

~~EMPLOYEE FREE
CHOICE ACT~~

**Small Business
Intimidation Act**

What You
Don't Know
Could Kill Your
Business!

See page 4

EFCA



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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- Outdated material will not be published.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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There is a silent killer lurking in the wings of Congress,

ready to attack the small business community.

There is a piece of legislation that will completely rewrite how small business is conducted in the United States. Your employees will no longer be able to hear from you regarding matters that affect their jobs. Half of your employees will lose their right to speak up for themselves. As a business owner, you will

lose the ability to give your employees raises for a job well done, provide health care benefits you can afford and discuss workplace standards with your employees in order to meet their needs. How can Congress even consider a bill that sounds this bad? Simple - call it the **Employee Free Choice Act**.

The Employee Free Choice Act, or “Card Check,” is an

Continued on page 26

Process for Unionization

Today

- Unions conduct a card check campaign
- A petition for a secret-ballot election will be filed with the National Labor Relations Board (NLRB) if the required 30 percent of employee signatures are gathered
- “Election Cycle” begins with both sides making their case
- Secret ballot election is held
- Outcome of the election determines union representation, or not

If EFCA passes

- Unions conduct card check campaign
- Automatic union certification if majority of employees sign cards authorizing union representation
- **NLRB is precluded from holding a secret ballot election if union requests certification upon achieving majority**
- Clock begins for contract negotiations the moment the last employee’s signature is obtained

Contract Negotiations

Today

- Mutual obligation to meet at “reasonable times” for the purposes of bargaining
- There is an obligation to “confer in good faith” and that no party can be compelled to agree or make concessions
- The use of a mediator is voluntary

If EFCA passes

- Union hold all the cards; 10 days to commence bargaining
- 90 days to negotiate entire first contract
- 30 days of mandatory mediation if no contract terms are agreed to during the first round of negotiations
- If after 30 days there is no contract, then a **federally-appointed arbitrator** sets terms of two-year contract for which the employer has no right of appeal

Employer Communications

Today

- Employers may share facts about the impact unionization would have on employees and business
- Employers may share their opinion of unions with their employees
- Employers may initiate the conversation
- No fines for communicating with employees

If EFCA passes

- Employers may not communicate with employees with regard to anything that has to do with unionization
- Any communication about unionization will be deemed an “unfair labor practice”
- Any employer found guilty of committing “unfair labor practices” is open to a **\$20,000 fine for each instance**



An investment in BizPAC is a step toward protecting the way you do business

The Employee Free Choice Act will prove to be one of the biggest battles borne by the business community in 2009. Your investment in BizPAC is vital to fighting this job-killing piece of legislation.

INVEST TODAY!

The Chamber has established four levels of investment in BizPAC:

- Political Visionary \$1,000
- Policy Driver \$ 500
- Grassroots Activist \$ 250
- Business Advocate \$ 100

The Chamber has a secure, online portal to invest in BizPAC. Simply go to www.lvchamber.com and click on the “INVEST” button contained on the site. Contributions or gifts to BizPAC are not tax deductible.

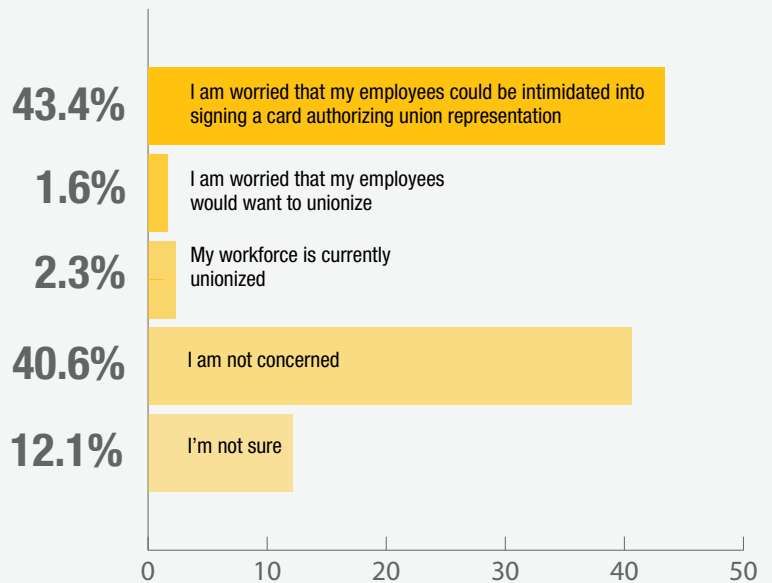
What you don't know about EFCA could kill your business.

Last month the Chamber conducted a member-wide survey to gauge awareness of the Employee Free Choice Act (EFCA). The questions were also designed to measure how Chamber members would be affected by certain provisions of EFCA. The key provisions of the bill will allow unions to organize without a secret-ballot election; impose contract terms on employers as determined by federally-appointed arbitrators and increase penalties on employers for exercising their right of free speech.

EFCA will virtually eliminate the secret-ballot election to determine union representation. A union will have automatic certification by the National Labor Relations Board (NLRB) if they are successful in collecting signatures from half of your employees during what is called a "card check" campaign. Card check campaigns are notorious for the use intimidation tactics and the ultimate coercion of employees into signing cards authorizing union representation. Unions may approach employees at home, work or the parking lot. There is no place considered "off limits." Forty-nine percent of Chamber members are "very concerned" that their employees will be approached by organizers. More than 43 percent said that they are concerned their employees could be intimidated into signing an authorization card.

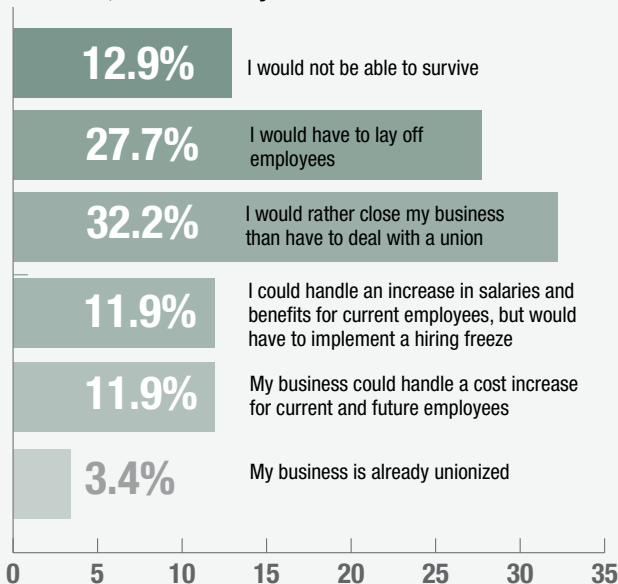
Continued on page 26

If given the chance, how concerned are you that your employees would unionize?



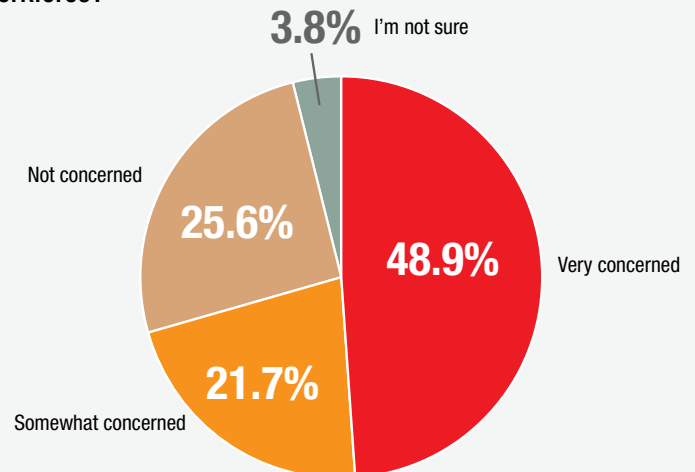
Source: 2009 Las Vegas Chamber of Commerce Employee Free Choice Act Survey

If your employees unionize and your labor costs increase, what would you do?



