at the Las Vegas Chamber of Commerce
6671 Las Vegas Blvd. South, Ste. 300 at Town Square
Details: Looking for a way to improve your skills in both your personal and professional life? The Chamber is home to a Toastmasters club, Chamber Voices, open exclusively to Chamber members. Membership in Toastmasters is just \$45 every six months. There is no charge for guests.



15

**Setting Yourself Up for Success: Low Cost
Ways to Market During a Downturn
Free session**

When: Thursday, January 15
Time: 8:00 a.m., Check-in and networking
8:30 - 9:30 a.m. Program
Location: EMBARQ® Conference Center at the Las Vegas Chamber of Commerce
6671 Las Vegas Blvd. South, Ste. 300 at Town Square
Speaker: Solveig Thorsrud, The Firm Public Relations
Details: This interactive workshop will outline innovative and creative ways to make your business a stand-out, even in slow economic times.

21

**Vegas Young Professionals (VYP)
Fusion Mixer**



When: Wednesday, January 21
Time: 6:00 - 8:00 p.m.
Location: Trump International Hotel & Tower
2000 Fashion Show Drive
Details: Ring in the new year VYP-style at one of the most elite hot spots in Vegas - Trump International Hotel & Tower. This intimate space will allow for sophisticated mixing and mingling among more than 100 VYP members. Enjoy complimentary appetizers, drink specials and networking in a private area just for VYPers. Cost for this event is \$10. Open exclusively to VYP members. Register online at www.vegasypp.com.

Sponsored by:



21

TBAN December Luncheon

When: Wednesday, December 21
Time: 11:45 a.m. Registration & networking
Noon - 1:20 p.m. Lunch & program
Location: Cili Restaurant & Bar
5160 Las Vegas Blvd. South
Topic: Career advancement and technology
Details: Cost is \$35 for prepaid reservations and \$45 for walk-ins. RSVP by calling 702.586.8689

Hosted by:



13

Business Education Series (BES) – Sales

When: Tuesday, January 13
Time: 7:00 - 7:30 a.m. Registration, networking & continental breakfast
7:30 - 9:00 a.m. Program

Location: EMBARQ® Conference Center at the Las Vegas Chamber of Commerce
6671 Las Vegas Blvd. South, Ste. 300 at Town Square

Program: Relationship Selling
Speaker: Jim Cathcart, founder and CEO of Cathcart Institute, Inc.
Details: The Cathcart Institute, Inc. is an organization devoted to helping clients create and grow high-value relationships. Jim Cathcart's 30 years of study in applied behavioral science has resulted in The Acorn Principle, a guide to understanding the many elements that make us who we are. Cost is \$35 for members with a guaranteed prepaid reservation, \$50 for future members with a guaranteed prepaid reservation and \$55 for all walk-ins.

Sponsored by:



13

New Member Briefing - Activation Expo

When: Tuesday, January 13
Time: 4:00 - 5:30 p.m.
Location: EMBARQ® Conference Center at the Las Vegas Chamber of Commerce
6671 Las Vegas Blvd. South, Ste. 300 at Town Square

Details: New Member Briefings provide new Chamber members with an exceptional opportunity to establish new relationships with other members, activate members-only benefits and discounts, and learn how to use the Chamber to leverage publicity and exposure opportunities. New members are also invited to be part of exclusive Member Briefing "Mini Expo" tables to showcase products and services to other members. This complimentary event is by invitation only.

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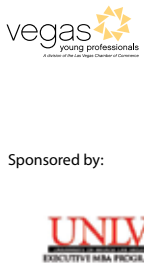
15

Vegas Young Professionals (VYP) January Bigwig Lunch Time

When: Thursday, January 15
Time: 11:30 – Noon Registration & networking
Noon – 1:00 p.m. Lunch & program

Location: TBA
Speaker: NV Energy, CEO Michael Yackira
Details: What's next on Nevada's energy horizon? NVENERGY CEO Michael Yackira will provide an inside look at the high-tech energy options the state is working to develop and the role the state's changing energy base will have on our business and economic climate in the future. Due to popular demand, seating at this exclusive, intimate event is chosen by random drawing of VYP members who RSVP. E-mail vyp@lvchamber.com. Cost is \$45 per person.

Sponsored by:



20

Getting Credit for Small Business Free session

When: Tuesday January 20
Time: 8:00 a.m., Check-in and networking
8:30 - 9:30 a.m. Program
Location: EMBARQ® Conference Center at the Las Vegas Chamber of Commerce
6671 Las Vegas Blvd. South, Ste. 300 at Town Square
Speaker: Rodney Taylor, The Bank of George & Joyce Lynch, USA Federal Credit Union
Details: The quickest and easiest manner of obtaining a timely and positive credit approval for your small business is through a comprehensive presentation, complete with information that helps the lender understand your business. This hands-on workshop will prepare you for presenting your business plans and financial needs to your lender.

28

Planning for the Future of Small Business Free session

When: Thursday, January 28
Time: 8:00 a.m., Check-in and networking
8:30 - 9:30 a.m. Program
Location: EMBARQ® Conference Center at the Las Vegas Chamber of Commerce
6671 Las Vegas Blvd. South, Ste. 300 at Town Square
Speaker: Gregory Twedt, SCORE
Details: Need help with planning for the future of your small business? This session will feature a discussion of the planning cycle and how to use goals, objectives and budgets to manage your business. Includes SWOT analysis review and establishing key results areas for planning and control.