Source: 2009 Las Vegas Chamber of Commerce Employee Free Choice Act Survey

If the Employee Free Choice Act is passed, how concerned are you about losing your ability to communicate with your employees on the negative impact of having a unionized workforce?



Source: 2009 Las Vegas Chamber of Commerce Employee Free Choice Act Survey

“Legal Solutions for Small Business”: Free legal assistance to Chamber members

Attorneys from the law firm of Holland & Hart’s Las Vegas office will provide *free* legal advice to Las Vegas Chamber of Commerce members during March. The firm’s lawyers will provide counseling on commercial business transactions, employment matters, contract law, litigation, intellectual property law, bankruptcy and taxes, among other areas. These sessions will not address divorce, child custody or Chapter 13 bankruptcy. See the calendar on page 16 for details on how to participate or contact Member Services at 702.641.5822 to set up your appointment.

Reach 1,000+ customers at Business Expo 2009!

One of the most popular networking events of the year, the Las Vegas Chamber of Commerce Business Expo 2009 will be held on Wednesday, June 24 at the Las Vegas Convention Center South Hall. “Explore the Possibilities” at Business Expo, where you will find new customers, discover new suppliers and uncover business to business opportunities. Additional details on booth registration and sponsorship opportunities will be announced in a future issues of *The Business Voice*, and on www.lvchamber.com.

Save the date - 3rd Annual Biz E Award Luncheon Sept. 17

Nominations for the 3rd Annual BIZ E Awards will be accepted April 1 through June 17. The awards recognize excellence and innovation in the small business community. This year’s recognized categories include: Small Business of the Year, Innovative Business of the Year, Non-Profit of the Year, Green Business of the Year and Entrepreneur of the Year. More information on the nominating process will

be announced next month. Make plans to attend the 3rd Annual BIZ E Luncheon on September 17 at the Rio All-Suites Hotel & Casino. This event is sponsored by Nevada State Bank.

Focus Las Vegas applications now available

Applications are now available for the May Focus Las Vegas program. Focus provides an intense, in-depth overview of community, business and government systems and introduces executives to the movers and shakers of Southern Nevada. The program consists of two sessions, May 5 and 12, from 7:30 a.m. to 5:00 p.m. Featured speakers will include Flo Rogers, general manager of Nevada Public Radio; Jeremy Aguero, principal at Applied Analysis; Colonel Howard Belote, Commander 99th Air Base Wing, Nellis Air Force Base; Julie Murray, CEO ThreeSquare; and Felix Rappaport, president/COO, Luxor Las Vegas, just to name a few. For more information on the application process and tuition fees, visit www.lvchamber.com/programs/focus or call 702.586.3836.

June Special Section to focus on innovative marketing

The June issue of *The Business Voice* will include a special section on marketing in a slow economy. It will explore low-cost, high-impact marketing tactics to help you stay visible and relevant. Articles will cover strategies for “one-on-one” marketing, guerilla marketing, social media and customer engagement campaigns. For advertising opportunities, contact Advertising Manager Jackie Chambers at 702.586.3811 or e-mail jchambers@lvchamber.com. ■

I-9 Employment Eligibility Verification changes delayed

All U.S. employers are responsible for completion and retention of Form I-9 for each individual they hire for employment in the United States. This includes citizens and noncitizens. On the form, the employer must verify the employment eligibility and identity documents presented by the employee and record the document information on the Form I-9.

Under the existing rules and Form I-9, expired U.S. passports and List B documents have been acceptable documents for completion of Form I-9. In an interim final rule entitled “Documents Acceptable for Employment Eligibility Verification,” which was published in the Federal Register on December 17, 2008, the U.S. Citizenship and Immigration Services (“USCIS”) proposed to change the rules to no longer permit the use of expired documents to verify employment authorization.

The proposed new rule was scheduled to go into effect

on February 2, 2009. However, on January 30, 2009, the USCIS announced that it has delayed implementation of the new rule by 60 days, until April 30, 2009, in order to further consider the rule and allow additional public comment. This means that employers should continue to use the former version of the Form I-9 indicating “Rev. 06/05/07” in the lower right corner.

Improper use of the new Form I-9 and/or improper refusal to accept expired documents could subject an employer to civil penalties for “paperwork violations” and/or “document abuse” ranging from \$110 to \$1,100 for each violation. Other claims may also exist under Title VII of the Civil Rights Act of 1964 or other statutes.

The new rule, currently under reconsideration, can be viewed at: <http://edocket.access.gpo.gov/2008/pdf/E8-29874.pdf>. ■

Additional source: Lionel, Sawyer & Collins



In 2007, Las Vegas welcomed approximately 39 million visitors for a total economic impact of more than \$41 billion. Tourism provides our community with thousands of jobs and millions of dollars that help fund schools, roads and parks. What happens here really does stay here, and the benefits extend well beyond our fabulous resorts. Everyone wins.

Tourism. It works for Southern Nevada.

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Low-cost “green” strategies sustain business

While green business trends have been growing dramatically over the past several years, many small business owners are, understandably, delaying or scaling back on green efforts. There are, however, ways to continue down the green path while saving money and simultaneously promoting your company during a slow economy.

In rough economic times, “greening” your business practices is a great way to reach new customers, find new suppliers and give back to the community and the environment. It can also serve save you money. Be proud of your sustainable practices and get the word out.

Promote your green initiatives

Don’t make the mistake of cutting back on marketing, advertising and promotions in a slow economy – those are the tools that will bring customers through your door. Consider, the value of using your green business practices as a public relations vehicle. Encourage your customers to join in your conservation efforts, host events that raise environmental awareness, or support a popular green initiative and use the event as a promotional tool for your business. Make sure you let your customers and suppliers know that sustainability is important to your business. Post signs and communicate your efforts in company newsletters or sales materials.

Green events you can use to promote your business

Earth Hour - March 28



Earth Hour 2009 aims to reach more than one billion people in 1,000 cities around the world, inviting communities, businesses and governments to switch off lights for one hour at 8:30 p.m. on Saturday, March 28. The Chamber is supporting this effort locally. To learn more about how your business can be involved, visit www.Earthhour.org. The site offers numerous ways for your business to participate and provides free downloads to help you in your promotional efforts.

Earth Day - April 22

Earth Day is a cooperative effort of the U.S. Government designed to raise awareness of environmental issues across the nation. Visit www.Earthday.gov to learn about how your business can become involved with existing initiatives in the community, or launch your own program, event or promotion.

It is important to recognize that “going green” is not a fad or trend. It is the future. Set short and long-term goals which benchmark your green efforts and ensure that your business plan has green tactics that are measurable and sustainable.

Green still saves money over the long-run

Don’t slow down on your energy conservation efforts, even if your budget is tight. The majority of basic green business solutions are designed to save money and increase cost-efficiency. Simple energy audits will help you identify ways in which you can save money over the short and long-term. Learn how to conduct your own audit by visiting www.nvenergy.com.

A little “green” goes a long way

From office supplies to printing products there are new and affordable options for businesses of all sizes. Consider adding a recycling program for your employees, choose recycled paper products for your printing needs or re-purpose your old and obsolete computers and electronics. Most of these options are low or no-cost and can help your bottom line.