29

Preview Las Vegas 2009

When: Thursday, January 29
Time: 7:00 a.m. - 1:00 p.m.
Location: Thomas & Mack/Cox Pavilion
4505 S. Maryland Pkwy.

Tickets available now!

For information and to purchase your tickets visit www.previewlasvegas.com or call MJ Dennis at 702.586.3827.

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Spotlights

David Bussone Group Director Universal Health Services

David Bussone is the first group director of The Valley Health System, comprised of the Las Vegas acute care facilities Desert Springs, Spring Valley, Summerlin and Valley Hospital Medical Centers. Bussone is specifically responsible for overall operations and strategic development. He is also overseeing construction of the system's fifth facility, Centennial Hills Hospital Medical Center. Bussone has more than 30 years of health care experience, serving as CEO of Tampa General Hospital and the University Hospitals and clinics in Jackson, Miss.

Dan Maddux Executive Director MEET Las Vegas

Dan Maddux is the executive director of MEET Las Vegas, representing more than 22,000 payroll industry professionals through education, training, certification and advocacy. Maddux is the creator of National Payroll Week, which has been endorsed by U.S. presidents and Congress. He also conceptualized the award-winning Knowledge Assessment Calculator. Maddux is the driving force behind APA's multimedia training and meeting facilities in Las Vegas and in San Antonio, Texas, as well as operations in New York and Washington, D.C.

Beth Molburg President Chamber Insurance and Benefits, LLC

Beth Molburg is president of Chamber of Insurance and Benefits, LLC. CIB manages the health insurance program for the members of the Las Vegas Chamber of Commerce. Molburg oversees the relationships between the member/insureds, the brokers and the carrier. She also negotiates the benefit plans with the carrier. Molburg was previously an agent for American Family Insurance. She is a 1996 graduate of Leadership Las Vegas, a past chairman of Community Council and received the Circle of Excellence Award in March 2003.

Andrew Streiter Area Vice President-West CareerBuilder.com

Andrew Streiter is the area vice president – West for CareerBuilder.com, working with Fortune 500 companies to manage their talent supply chain. Streiter came to CareerBuilder.com as a national account executive in 2005, working to substantially grow business with companies such as Ameriprise, JP Morgan and Pitney Bowes. In September 2007, as the number one sales manager in the division, Streiter was promoted to area vice president of the West Region. He holds a bachelors' degree in liberal arts from West Virginia University.

Board of Advisors Spotlights



Dominica C. Anderson Managing Partner, Las Vegas Duane Morris LLP

Duane Morris, LLP, is one of the 100 largest law firms in the United States. Dominica C. Anderson has practiced law for approximately 20 years and been licensed in Nevada since 1987. Morris is experienced in a variety of civil litigation matters and represents clients as trial and appellate counsel. Anderson practices in the areas of insurance coverage and business litigation, with an emphasis on complex litigation. Anderson is a member of the Clark County Bar Association and the Association of Defense Council of Northern California and Nevada.



Caroline Ciocca Director of Community Relations Cash America/SuperPawn

Caroline Ciocca is the director of community relations for Cash America/SuperPawn. She develops programs to advance the company's mission and values, addresses public policy and directs charitable giving for the region. Ciocca earned her MBA at the University of Nevada, Las Vegas and she holds a bachelor's degree in marketing from Johnson & Wales University. Ciocca serves on the boards of Habitat for Humanity, Crime Stoppers, Nevada Gives and Three Square.



Richard T. Crawford Owner Green Valley Grocery-Corporate Office

Richard "Rick" T. Crawford is the president and founder of the following privately-held companies: Midjit Market, Inc., doing business as Green Valley Grocery, Crawford Oil, Inc., and Crawford Coin, Inc. There are currently 26 Green Valley Grocery stores in operation. Crawford Oil sells Shell Oil products to a rapidly growing base of independent dealers. Crawford Oil is the largest Shell wholesaler in Nevada. Crawford Coin, Inc. is a fully licensed slot route operator in Nevada, operating more than 200 gaming machines.



John Grady President Grady & Associates

Grady & Associates President John Grady has more than 30 years experience in the insurance industry. He directs all agency activities and is personally involved with the development of customized benefit programs for agency clients. Grady has an extensive background in the design and delivery of benefit programs for national carriers, third party administrators, HMO's and multi-state employers.



Rosalee Hedrick VP/Business Relationship Manager Mutual of Omaha Bank

Rosalee Hedrick is a business relationship manager for Mutual of Omaha Bank, placing focus on portfolio management of business relationships and development of new business banking relationships. Hedrick moved to Las Vegas in April of 1999 from Tulare, California. She began her banking career in 1982, after graduating from Merritt Davis College of Business. Hedrick is an active member of the community, serving on the Las Vegas Chamber of Commerce's Customer Service Excellence Committee and the board of trustees of The Shade Tree.

Board of Advisors Spotlights Continued



Bret Holmes
Vice President of Operations
Advanced Management Group

Advanced Management Group Nevada, LLC is a full service real estate management company, with more than seven years of experience including conventional, hotel and weekly property management. Bret Holmes, vice president of operations, works with property owners to achieve optimal results. Holmes serves on the board of directors for Southern Nevada Multi-Housing Association and is a delegate for the National Apartment Association. He is a licensed property manager and also holds a Nevada Real Estate License.



Thomas Reiman
President
The Broadband Group

Thomas Reiman, president of The Broadband Group (TBG), has been active in the field of telecommunications and land development since 1979. Through his combination of land entitlement, development and telecom expertise, Reiman has led TBG to work with many of America's largest master planned communities. Reiman personally directed the Wellington, New Zealand "Telecity" project, led an Electronic Commerce Consortium for the Microelectronics and Computer Technology Corp. in Austin, Texas and recently created and directs the industry-leading RBOC Fiber-to-the-Home Community in Brambleton, Virginia.