Take advantage of green “sales”

Just about everyone is running sales to attract and retain customers... if your budget permits, this is the perfect time to shop for bargains on Energy Star® rated office equipment and products, or design some marketing promotions of your own that focus customers on your green products or services.

In the coming months the Chamber’s Green Initiative Committee will be sharing success stories and innovative ideas other businesses are using to become both sustainable and profitable. Check out our **Green Initiative Portal** on line at www.lvchamber.com/green-initiative/ or contact the Chamber at 702.641.5822 to share your success stories. ■

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.



“Surviving in a down economy” topic of March Member Power Luncheon

Worried about your business surviving this tough economy? Mac McIntire, president of Innovative Management Group, featured speaker at the Chamber’s March 18 Membership Power Luncheon, his presentation will provide thought-stimulating ideas to help you adapt to the current market and align your business strategies with the current and future needs of your customers.



Mac McIntire

Membership Power Lunch

Surviving in a down economy

Date: Thursday, March 12

Time: 11:30 a.m. Registration & networking

Noon - 1:00 p.m. Lunch & program

Location: Four Seasons Hotel

3960 Las Vegas Blvd. South

Speaker: Mac McIntire, President Innovative Management Group

Details: Cost is \$50 for Chamber members with a prepaid reservation and \$65 for non-members with a prepaid reservation. Walk-ins are \$75. www.lvchamber.com or call 702.641.5822

Sponsors: NV Energy

McIntire shares a glimpse of the issues he’ll discuss in his presentation, “**Surviving in a Down Economy: Making the Right Business Decisions When There’s No Margin for Error.**”

Q: What is the number one economic concern business owners have today?

A: “The biggest concern on every business owners’ mind has to be whether or not they will survive the current economic

crisis. It is becoming more and more apparent that this economic dip is not a momentary blip like 9/11. Any businessperson who thinks they can sit back and wait out this crisis without making significant changes to how they do business is in for a rude awakening.”

Q: What are the most common mistakes you see small business owners making in this economy?

A: “So many business leaders have a false hope that life will soon return to the easy capital, free-spending consumerism of the past. To survive and thrive in the future will require new products and services that match the changing values, beliefs and behaviors of the emerging markets. Those who create new business models will win, and those who do not will struggle.”

Q: Are there ways for business owners to be innovative without spending a lot of money?

A: “The issue becomes one of ensuring you have the right products and services. This may require the elimination of some products and services and the re-deployment of funding and resources to those products and services that remain viable in the new economy. It may require the mothballing of products now in hope that those products may once again be in demand in the future. It may require shutting

Continued on page 13

BES: Social Media - Making it work for your business

Business Education Series

Social Media 101

Date: Wednesday, March 11

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: Social Media 101

Speaker: Cheryl Bella, Sr. V.P. The Firm Public Relations & Marketing

Details: Cost is \$35 for Chamber members with a prepaid reservation and \$50 for non-members with a prepaid reservation. Walk-ins are \$55. www.lvchamber.com or call 702.641.5822

Sponsors: EMBARQ, Wells Fargo



Cheryl Bella

What is “social media,” and how can your business

use it to your benefit? Cheryl Bella, senior vice president of The Firm Public Relations and Marketing, will be the featured speaker at the Chamber’s March 11 Business Education Series (BES) program, “**Social Media Opportunities and Challenges: What Businesses Need to Know**”. She’ll provide analysis of different social media tools and identify the best solutions

for your company.

We asked Bella to share her insight into what the BES program participants will learn.

Q: What are the most common misconceptions about social media?

A: “That it has little relevance to businesses and only pertains to brands and companies trying to court a younger generation. The IRS posts informational videos to YouTube, the U.S. State Department has almost 1,300 followers on Twitter and the TSA (Transportation Security Administration) has an active blog. The lesson is if the government can find value in it and execute a social media plan, any business can.”

“With that being said, I think another misconception is that once any social media tool is implemented, it will be successful. That is not the case. A business shouldn’t do it (social media) just to do it. Social

Continued on page 13

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To find out how partnering with EMBARQ can bring a competitive advantage to your business, call your Sales Representative at 702-244-7771.



embarq.com/business

Vegas Young Professionals (VYP) a competitive edge for your business

By Jammie Hsu, 2009 VYP Advisory Board Chairman, Owner & President, Element 7

Right now, everyone is looking for that “extra edge” in business. As a young entrepreneur and small business owner, I am always searching for new and innovative ways to meet new customers, hone my business expertise and promote my business. Vegas Young Professionals (VYP) is one of the best investments that I have made in my career and for my company.

own industry, you can also make connections in practically every industry and company in Southern Nevada. Think about it – your fellow VYP members are the next generation of business leaders in Southern Nevada. They are the future presidents, CEOs, business owners and movers and shakers – doesn't it make sense to build these relationships now?

I have made so many friends through VYP, frankly, I enjoy doing business with my friends. When I think about the services and expertise I need, my first thought is, who do I know in VYP who can help me? VYP is a community and makes getting connected in our metropolis much more manageable.

A VYP sponsorship is a cost-effective way of getting your brand in front of the 21 to 39 year old demographic. Most of the people in this age group have not established their professional relationships such as selecting a banker, lawyer, insurance agent and other professional services, nor are they likely to have committed to a particular brand. Through VYP sponsorships, I have been able to get my products and services directly into the hands of hundreds of VYP members. It has directly boosted my business. Sponsorships for 2009 are still available, including sponsorship of the VYP membership card which will get into the hands of every VYP member.

Membership in VYP is very affordable – just \$45 per year if your company belongs to the Las Vegas Chamber of Commerce and \$50 per year if you work for a non-Chamber member. It is an affordable to pay for the opportunity to make countless business connections.

If you are a business owner or executive outside the demographic, consider the advantage VYP can give you. By encouraging your young, up-and-coming employees to get involved, you are actually helping expand your own brand. Every contact that your young employees make is an additional contact for your business. Budgets are tight; however, paying for your employees' VYP membership is really a small price that can reap big rewards.

If you are a young professional between 21 and 39 years of age, I invite you to come and check out VYP at our 3rd Anniversary Fusion Mixer Celebration on March 12, at Privé Nightclub inside Planet Hollywood. The event will take place from 7:00 – 10:00 p.m. Cost is just \$10 for members and \$15 for non-members.

If you are interested in learning more about VYP, go to www.vegasyvp.com or call Joanna Rodriguez at 702.735-2196. You can also find VYP on Facebook, MySpace and LinkedIn. Take time to “get in the mix”. ■



VYP gives young business people a competitive advantage in the marketplace. With more than 1,000 members, it is the largest professional organization for young professionals between the ages of 21 and 39 in Las Vegas. VYP events focus on the core elements of building a successful career including:

- Networking and making business contacts
- Building professional skills and expertise
- Mentoring and career advancement
- Developing innovation and creativity

In addition to our Fusion Mixers, which attract nearly 200 VYP members every month, our Bigwig Lunch Times (BLT), where 20 VYP members sit down to lunch with a local “bigwig” and Excursions, back-of-the-house tours and events to help members gain insight into creativity and innovation, we have added new VYP programs to help our members build and develop their careers and business acumen.

These programs include:

- Business 101 series – lunch time panel discussions to help members gain insight and expertise on important business topics.
- 5-Minute Networking – a fast and fun way for members to make multiple new business connections in an hour.
- VYP “Strip View Speakers” Toastmasters – an energetic and supportive group of peers to help VYP members develop their presentation and public speaking skills.

The connections you make through VYP can help you do business every day. Not only can you meet peers in your

Business survival... *continued from page 10*

down some business lines and the expansion of others. It requires a complete dispassionate divorce from past business practices and ego-centric business decisions that are no longer valid in the new economy.”

Q: What will Chamber members learn from you during your March 18 power luncheon presentation?

A: “The process that I will be explaining at the Chamber luncheon is a step-by-step methodology for evaluating one’s business to discern what matters most to one’s customers. It is a way for assessing which products and services are still viable, and which are not. It helps business leaders target their marketing specifically to the needs and expectations of the consumers. It forces business leaders to stop reorganizing or downsizing haphazardly, but to do it in a logical alignment with the business strategies needed to survive and thrive in the new economy.”

Reserve your ticket today for this high-energy program at www.lvchamber.com or call us at 702.641.5822. ■

BES - Social Media... *continued from page 10*

media is not a silver bullet.”

Q: In this slow economy, what are the cost-saving benefits associated with social media tools?

A: “Social media can be extremely cost-effective because there are few ‘hard’ costs. Most social media tools are free, including social networking accounts and even blogging software. You don’t have large upfront creative costs, collateral and printing costs. However, there are ‘soft’ costs in terms of the human resources needed to implement and maintain an effective social media program. What businesses need to do is take a look at all of their marketing tools, including social media, and prioritize them accordingly.”

Q: Are there ways social media tools can benefit a small business that traditional marketing and advertising mediums can’t?

A: “Definitely! Social media offers up a new way to communicate with your customers, clients and employees. It is no longer about pushing a message out to our audiences, but including them in a discussion. Our customers want to be included, they want to be asked their opinions, they want to be engaged and they want to have a voice in what we do.”

Register today for the next BES session at www.lvchamber.com or call 702.641.5822. ■

Get Noticed. Stand Out. Be Seen!

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June 2009 *Business Voice* Special Edition

This special edition will have the latest information about:

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- Customer Engagement Strategies
- Social Media “How To” Guides
- and much more!

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Jackie Chambers at 702.586.3811 or e-mail
jchambers@lvchamber.com for more information.

Las Vegas Chamber
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Could your business use a little boost? In a recent survey of Chamber members, you told us you need targeted, cost-effective advertising vehicles to help you keep your business in the black. You asked – we’re delivering.

A slow economy is no time to cut back on marketing and promotion efforts designed to bring in new business revenue. The Chamber understands you need tried-and-proven advertising products that will put your business in front of key decision makers. All Chamber Advertising products were created with the small business owner in mind and are proven to be successful mediums that help small businesses compete in the big leagues while staying on a modest budget.

In the coming weeks, Chamber members will be able to take advantage of our *“Advertising Stimulus Packages”*. These advertising packages are specially priced to fit any budget and give member businesses the opportunity to expand their reach and exposure using various Chamber advertising products. Members can customize their own packages for maximize return on investment. Here are some details of Chamber Advertising products that can help you reach more customers.

Web Advertising

Been seen! Reach more than 110,000 unique visitors per month who visit more than 280,000 pages per month by advertising on the Chamber’s website. Chamber internet/web options are varied, with low-cost advertising opportunities available for every budget. From display and banner ads to hyperlinks, text ads and mapping features, our Chamber website offers options for all budgets.

Unique Web specials include:

- Specially-priced “Impact Special” and “50-word description” products
- Animated flashing banner ads and linkable web ads on premium pages

Exposure on www.lvchamber.com can make your company a “first choice” when people are searching for information on Las Vegas businesses. A presence on the Chamber’s site can also help generate increased traffic to your company’s website!

On-Line Guide

More than 100,000 weddings take place in Las Vegas every year. How much of that business is your company getting? The Chamber’s always-popular Wedding Guide

has gone high-tech, green and on-line, providing 24/7 access to consumers across the globe. The *Virtual Wedding Guide* features chapels, florists, limo companies, bridal and tuxedo shops, caterers, musicians, beauty salons, spas and many other wedding-related businesses. Advertising opportunities include full page ads as well as “basic” and “expanded” listings. Make sales bells ring and consider placing your advertising information in the next edition. Visit www.lvchamber.com/wedding-guide for more information.

Affordable Print Advertising

The Business Voice is circulated to 100 percent of the Chamber membership monthly. *The Business Voice* has become an invaluable business tool with 85 percent of Chamber members rating it “very useful,” and nine of 10 members indicate they read the publication every month. This news magazine is a niche publication which allows your business to target key demographics. Special topic expanded editions offer additional exposure, and a high-impact “bellyband” product is available as well.

Direct Mail Advertising

Now your company can harness the power of the Chamber by utilizing the full Chamber membership mailing list! When you purchase the Chamber’s membership mailing list you’ll gain the opportunity to send your promotional literature and advertisements to the key people at every member business. The list of nearly 7,000 member businesses is updated daily to ensure you always receive the most accurate and up-to-date information available. When you purchase this valuable service we’ll also connect you to a number of member mailing houses to coordinate your direct mail campaign efforts. Member mailing lists are secure and reliable, and access is available exclusively to Chamber members. The Chamber also offers unique visitor and relocation mailing lists. These lists are updated monthly and reflect customers interested in relocating or planning a travel to Southern Nevada. Reach these out-of-town customer with these targeted mailing lists.

To learn more about Chamber Advertising products and services that can help reach new customers contact Advertising Manager Jackie Chambers at 702.586.3811 or e-mail jchambers@lvchamber.com. ■

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March Chamber Events

3 & 17 Tuesdays

“How to Stay Up When the Economy is Down” Free Legal Solutions for Small Business

When: Tuesday, March 3 & Tuesday, March 17
Time: 6:00 - 8:00 p.m.
Location: EMBARQ® Conference Center at the Las Vegas Chamber of Commerce
 6671 Las Vegas Blvd. South, Ste. 300 at Town Square
Details: Attorneys from Holland & Hart's Las Vegas office will be available to provide free legal counseling to Chamber members on a variety of topics. In these tough times, the Chamber brings your resources you can not get anywhere else. There is no charge for this service, though an appointment is required. Call 702.641.5822.



5 Thursday

5-Minute Networking

Make Valuable Connections *FAST*

When: Thursday, March 5
Time: 5:00 - 5:30 p.m. Registration & networking
 5:30 - 6:30 p.m. Program
 6:30 - 7:00 p.m. Mixer
Location: Hampton Inn & Suites – McCarran Airport
 6575 S. Eastern Ave.
Details: 5-Minute Networking provides the opportunity to connect with numerous other professionals you want to know. This highly effective technique is quickly gaining national recognition - find out why! Cost for this event is \$30 for prepaid Chamber members with a guaranteed reservation and \$45 for non-members with a guaranteed prepaid reservation. All walk-ins are \$50. Food provided by the Claim Jumper.

Hosted by:



11 & 25 Wednesdays

Chamber Voices Toastmasters



When: Wednesday, March 11 & Wednesday, March 25
Time: 10:30 - 10:45 a.m. Check-in & networking
 10:45 a.m. - 1:00 p.m. Program
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 communication 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.

12 Thursday

Membership Luncheon

Aligning Business Strategies with Your Customer

When: Thursday, March 12
Time: 11:30 a.m. Registration & networking
 Noon - 1:00 p.m. Lunch & program
Location: Four Seasons Hotel, 3960 Las Vegas Blvd. South
Speaker: Mac McIntire, President
 Innovative Management Group
Details: In difficult economic times, it's more important than ever to make the right business decisions. No longer can you afford to make mistakes as you position your products and services in today's competitive market. This luncheon will provide thought-stimulating ideas to help you align your business strategies with the current and future needs of your customers. Cost is \$50 for Chamber members with prepaid reservations; \$65 for non-members with prepaid reservations; and \$70 for all walk-ins.