Tracey Jackson, ABR
REALTOR®
Prudential Americana Group, REALTORS®

Tracey Jackson is a full-time, full-service REALTOR®, focusing primarily on residential real estate sales in both the new construction and resale arenas. A long-time Las Vegas resident originally hailing from England, Jackson has been in the United States for more than 20 years. She attributes her continued success to top notch client service and being a resource both during and after the transaction.



Randal Shimon
Attorney
Shimon & Smith, PC

Randal Shimon received his JD from Pepperdine University in December 1995, earned law licenses in Arizona and Nevada in 1996 and holds a Trial Advocacy Diploma. His practice focuses on business law, construction law, real estate law, landlord/tenant law, litigation and acting as an arbitrator for the American Arbitration Association. The Better Business Bureau of Southern Nevada honored him as the "Arbitrator of the Year" in 2004 and he earned the Myrna William's Children's Pro Bono Award in 2006.



Andy Katz
President
Manpower, Inc. of Southern Nevada

Andy Katz serves as president of Manpower, Inc. of Southern Nevada and also as regional spokesman for Manpower, Inc. International. He is a noted authority on employment and outlook survey trends in Southern Nevada. He was recognized by In Business Las Vegas as one of its "Top 40 Under 40" and also as one of the "Most Influential Businessmen of the Year" in 2005. Katz serves on the board of directors of many organizations including the Las Vegas Art Museum and the Southern Nevada Workforce Investment Board. Katz is an avid bicyclist and sports enthusiast.



Cheryl Vereen
General Manager
House of Blues Las Vegas

Cheryl Vereen began her career at House of Blues in 2000, where she opened the Anaheim venue in California. She rejoined House of Blues in 2007, where she became the general manager of the Las Vegas venue. House of Blues Las Vegas is home for live music and southern-inspired cuisine in an environment celebrating the African American cultural contributions of blues music and folk art. Vereen is a mother of two boys and has been married for 10 years.



Lorre Kruse
Director of Group and Convention Sales
Coach USA & Gray Line Tours

Lorre Kruse, director of group and convention sales for Coach USA in Las Vegas, has been in Las Vegas since 1964 and has worked in the tourism industry for more than 30 years. She was with Gray Line Tours as it merged into Coach USA. Kruse is currently a member of the Las Vegas Chamber of Commerce, the Latin Chamber of Commerce, Las Vegas Territory, Destination Services Association and Las Vegas Hospitality Association.



Desiree Vincent
Director of Marketing and Sales
AlcoholAwarenessCard.com

Desiree Vincent is the director of marketing and sales for AlcoholAwarenessCard.com and its parent company, LRS Systems. In this role, Vincent builds relationships, creates marketing plans and is the community liaison. LRS Systems offers online courses for drunk driving, traffic safety, court-ordered education and alcohol awareness, which can be found at AlcoholAwarenessCard.com. A native Nevadan and UNLV graduate, Vincent has more than 10 years of experience in the food and beverage industry and a passion for community service. She is currently pursuing an MBA from Pepperdine University.



Duane A. Marble
Vice President and Manager
Bank of the West

Duane A. Marble has been employed with Bank of the West for 11 years as a commercial lending officer. As vice president and manager, Marble manages the entire Clark County area, with business partners in 21 states west of the Mississippi. He is active in various non-profit organizations including Nathan Adelson Hospice, St. Jude's Ranch for Children, Women's Development Center, Clark High School Academy of Finance, Nevada Ballet Theatre and the Care Bear Project for Metro Police.



Jenny Wagner
Las VegasMetro Marketing Supervisor
Whole Foods Market

In her role at Whole Foods Market, Jenny Wagner provides leadership to each store's marketing team while also coordinating metro-level partnerships, media and community relations, public relations, in-store signage, local advertising and general marketing strategies. She holds previous marketing experience within the financial services industry as well as a position at MTV Networks within its Country Music Television (CMT) division. In 2005, Wagner graduated with high distinction from the University of Nevada, Reno with a BA in journalism.



Red Rock Harley-Davidson opened their premier dealership at 2260 S. Rainbow Blvd. to officially introduce the 104,000 square feet devoted to genuine Harley-Davidson motorcycles and accessories. www.redrockharley.com, 702.876.2884. Photo courtesy of B&P Photo.



The Chelcie Houk Agency is proud to announce the grand opening of its Southern Highlands location at 10660 Southern Highlands Pkwy., in the Smith's Shopping Center. The agency specializes in home, auto, life, commercial and health insurance. 702.385.3888, www.chelciehouk.com



Genicola-Helvin Enterprises celebrated nine years of providing web design, web hosting and e-business solutions by officially becoming Bannerview.com. The company's high-tech data facility offers secure and reliable online services and is located at 6348 S. Rainbow Blvd. Ste. 110. 702.312.9444, www.bannerview.com



Las Vegas Publications, the official publisher of the annual Las Vegas Chamber of Commerce Buyers Guide and Membership Directory and Las Vegas Chamber of Commerce Relocation Guide, relocated their offices to 8379 W. Sunset, Ste. 110 at Durango and the I215. 702.444.4088, www.lvpublications.com



Via Brasil Steakhouse is proud to announce the grand opening of its Las Vegas location. The restaurant is located at 1225 S. Fort Apache Rd. in the Fort Apache Commons Shopping Center and specializes in authentic Brazilian cuisine. 702.804.1400, www.viabrasilsteakhouse.com



Lab Express, a full service medical testing laboratory, has opened at 4161 S. Eastern Ave., Suite A-6. Services offered include blood testing and analysis, drug, DNA and STD testing, immigration panels and DOT certified collections. In addition, the lab provides mobile on-site drug screening. 702.643.5227, www.lxilabs.com



DTT & Associates is a management and decision risk strategy consultant i is seeking to become involved in the Las Vegas business community. It hopes to support existing companies and help attract new businesses to Las Vegas as a great place to locate. 702.457.7393, www.dttassociate.com



Pre-Paid Emergency Travel announces the grand opening of its Las Vegas location. Pre-Paid Emergency Travel is located at 2620 Regatta Dr. , Ste. 102 and specializes in providing bereavement and medical emergency travel that is easy, dependable and convenient. 702.287.5515, www.prepaidemergencytravel.com



Longtime Chamber members Mustang Accounting has merged with Lynda Keeton CPA. The new firm, **Stout Keeton LLC**, celebrated the grand opening of their new building in Green Valley. Stout Keeton specializes in non-profit compliance and internal control consulting. 702.322.1192, www.stoutkeeton.com



Come and experience the unique therapies and adjustments at **South Valley Chiropractic**. It offers computerized, traditional chiropractic and non-surgical spinal decompression. Their trained staff is able to treat patients with osteoporosis, disc problems and sciatia. 8665 S. Eastern Ave., 702.492.1776, www.svchiro.net



The international events company **XLNT Events** is proud to announce the launch of XLNT Events Las Vegas. XLNT Events hosts powerful networking events for business owners, social entrepreneurs and philanthropists, making a difference around the world. 702.767.4525 www.XLNTevents.com



Firstmed Urgent Care is proud to announce the grand opening of its facility. The company is located at 3343 S. Eastern Ave. Firstmed is open seven days a week, Monday-Friday 8:00 a.m. to 11:00 p.m. and weekends and holidays from 9:00 a.m. to 5:00 p.m. 702.731.0909, www.1stmed.net

November 6: Power Lunch with Dr. Frank Luntz



Dr. Luntz highlights how to present taxes with the most impact.



Warren Esselstrom of Las Ventas jokes with fellow members.



Congratulations to Farrow Smith, Navigator of the Quarter for third quarter 2008 and John Molchon, Navigators of the Quarter for fourth quarter 2008.



November 13: President's Club and Board of Advisors Mixer at Simon at Palms Place



Tim Cashman of Las Vegas Harley-Davidson makes a point to Daniel Phoenix of Treasure Map.



David Dahan of Orgill Singer and Leslie Caprow smiled for the camera.



Lou Anne Harrison, Denny Weddle, Kathleen Frantz, Leslie Caprow, Larry Singer and Marilyn Cataldi show that involvement in the Chamber brings business and social benefits.



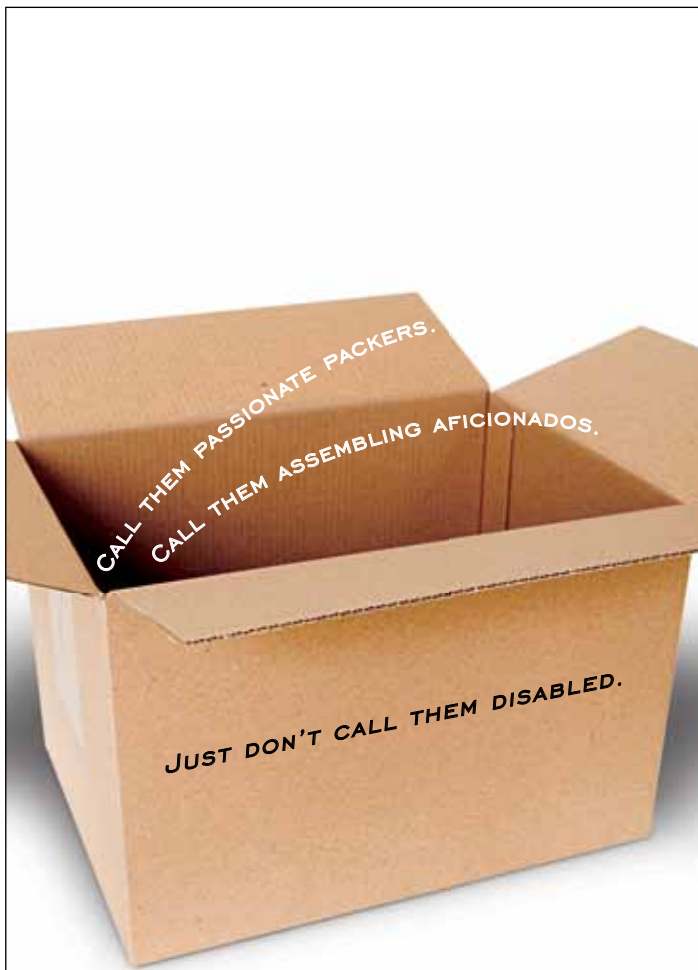
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IBEX Construction, LLC
Wayne Smith