Sponsored by:



18 Wednesday

TBAN March Luncheon



When: Wednesday, March 18
Time: 11:45 a.m. Registration & networking
 Noon - 1:20 p.m. Lunch & program
Location: Cili Restaurant & Bar
 5160 Las Vegas Blvd South at Bali Hai Golf Club
Details: Cost is \$35 for prepaid reservations and \$45 for walk-ins. RSVP by calling 702.586.8689 or visit www.tban.us.

18 Wednesday

Vegas Young Professionals (VYP) 5-Minute Networking



When: Wednesday, March 18
Time: 6:00 - 6:30 p.m. Registration & networking
 6:30 - 7:30 p.m. Program
 7:30 - 8:30 p.m. Mixer

Sponsored by:



Location: Hampton Inn & Suites – McCarran Airport
 6575 S. Eastern Ave.

Details: This event features speed-networking at its finest. Cut back on unnecessary small talk and meet valuable business contacts. 5-Minute Networking is the most efficient way to network, and you don't want to miss out! Open exclusively to VYP members. Cost for this event is \$30 for prepaid VYP members and \$45 for walk-ins. Register online at www.vegasyp.com.

Hosted by:



24 Tuesday

Vegas Young Professionals (VYP) Business 101



Bullet Proof Your Career in Today's Economy

Hosted by:



When: Tuesday, March 24
Time: 11:30 a.m. - Noon Registration & networking
 Noon - 1:00 p.m. Lunch & program
Location: Greenspun Media Group “Strip Conference Room”
 2360 Corporate Circle, Floor 4, Henderson, NV 89074

Sponsored by:



Details: Join VYP over lunch and have an interactive experience with a panel of experts on bulletproofing yourself and your company in today's economy. Master the skills that will make you a valuable team player and asset to your company, plus learn how to make your resume stand out from the crowd. This event is open exclusively to VYP members. Cost is \$25 per member; \$35 for walk-ins. Register online at www.vegasyp.com or call Joanna at 702.735.2196.

25 Wednesday

New Member Breakfast Welcome to the Chamber

Hosted by:



When: Wednesday, March 25
Time: 7:00 - 7:30 a.m. Registration & networking
 7:30 a.m. - 9:00 a.m. Lunch & program

Sponsored by:



Location: Ricardo's Mexican Restaurant
 4930 W. Flamingo Rd.

Details: Learn more about how to make the most of your Chamber membership by attending a New Member Breakfast. This complimentary event, hosted by the Chamber Prospectors, is by invitation only. Audio-visual provided by AV Vegas.

4, 11, 18 & 25

Wednesdays

"How to Stay Up When the Economy is Down" Free Business Counseling Sessions

When: Wednesday, March 4, 11, 18 & 25
Time: 9:00 a.m. - Noon
Location: **EMBARQ® Conference Center at the Las Vegas Chamber of Commerce**
6671 Las Vegas Blvd. South, Ste. 300 at Town Square
Details: SCORE, "Counselors to America's Small Business" is offering one-hour private counseling sessions to review your business and plans to improve your business in these tough economic times. Appointments are required by calling 702.641.5822.



9 & 23

Mondays Vegas Young Professionals (VYP) Toastmasters

"Strip View Speakers"

When: Monday, March 9 & Monday, March 23
Time: 5:30 - 6:00 p.m. Check-in & networking
6:00 - 7:00 p.m. Meeting
Location: **Platinum Hotel and Spa**
211 E. Flamingo Rd.
Details: Exceptional communication skills are vital to success in the business world. VYP has created a Toastmasters group for all members to aid in the development of speaking, presentation and leadership skills. Help yourself and take advantage of what VYP Toastmasters has to offer. Open and free to all VYP members and guests.



Hosted by:



12

Thursday

Vegas Young Professionals (VYP) 3rd Year Anniversary Fusion Mixer Celebration

When: Thursday, March 12
Time: 7:00 - 10:00 p.m.
Location: **Privé Nightclub at Planet Hollywood**
3667 Las Vegas Blvd. South
Details: Join VYP as we celebrate our 3-year anniversary! This is a great opportunity to mix and mingle with hundreds of young professionals in Vegas. Open to VYP members and interested non-members. Cost is \$10 per member, \$15 for non-members. Register online at www.vegasymp.com or call Joanna at 702.735.2196.



Hosted by:



Sponsored by:



19

Thursday

Vegas Young Professionals (VYP) Bigwig Lunch Time

When: Thursday, March 19
Time: 11:30 a.m. - Noon Registration & networking
Noon - 1:00 p.m. Lunch & program
Location: **Palm Restaurant in the Forum Shops at Caesars Palace**
3500 Las Vegas Blvd. South
Details: VYP is honored to have **Steve Hill**, Sr. Vice President of CalPortland and founder of Silver State Materials, as our featured "Bigwig" this month. Hill is the 2009 Chairman of the Las Vegas Chamber of Commerce. This event is open exclusively to VYP members. Cost is \$45 per person. For more details on how to register, visit the event page on www.vegasymp.com.



Sponsored by:



11

Wednesday

Business Education Series (BES) Social Media 101

When: Wednesday, March 11
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: "Social Media Opportunities and Challenges: What Businesses Need to Know"
Speaker: **Cheryl Bella**, Sr. VP, The Firm Public Relations & Marketing
Details: What is "social media," and how can your business use it to your benefit? Learn about the different social media tools available and how to identify the best solutions for your company. Cost is \$35 for Chamber members with prepaid reservation, \$50 for non-members with prepaid reservation and \$55 for walk-ins. Call 702.641.5822 for more details.

Sponsored by:



17

Tuesday

Chamber Travel Briefing

Affordable Travel Options - *Prices reduced!*

When: Tuesday, March 17
Time: First session: 1:00 p.m.
Second session: 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: The Las Vegas Chamber of Commerce is offering a variety of travel opportunities during 2009. This presentation will provide an overview of trips to Tuscany and the Danube. For more information please contact Lisa Gough at lgough@lvchamber.com or 702-641-5822.

Chamber Upcoming Events: April 2009

Membership Power Luncheon – State of the City

When: Wednesday, April 22
11:30 a.m. Registration & networking
Noon - 1:00 p.m. Lunch & program
Location: **Four Seasons Hotel**
3960 Las Vegas Blvd. South
Las Vegas Mayor **Oscar Goodman**
Speaker: One of our most dynamic luncheon speakers, Las Vegas Mayor Oscar Goodman will be the featured speaker for this event. Cost is \$50 for Chamber members with prepaid reservations; \$65 for non-members with prepaid reservations; and \$70 for all walk-ins.
Details: Sponsored by: Arcata Associates, Inc., EMBARQ, Wells Fargo



RSVP Policy

The Chamber has an RSVP policy that encourages early registration for popular programs, and allows our event partners adequate time to prepare for functions. Any reservation made the week of an event will be subject to a \$5 surcharge. If you have any questions or concerns regarding this policy, please call 702.641.5822.

To RSVP for Chamber events call 702.641.5822 or register online at www.lvchamber.com/events

President's Club



President's Club Member



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Spotlights

Mark Daigle **President/CEO** **Colonial Bank, Nevada Operations**

President/CEO Mark Daigle has more than 20 years banking experience. He joined Colonial Bank in 1997 as a senior lender for the Central Florida region. Daigle was promoted to senior lender for the Western region in 1998 and assumed his current role in 2000. Daigle is a past member of the Las Vegas Chamber of Commerce Business Council, a graduate of the Leadership Las Vegas Class of 2003, treasurer of Shelter Providers of Southern Nevada and is a member of the Las Vegas Rotary Club.