Outback Steak House
Jason Sproul

East Park Research, Inc.
Gordon Melcher

**The International
Entertainers School of L.V.
Inc. Nonprofit**
Arthur Mitchum

Prestige Group, Inc.
Jackie Smith

**Elite Specialized
Transport, LLC.**
Darryl Minton

iPayment Services
Joe Cuozzo

**Professional Fiduciary
Services of Nevada**
Jared Schafer

New Members & Anniversaries

Quality Paper Rolls
Anthony De Vries

Quizno's Classic Subs
Antonio Gatto

Radical Networks, Inc.
Mike Bump

Rentex Inc
Mickey Kaigler

Resort Services Group
Laura Shupe

Richard A. Perlman, Enrolled Agent
Richard Perlman

RSC Enterprises, Inc.
Rajinder Chima

Salvadore Sinopoli, RIA
Sam Sinopoli

Sans Pain Clinic
Sanghamitra Basu

Sara LLC
Alan Merrell

SCORE Association - Chapter 243
Gregory Twedt

Securance Independent Adjusters
Keith Williams

Senior Hospitality Services, LLC
Mary Delmast

Siena Monte Realty
Bob Brandt

Sin City Private Investigators
Robert Clymer

Skydance Studio
Sharon Schafer

South Valley Chiropractic
Jared Norman

Spoon Exhibits & Events
Rich Glave

Spring Mountain Rehab
Armando Miciano

Stephen B. Shaw, D.C., P.C.
Stephen Shaw

Stout Keeton, LLC.
Brenda Stout

Stuart Townsley Photography
Stuart Townsley

Suburban Design & Construction Group, LLC
Richard Hallpenny

Sun Devil Pools
Sally Minster

The Mitzvah Company, Inc.
Lenny Giteck

To Vegas Homes
Tara Owen

Tuscany Services, LLC
Shawn Broz

Ultracare Las Vegas
Irene Harris

Waddell & Reed
Kathleen Forsyth

Wireless Toyz
James Klaren

WJ Borghoff Inc
Roger Mullis

Z - Glass, Inc.
Steve Miller

Zyxzi Inc.
Melanie Montalvo

Happy Anniversary

Congratulations!

What's the secret to long-term success in the Southern Nevada business community? Establishing long-term and personal relationships with other professionals. What's the most effective way to do that? Membership in the Las Vegas Chamber of Commerce.

Congratulations to the following companies celebrating membership anniversaries in **JANUARY 2009**.

TWENTY+ YEARS

Bearing Belt Chain Co. **(44)**
Lionel Sawyer & Collins **(42)**
Nevada Dept. of Employment
Training & Rehabilitation **(41)**
Palm Mortuaries, Cemeteries,
& Crematories **(33)**
G.C. Wallace, Inc. **(32)**
Gray Line Las Vegas/Kt Contract
Services/Nevada Charter **(30)**
Highway Radio **(29)**
ShowBiz Weekly **(29)**
Realty 500-Reiss Corp. **(26)**
A Little Church of the West **(24)**
Desert Meats, Inc. **(24)**
WESTAFF **(24)**
Best Western McCarran Inn **(21)**
Fantastic Indoor Swap Meet **(20)**

FIFTEEN YEARS

Encore Productions
Harsch Investment Properties
Las Vegas Mini Gran Prix
Las Vegas Motor Speedway, Inc.
St. Rose Dominican Hospitals
TEN YEARS
Display Advertising, LLC
Durango Mini Storage
Embassy Suites Airport Las Vegas
J P Enterprises, Inc.
New Horizons Academy
Papillon Grand Canyon Helicopters
Pillow Talk
Standard Restaurant Equipment
USA Federal Credit Union

FIVE YEARS

Capri Mobile Estates
Collision Authority -
Green Valley Location
Corestaff Services
Eldorado Cleaners #8
Executive Locations
Farmers Insurance Group
Flexx Corp.
Green Valley Turf Equipment
Holman's of Nevada, Inc.
International Academy Design
& Technology
JDK Designs, Inc.
Vicki M. Lambert, LLC
LeoArt, Inc.
M & L Self Storage
Mark Rich's New York Pizza & Pasta
Nevada Insurance and Financial
Services, Inc.
Not Just Antiques Mart
Parker Realty
Perennial Land Care
Recruiting Nevada
Southwest Surveillance Systems-
Lic.# 0054912
Staffmark
Street Teens
SYTEX WEST, Inc.
TimeWise, Inc.

Preview... *continued from front page*

the former Czech president, for his work on economic and social thought.

Reich has been a member of the faculties of Harvard's John F. Kennedy School of Government and of Brandeis University. He received his B.A. from Dartmouth College, his M.A. from Oxford University, where he was a Rhodes Scholar, and his J.D. from Yale Law School.

Reich will join fellow Preview presenter Commissioner Jon Wellinghoff, a member of the Federal Energy Regulatory Commission (FERC). FERC is the agency that oversees wholesale electric transactions and interstate electric transmission and gas transportation in the United States. He was sworn in by Senate Majority Leader Harry Reid in 2006 and was recently reappointed to a second term.

Commissioner Wellinghoff is an energy law specialist with more than 30 years experience in the field. Before joining FERC, he was in private practice and focused exclusively on client matters related to renewable energy, energy efficiency and distributed generation. While in the private sector, Commissioner Wellinghoff represented an array of clients from federal agencies, renewable developers, and large consumers of power to energy efficient product manufacturers and clean energy advocacy organizations.

While in private practice, Commissioner Wellinghoff was the primary author of the Nevada Renewable Portfolio Standard (RPS) Act. The Nevada RPS is one of the two states to receive an "A" rating by the Union of Concerned Scientists. In addition, he worked with clients to develop renewable portfolio standards in six other states. The commissioner is considered an expert on the state renewable portfolio process and has lectured extensively on the subject in numerous forums including the Vermont Law School.

His experience also includes two terms as the State of Nevada's first Consumer Advocate for Customers of Public Utilities. While serving in that role, Commissioner Wellinghoff represented Nevada's utility consumers before the Public Utilities Commission of Nevada, FERC, and in appeals before the Nevada Supreme Court. While Consumer Advocate, he authored the first comprehensive state utility integrated planning statute. That statute has become a model for utility integrated planning processes

across the country.

Wellinghoff holds a B.S. in mathematic from the University of Nevada, Reno and completed his masters in mathematics from Howard University in Washington, D.C. In 1975, Wellinghoff received a law degree from Antioch School of Law in Washington, D.C.

Returning to Preview 2009 are Rossi Ralenkotter and Jeremy Aguero. Each bring valuable local information that you will hear first at Preview.

As president and CEO of the Las Vegas Convention and Visitors Authority (LVCVA), Ralenkotter is responsible for marketing Las Vegas and Southern Nevada as the world's most desirable destination for leisure and business travel. Ralenkotter has worked in the Las Vegas tourism industry for more than 35 years, most of that time with the LVCVA, where he played a vital role in launching one of the most successful branding campaign in tourism history. Ralenkotter will discuss tourism trends for 2009 and the impact the slow economy is having on visitor volume and the tourism industry.

Jeremy Aguero, principal analyst with Applied Analysis, will share his economic outlook for Southern Nevada in the coming months. Aguero's areas of expertise include economic analysis, operational model development and fiscal impact analysis. He attended the University of Nevada, Las Vegas where he graduated with honors in 1996. During his last year of undergraduate course work, Aguero took a position as an intern/analyst with Coopers and Lybrand, LLC's (now PricewaterhouseCoopers) Financial Advisory Services group. After spending 18 months with Coopers, he left and began his tenure with Applied Analysis.

Presented by the Las Vegas Chamber of Commerce, Preview Las Vegas 2009 will be held Thursday, January 29 at the Thomas & Mack/Cox Pavilion and begins with our traditional tradeshow and conference from 7:00 a.m. – 1:00 p.m. Visit more than 100 exhibitors and sample food from some of the best eateries in Las Vegas as you explore the floor.

New this year is an expanded seminar format, Preview Plus. This afternoon series of seminars and speaker Q&A, held from 1:00 - 4:00 p.m., will offer even greater access to the information, tools and resources you'll need to prepare your business for the coming year. There is an extra charge for Preview Plus.

To purchase tickets visit www.previewlasvegas.com or call 702.641.5822. Exhibit spaces are still available. Be a part of the premier business forecasting and networking event of the year. ■

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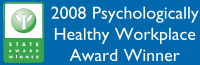
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From my desk... *continued from page 3*

your company to thousands of business decision makers in Southern Nevada. This year, we will expand the Preview programming to include afternoon sessions on a variety of important business topics. For more information on tickets and exhibit booth opportunities, go to www.previewlasvegas.com

2. Government Affairs

As we near the 2009 Legislative session, the Chamber is committed to representing your business interests in Carson City. Our state faces unprecedented challenges and business must be at the table to help find solutions that will get us through the next two years. Reform, too, must also be part of the discussions. We need to address the long-term liabilities that overly generous public employees' salaries and benefits have created. While the Chamber has a full-time staff representing your interests in Carson City, your participation and engagement helps lawmakers understand the direct impact the decisions they make will have on businesses and our ability to create jobs and grow the economy.

3. Networking

Throughout the year, the Chamber offers a multitude of opportunities to network and build business relationships. From member lunches with informative speakers, to complimentary Business After Hours at local member businesses, these events are designed to help you get to know fellow Chamber members and do business with one another.

4. Low cost marketing and discounts

One of the biggest mistakes many managers make when the economy softens is to cut out advertising and marketing.

Fortunately, the Chamber offers you very affordable and cost-effective marketing options including advertising in *The Business Voice*, as well as on line on the Chamber's website. In addition, you can access Chamber members directly through the Chamber's direct mail program. The Chamber's Member to Member Discount Program gives you the ability to offer discounts to fellow Chamber members through the Chamber's website. This program is free and is an outstanding way to reach new customers within the Chamber family. You can also take advantage of the Office Depot Discount program that gives you access to same office supplies you use every day at a significant discount.

5. Access to Expertise

The Chamber has always been a valuable resource for finding the expertise you need. This year, this is particularly true. In addition to our successful Business Education Series (BES) that offers affordable seminars with leading business experts, the Chamber is also hosting our new free "How to Stay Up When the Economy is Down" workshops that are designed to help you navigate the down economy. In the coming months, the Chamber will be providing you with access to one-on-one free legal and financial advice to help you manage and position your business.

The Chamber is committed to being your partner in this challenging marketplace. From our Board of Trustees to our dedicated staff, the Chamber is dedicated to providing you with quality programs and services you need right now, as well as exceptional customer service. My door is always open to you. Please feel free to contact me directly at chairman@lvchamber.com. ■

Alternative lending options... *continued from page 6*

Cons: A number of regulatory issues are still in play with regard to P2P lending, making it vital that care is taken in investigating this alternative lending option. Most companies keep current data on defaults and other important statistics. Most also provide detailed Q&A sections and step-by-step instructions of how borrowing and lending work.

Small Business Administration (SBA) & Nevada Microenterprise Initiative (NMI)

Pros: The U.S. Small Business Administration (SBA) offers a wide range of government-backed loan programs for small businesses. In fact, SBA's FY 2009 budget request will support a total of \$28 billion in small business financing, which represents a 37 percent increase over business lending for FY 2008. "Microloans" are also available through Nevada Microenterprise Initiative (NMI), a private non-profit community development financial institution. NMI loans can be used for start-up and business expansion, including equipment, inventory, supplies and some working capital. Both the SBA and NMI provide consultation services

free of charge.