Kristin McMillan **Vice President/General Manager** **EMBARQ Corp.**

As the senior state executive of EMBARQ's communications division in Nevada, Kristin McMillan leads the company's external strategic initiatives and also has regional responsibilities in Minnesota, Oregon and Washington. She is the Chairman-Elect of the Las Vegas Chamber of Commerce Board of Trustees and is a member of the Las Vegas Chamber of Commerce Prospectors Council. She is also involved in various other civic and charitable organizations including Desert Research Institute Foundation, Foundation for an Independent Tomorrow and United Way of Southern Nevada.

Christopher Schimek **General Manager** **Freeman**

With more than 15 years in the exposition services industry and as general manager for Freeman, Chris Schimek is responsible for the entire operation of the Las Vegas branch. Freeman is the world's leading provider of integrated services for face-to-face marketing events. Services are provided from 41 locations throughout North America and include event design and production, large-scale digital graphics, décor, audio, video, lighting, projection, digital services including presentation management, simultaneous interpretation and theatrical rigging.

Marilyn G. Winn **Regional President** **Bally's, Rio and Paris**

Marilyn Winn is responsible for overseeing the day-to-day operations of Bally's, Rio and Paris and a combined total of more than 11,000 employees. Harrah's Entertainment has 40 properties in 12 states and three countries. Winn has held several executive positions with the company, including senior vice president and general manager of Harrah's Las Vegas and the Rio, senior vice president of human resources and senior vice president and general manager of Harrah's Shreveport Hotel & Casino in Louisiana.

Board of Advisors Spotlights



F. Gary Alu **Director of Information Technology** **Innovative Network Solutions LLC**

Gary Alu is a Certified Information Systems Security Professional and the Director of Information Technology for Innovative Network Solutions LLC. He has been working and living in the information systems and technology industry for over 20 years. His recent accomplishments include the relocation of the Las Vegas Chamber of Commerce, where he was instrumental in the design and deployment of technologies used by the Las Vegas Chamber of Commerce staff and membership.



Bob Brown **Director of Advertising** **Las Vegas Review-Journal**

A 30-year newspaper industry veteran, Robert M. (Bob) Brown oversees advertising in the *Las Vegas Review-Journal* and *Sun* as well as *The Las Vegas Business Press*, *City Life*, *View Community Publications*, *Jobs Today*, *Autos Illustrated*, *El Tiempo*, *Neighborhood Shopper*, *View Plus*, *Hello New Neighbor*, *Nifty Nickel*, *Best of Las Vegas*, *Luxury Las Vegas*, *Southern Nevada New Homes Guide*, *Polished*, *Cancha* and *Las Vegas Health Magazine*. Brown is currently on the board of directors of Opportunity Village and Special Olympics of Nevada and the Board of Trustees for the Las Vegas Chamber of Commerce.



Victor D'Agostino **Artist/Designer** **JV Artistry**

Together with his wife Jody, Victor D'Agostino offers full-service design planning and implementation for projects of all sizes, with both a technical and artistic approach. As a distinction honors graduate of Art Center College of Design and the son of an Italian craftsman, D'Agostino brings generations of craftsmanship to the decorative arts by using historic techniques with modern principles. Specialties include custom murals, Venetian plaster, tromp l'oeil, Italian fresco, major renovation and remodeling and full-service interior design projects.



Mario C. Educate **President/Owner** **On Stage Audio, Inc.**

Founded in 1985, On Stage Audio, Inc. (OSA) has offices in Chicago, Orlando, Las Vegas and Detroit. OSA is a full-service sound and technical management company that specializes in corporate industrial shows, special events and entertainment. OSA has been involved in many large-scale projects including Super Bowl halftime shows, NBA All-Star games, World Cup Opening Ceremonies and the Detroit Auto Show. OSA has also handled corporate shows for companies including General Motors, Ford, Chrysler, IBM, McDonalds and Fox Broadcasting.



John Gerarde **General Manager** **Maggiano's Little Italy**

John Gerarde takes pride in guest satisfaction at Maggiano's Little Italy. The St. Mary's University graduate has carried this passion through his work as a district manager for ARAMARK and as the director of food and beverage for Hilton Hotels. Overseeing every aspect of restaurant operations, Gerarde strives to create a culture of fun and support for his employees, while ensuring that every guest leaves Maggiano's Little Italy with an incredible experience.



Steve Hill
Senior Vice President
CalPortland

Steve Hill is a founder of Silver State Materials, a concrete, sand and gravel supplier in the Las Vegas area since 1987. Silver State employs more than 300 people and was recently purchased by California Portland Cement Co., for which Hill serves as senior vice president. Hill is Chairman of the Board of Trustees for the Las Vegas Chamber of Commerce. He is past chairman of the Chamber's Government Affairs Committee, Boys & Girls Clubs of Las Vegas, Associated Builders & Contractors and the Associated General Contractors.



Bart Jones
CFO
Merlin Contracting & Developing LLC

Bart Jones is the CFO of Merlin Contracting & Developing LLC. Merlin is the proud builder of some of the finest custom homes, penthouses and estates in Southern Nevada for many of the families who made Las Vegas what it is today. A Las Vegas native, Jones graduated from UNLV in 1975 then spent 19 years managing agricultural properties on the big island of Hawaii. In 1994, Jones and his wife Cory returned to Las Vegas to work with his brother Stephen Jones, president of Merlin Contracting.



Pat Klenk, AIA
President
WESTAR Architects

WESTAR Architects has provided professional architectural and interior design services since 1997. Pat Klenk has been managing principal since its inception and has seen the company grow to more than 30 people including two additional partners. Prior to WESTAR, Klenk was a managing principal of HAS Architects for more than 17 years. He currently serves on the boards of the Las Vegas - Clark County Library Foundation and the City of Las Vegas Historic Planning Commission. He is licensed in nine states and graduated from Lawrence Technological University in Michigan.



Douglas P. Lea
President
Quality Mechanical Contractors, LLC

Doug Lea is president of Quality Mechanical Contractors, LLC, one of the largest and fastest-growing mechanical contractors in the nation, serving Southern Nevada. Quality's highly-skilled staff specializes in plumbing, piping, industrial piping, HVAC and architectural metal. Lea has overseen the successful completion of projects such as Paris Las Vegas, Venetian Hotel, Green Valley Ranch, Caesars Palace, Palms Resort Casino and McCarran Airport. Current projects include MGM City Center Central Plant Design, World Market Center and UNLV's Science Center.



David Meteyer
Vice President
Holman's of Nevada, Inc.

Holman's of Nevada, Inc. is a firm providing information technology services and equipment to Southern Nevada businesses for the past 27 years. Holman's has assisted a broad spectrum of professional firms from architectural, engineering and construction-related companies requiring CAD software and services. The company has also provided general IT, networking and specialized software to financial, real estate and professional services firms. Meteyer, a partner in Holman's since 1989, has a bachelor of science degree from the University of Maryland.



Amy Meyer
President
Paul E. & Helen S. Meyer Foundation

The Paul E. & Helen S. Meyer Foundation, formed in 1994, gives educationally-based grants and scholarships to area students. Amy Meyer, granddaughter of the founders, became the foundation's president in 1999. Meyer's passion for disadvantaged and struggling youth led to the development of a new non-profit, the White Horse Youth Ranch (WHY Ranch), that will offer free riding lessons using rescued horses to help build self-esteem and give renewed hope to youth in Las Vegas.