Cons: There is really no downside to securing business financing through SBA or NMI – it is simply a more rigorous process than other forms of alternative lending, and like other forms of traditional finance, is subject to greater scrutiny and documentation than ever before. Applicants will be required to provide detailed information about their business plan and business model, as well as demonstrate strong personal credit histories.

In the next issue of *The Business Voice*, we'll start examining equity lending options in the form of venture capital and angel investing. ■

Dave Archer is the CEO of NCET, Nevada's Center for Entrepreneurship and Technology, a statewide non-profit organization that helps Nevadans start businesses. For more information, visit www.ncet.org. The information presented in this article is for informational purposes only and should not take the place of professional financial consultation.



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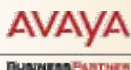
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The Las Vegas Chamber of Commerce is proud to provide members with a place to publish their current announcements. Please follow the submission guidelines outlined at the bottom of page 3 under "Helpful Hints" section. Submissions not following the guidelines may not be published. E-mail news items to czila@lvchamber.com or fax to Public Relations at 702.735.0320.

Do you want to get the most exposure for your next special event, or publicity about your grand opening or new product launch?

The Las Vegas Chamber of Commerce Public Relations Department can help you maximize your exposure by giving you a comprehensive list of media contacts. This list includes key contacts at all major Television, Radio and Print publications in Southern Nevada.

Chamber Members	\$69
Non - Members	\$99

Contact Christina Zila at 702.586.3834 or email at czila@lvchamber.com

Coming Events

The **Las Vegas Valley Water District**, **Southern Nevada Water Authority** and **Springs Preserve** will host a FREE outreach fair for women, minority and disadvantaged businesses on Friday, January 9 from 8:00 a.m. to 12:30 p.m. at the Las Vegas Valley Water District, 1001 South Valley View Blvd.

Congratulations

Cox Communications announced that it received the highest ranking in the Western region among Internet service providers in the J.D. Power and Associates' 2008 Internet Service Provider Residential Customer Satisfaction StudySM.

Datanamics has achieved the Advanced Unified Communications Specialization from Cisco®. This specialization recognizes Datanamics as having fulfilled the training requirements and program prerequisites to sell, deploy and support comprehensive Cisco Unified Communications solutions.

The Greenspun Corporation was awarded the Nevada State Psychological Association's 2008 Psychologically Healthy Workplace Award.

Lionel Sawyer & Collins attorney Doreen Spears Hartwell was named a Local Hero at **Bank of America's** fifth annual Neighborhood Excellence Initiative Awards. The Local Heroes™ program recognizes community leaders who contribute significantly to the health of local neighborhoods.

Big Traffic Mobile Billboards Worldwide CEO Marla Letizia received the ATHENA Leadership Award from the Las Vegas Women's Chamber of Commerce.

Congratulations to **Gerety & Associates**, CPAs, recipient of the In Business 2008 Nevada Entrepreneur Awards. Additionally, Patricia Sanchez, PC joined Gerety & Associates, CPAs this month.

Burke & Associates is pleased to announce that President and CEO Kevin Burke has recently been appointed by Governor Jim Gibbons to the Nevada State Contractors Board. The Contractors board is responsible for regulating and ruling on all issues that impact the construction industry.

PSAV® Presentation Services celebrates its 100th Gold Key Award at the **Rio All-Suites Hotel and Casino**, a partner hotel. The Gold Key is awarded to employees by Meeting and Convention Planners, in recognition of outstanding customer service.

EJM Development Co. won its fourth consecutive 'The Outstanding Building of the Year' Award in the Industrial Office Park category. The Arroyo North Business Center - Phase I in Southwest Las Vegas was honored for the development's management and operations.

R & R Partners was recognized as one of the top 25 mall businesses to work for in America by the Society for Human Resource Management.

Harris Consulting Engineers celebrates 25 years of engineering success.

DM Productions LLC chose **AmeriFace** as its charity partner for 2009. DM Productions LLC will provide a complete range of services, valued at over \$50,000, on a pro bono basis to AmeriFace, whose mission is to provide information and emotional support to individuals with facial differences and their families.

Community Service

Community One Federal Credit Union raised awareness of, and money to find a cure for juvenile diabetes. Community One presented a check for \$11,405 to the Juvenile Diabetes Research Foundation, exceeding its goal for this year's campaign by almost \$5,000.

On the Move

Corporate Ignition named Jim Chianese Director of Business Education and Training.

Crisci Builders promoted Jerry Williams to the position of lead estimator.

Kummer Kaempfer Bonner Renshaw & Ferrario congratulates Valerie Del Grosso on passing the 2008 Nevada Bar exam and becoming the firm's newest attorney.

The PENTA Building Group recently announced that Preconstruction Engineer Grant Brownback, Project Engineers Bobby Jelone, Greg Fox and Dan Pace, Assistant Project Manager Matt Cetrone, Concrete Estimator Michael Borden as well as Director of Preconstruction David Kruljac and Senior Project Managers Matt Woodmansee and Yvette Ochoa have received LEED accreditation.

Community Bank of Nevada is pleased to announce the hire of Dawn Grillo, AVP, Branch Manager for the Eastern Hills Branch.

Senior Project Engineer Rick Coblenz at **Burke & Associates** has recently been named a LEED® Accredited Professional.