Josh Miller
President
KeyState Corporate Management

Josh Miller joined KeyState Corporate Management in 1993 and has served as president since 2004. KeyState provides corporate and captive management services in Nevada and Delaware. Miller received his BA in economics and foreign affairs from the University of Virginia. He serves on the boards of the Las Vegas Rotary and the Nevada Captive Insurance Association and is also involved in various community organizations in Southern Nevada.



Jerry Nadal
Senior Vice President of Resident Shows Division
Cirque du Soleil (U.S.), Inc.

Jerry Nadal is responsible for the operations of Cirque du Soleil's productions in Las Vegas and Orlando. Nadal has served as company manager for KA at MGM, as interim general manager in Singapore, tour manager for Alegria and Company and manager for Alegria at the Beau Rivage. Nadal's Broadway management credits include Starlight Express at the Las Vegas Hilton and tours of 42nd Street, Grease, Smokey Joe's Café, Fiddler on the Roof, and Oklahoma! Nadal holds an MBA in global management and a bachelor's degree in management.



Lisa Polito
Public Relations/Community Outreach Specialist
Sandia National Laboratories

Sandia National Laboratories, headquartered in Albuquerque, New Mexico, is a national security laboratory involved in a variety of research and development programs to help secure a peaceful and free world through technology. Lisa Polito has spent most of her career with Sandia in Albuquerque. She has more than 30 years with Sandia and brings to Las Vegas a wealth of knowledge and experience to her position in the areas of public relations, communications, special events, and outreach programs.



Michael Speciale
Media Director
Blaine Warren Advertising, LLC

Michael Speciale has a great ability to spot media deals and build imaginative platforms. He came to Las Vegas after spending 30 years in the New York advertising scene. He was vice president and group media director for the Mediacom unit of Grey Global Group. Speciale has generated cumulative billings in excess of \$125 million and negotiated annual savings of more than \$10 million for his clients. Speciale also owned and operated a marketing communications company specializing in consumer and business-to-business clients.



Element by Westin Las Vegas Summerlin is now open. The new kind of hotel is located at 10555 Discovery Dr. at the intersection of I-215 and Town Center Drive. 702.589.2000 www.elementhotels.com



Humana is proud to announce the opening of its guidance center at 8975 W. Charleston Blvd. Ste. 100. The Humana Guidance Center offers in-person assistance on Medicare, meetings with Humana customer service representatives and a conference center for seminars and special events geared toward seniors. 702.380.6170 www.humana.com



Kumon Center Las Vegas-Pecole Ranch is proud to announce its grand opening. It is committed to enabling children to reach their full potential through learning in a positive environment. The center is located at 8550 W. Charleston Blvd. #110. 702.489.5867 www.kumon.com



The Staybridge Suites is proud to announce the opening of its Las Vegas location. The \$45 million, 118-room upscale extended stay property is the city's first Staybridge Suites Hotel. The new property is located four blocks from the Strip at 5735 Dean Martin Dr. 702.259.2663 www.staybridge.com



Liberty Tax Service is proud to announce the grand opening of its Windmill location, 580 E. Windmill Ln., Ste. 130 in the Windmill Retail Plaza. Liberty Tax Service specializes in all your tax needs. 702.685.2419



Vegas Weddings is proud to announce the grand opening of its "World Class Wedding Chapel." The chapel is located at 555 S. 3rd St. and has wedding packages to fit any budget. 702.933.3464 www.702wedding.com



tw telecom has opened an office in Las Vegas at 3944 Silvestri Ln. tw telecom, formerly Time Warner Telecom, purchased Xpedius in November 2006. It is a leading provider of managed voice and data networking solutions to a wide array of businesses and organizations. 702.474.7100 www.twtelecom.com



McDonald's is proud to announce its new Las Vegas-themed restaurant, Viva McDonald's, located center-Strip. Situated at 2896 Las Vegas Blvd. S., Viva McDonald's provides a unique and exciting experience to a familiar brand name. 702.732.3200 www.mcdonalds.com



Botl'z Bistro proudly announces its grand opening. Located at 7905 W. Sahara Ave., this new casual dining restaurant prides itself on offering a unique wine list that pairs well with its non-traditional European menu. 702.804.2685 www.botlzbistro.com



Las Vegas Cigar Lounge is proud to announce the grand opening of its location at 5825 W. Sahara Ave, Ste. E in Las Vegas. The Las Vegas Cigar Lounge offers a first-class, relaxing space to enjoy a fine cigar. Smokers are welcome here! 702.367.2284 www.lasvegascigarlounge.com



Roberto's Taco Shop opened two new locations in January. The first, at 6355 N. Commerce, Ste. 103, North Las Vegas opened on January 1st. 702.385.9929 www.robertostacoshop.com



The second new Roberto's Taco Shop, located at 1000 W. Cheyenne, Ste. 103, opened on January 20th. Both locations are open 24 hours a day. 702.639.6399 www.robertostacoshop.com

Preview 2009: January 29



Las Vegas Convention and Visitors Authority President and CEO Rossi Ralenkotter discussed tourism trends.



Former Labor Secretary Robert Reich shared his insight into the current economic situation and the steps necessary to a national recovery.



The top ten economic indicators in the Southern Nevada market to watch were presented by Jeremy Aguero, principal of Applied Analysis.



Jon Wellinghoff, chairman of the Federal Energy Regulatory Commission forecasted the future of energy.



At "Preview the Taste" attendees sampled from some of the best eateries in Las Vegas.



"Preview Plus", a new feature in 2009, was an interactive series of forums on the economy, energy and local business issues.



Preview Las Vegas attracted top-level executives and decision makers to the Thomas & Mack/Cox Pavilion. Attendees explored the floor with more than 100 exhibitors while they networked and enjoyed food from eight "Preview the Taste" restaurants.

Uncertain times call for a certain bank.

Searching for a place to keep your funds that can weather these uncertain times?

You need look no further than **Bank of Nevada**. For fourteen years, we've held faithfully to the vision of our founders of being a strong financial resource for Nevada businesses, one based on close personal relationships with veteran local bankers. Today, Bank of Nevada is the flagship banking subsidiary of Western Alliance Bancorporation, the largest Nevada-based bank holding company with **\$5 billion in assets**. Western Alliance is one of only 80 banking companies out of 7,700 nationwide to have an investment grade rating from Moody's Investors Service or Standard & Poor's.

All of which probably sounds pretty comforting right about now.

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—Nicole Wolf, Harrah's Entertainment, Inc.