Advanced Information Systems announced the nomination of Matthew Lebo to the position of user interface developer for the company's Custom Software Solutions and Innovative Products divisions.

Wheelin' and Dealin'

MEET Las Vegas has signed a partnership service agreement with face-to-face event marketing industry leader **Freeman** to provide future clients with a full range of resources under one roof. Under the multi-year agreement, Freeman will provide on-site services for corporate events, trade shows, and other clients who use the facility, including a full array of logistics services.

World-renowned hairstylist Ken Paves, whose Beverly Hills salon caters to the who's who of LA, has joined forces with the **ElevenSpa Vegas**.

The Ferraro Group and **impress** communications have merged and will have 12 fulltime employees located in offices in Las Vegas, Reno and Carson City. Effective immediately, the combined company will operate as **The Ferraro Group**.

New Locations

Dunkin' Donuts continues its expansion in the Southern Nevada market with the opening of its newest store located inside the food court at Aliante Station in North Las Vegas, the 22nd of more than 60 Dunkin' Donuts planned to open throughout Southern Nevada.

Red Carpet Marketing, a Las Vegas-based marketing company, has announced the opening of two new company offices: one in Los Angeles and the other in New York City.

The **Wells Fargo** located inside the Albertsons at 4421 East Bonanza Rd. in Las Vegas will remain open after the Dec. 4 closure of the grocery store.

Miscellaneous

R & R Leisure Products recently debuted Campfire In A Can® - The Gas Can™, a versatile and innovative portable propane fire pit.

Las Vegas Mannequins' sister company West Coast Exhibits has finally launched a new and improved website, www.westcoastexhibits.com. The new site includes a gallery of custom exhibit rentals and a portfolio showing new specialty fabrication.

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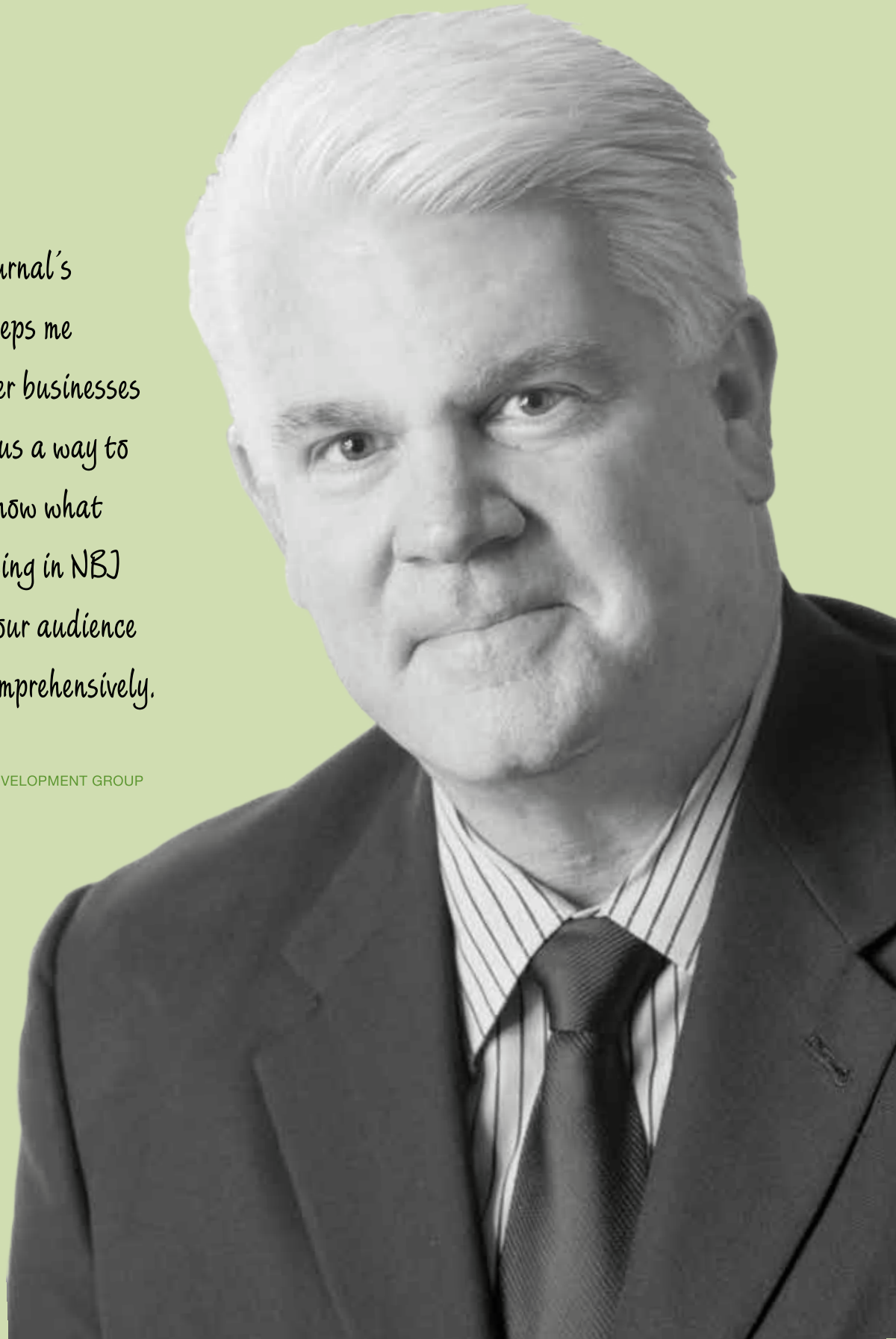
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