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Focus Las Vegas

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Carlos Droet

OMEX Commercial Janitorial Services
Judy Galizia

Oshins & Associates, LLC
Tess Cardinale

Partners for Autonomy in Life Skills (PALS)
Jessica Lomboy

New Members & Anniversaries

Peak Performance
Susan Brock

Pets are Cool.net
Jessica Brigidi

Philip Chun North America, Inc.
Michael Gentile

Piero's Italian Cuisine
Evan Glusman

Pre Paid Legal Services
Flor Lanes

**Pro Dash Heating Cooling
& Refrigeration**
Kevin Prokopich

Prudential
Vicki Henning

Rare Capture Photography
Michael Markovic

RC Racing Decals
Daniel Lang

Reagan National Advertising
Megan Boles

**Real Property
Management Las Vegas**
Michael Baca

RealEstate.com
Nathan Robart

Realsett, LLC.
Rick Micheri

Redfern Enterprises, Inc.
Judy Masterson

Reo Hauling, Inc
John Reo

Richard Mignone Insurance Services, Inc.
Richard Mignone

Rob Sid Char Sales, Inc.
Susan Pratus

Robert B Vance DO, Internal Medicine
Robert Vance

Rose Cosmetic & Family Dentistry
Stephen Rose

S.W.G. Federal Credit Union
John Drake

Sandler Sales Institute
Keith Doyle

Secord & Secord
Barbara Secord

Siemens Energy, Inc.
Kevin Carr

Southwest Data Centers
Steve DeMaris

Southwest Specialty Coatings
Jeff Rathje

Splash Pool Service
Scott Thomas

SteamWhirl Products
Judith Gordon

Strategic Telecom Solutions
Joey Marlow

Summerlin Consulting, LLC
Jim Evans

SVR Apartments, LLC
Meg Poidomani

Swecker & Company, Ltd.
W. Larry Swecker

Syncsort, Inc.
Gary Alu

Tanner Enterprises, LLC
David Tanner

Telesphere
Loretta Moses

The Neck and Back Clinics, LLP
Michael Barney

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WildHorse Performance Marketing
Giovanna Pretto

WildHorse Performance Marketing
Rudof Straat

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Joseph Ferriolo

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 **March 2009**.

TWENTY+ YEARS

Southwest Gas Corporation (53)

United Blood Services (37)

The Dickerson Group (32)

Southwest Airlines (27)

HELP of Southern Nevada (26)

America West Airlines (25)

Deluca Liquor & Wine, Ltd. (25)

Superior Letterpress (25)

YMCA of Southern Nevada (25)

Flower Fair (24)

Liberty Mutual Insurance Co.

F. Hayden Ray (23)

Las Vegas Tourist Bureau (22)

March of Dimes Birth

Defects Foundation (22)

Mars Retail Group, Inc. (22)

Georgia-Pacific (21)

JBS, Inc. (21)

DP Partners (20)

Las Vegas Ski & Snowboard Resort (20)

Machabee Office Environments (20)

The Real Estate Book of Las Vegas (20)

FIFTEEN YEARS

AFAN Aid For AIDS of Nevada, Inc.

Keller Williams Realty-Teri Brenkus

Lake Las Vegas

RE/MAX CENTRAL-

John & Ruth Ahlbrand

Southwest Chem-Dry

TEN YEARS

April A. O'Brien, Chtd.

Barry's Boxing

Century 21 MoneyWorld-

Jeannie Sutherland

Cheyenne Decatur Sinclair

Corporate Flight International

Courtyard by Marriott

Desert Floor Inspections

Donna's Doll Factory

Executive Business Center

Gaylan Gordon Soothing Touch

Goodfellows Shoeshine of Las Vegas

Kids 'R' Kids

Lexus of Las Vegas

Maid Perfect

Marie Callender's

Natural Cosmetics

Nutech Industries, Inc.

Silver Star Plumbing, Inc.

Simon & Parker Retina Group

Spaceguard Products

Suburban Propane

Super 8 Motel (Waterton LV Hotel, LLC)

Strip Location

We Care Foundation

FIVE YEARS

AFNA, Inc.

Alliance Tickets

BTE Investments, LLC

CACP

Consolidated Mortgage

Display Solutions, Inc.

Elliott, Arthur R.

Farrington Productions, Inc.

Four Way Associates-Jerry Koerwitz

FullCircle Nevada, LLC

G. P. Micro, Inc.

Gaming Partners International USA,

Gordon Law Offices

A Professional Corporation

Green Valley Presbyterian Church

Integrity Pools, Inc.

J A Money, Inc.

Maximum Performance Medical

Center, Inc.

Mika Tech Services

MSM Solutions

Nevada Smog

Nevada Tax Planners, Inc.

Outdoor Promotions, LLC

Paul E. & Helen S. Meyer Foundation

Poolandspa.com Inc.

Princeton Auto Sales

Quality Image Glass & Mirror, Inc.

Sunset Eastern Animal Hospital/NVA

Realty One Group - Barbara Y. Kinkade

Service Station Compliance Testing, Inc.

Servpro of Northern Las Vegas

Sting Surveillance-Lic. # 58483

RE/MAX Experience-Hobie Hellerstein

Silent business killer... continued from page 4

attempt by unions to make it easier to organize small business. Think your business is not in danger of being unionized? Think again! In 2005, of 2,649 secret-ballot elections that were conducted by the National Labor Relations Board (NLRB) to decide union representation, more than 20 percent involved workforces of fewer than 10 employees and 70 percent involved workforces of fewer than 50 employees. The Employee Free Choice Act (EFCA) contains zero exemptions for small business.

The main provision of the “Card Check” bill is the virtual elimination of the secret-ballot process for unionization. The option to conduct a secret-ballot election will still exist, but would be completely ruled out if a union gathers enough signatures from your employees to have a 50 percent plus one majority. If half of your employees sign a card authorizing union representation the NLRB is precluded from conducting a secret-ballot election, and you are on your way to contract negotiations.

If EFCA is passed, and a union gathers the number of signatures needed, you will be forced to the negotiation

table within 10 days of the final employee’s signature. From there, a complete contract must be established in 90 days. If no contract is agreed to in 90 days, then there will be 30 days of mandatory mediation. If there is no contract agreed to in 30 days then a federally-appointed arbitrator will determine the terms of a two-year contract to which there is no right of appeal. Your business will be a union shop and, under EFCA, you would not have any right of appeal and be barred from saying one word to your employees.

Currently, if a union wants to organize your business they would have to involve the NLRB in order for a secret-ballot election to take place. There would be a period of time before the election for both “candidates” to make their case and gain support at the ballot box. You would be able to discuss with your employees the impact unionization would have on your business. You would be able to express your opinion of unions and share experiences you may have had dealing with them in the past. Those same conversations with your employees could cost you thousands of dollars if EFCA is passed.

Continued on page 28

What you don’t know... continued from page 6

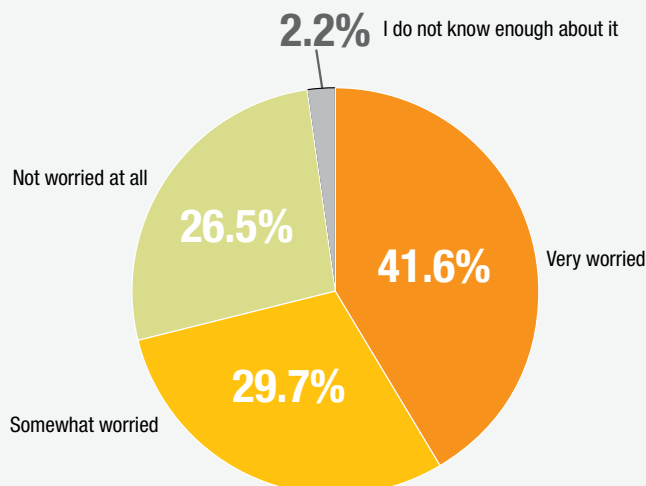
One of the more troublesome provisions in EFCA is mandatory arbitration if an employer is unable to come to terms with the union representing their employees in 90 days. Currently, there is no time deadline for “good faith” negotiations and using a mediator is

voluntary. EFCA will “fast track” the contract negotiation to a federally-appointed arbitrator. After 30 days of arbitration, employers will have a two-year contract to which they must adhere and may not appeal. Twenty-eight percent of Chamber members said they would have to lay off employees if their labor costs increased; 32 percent said they would rather close their business than have to deal with a union.

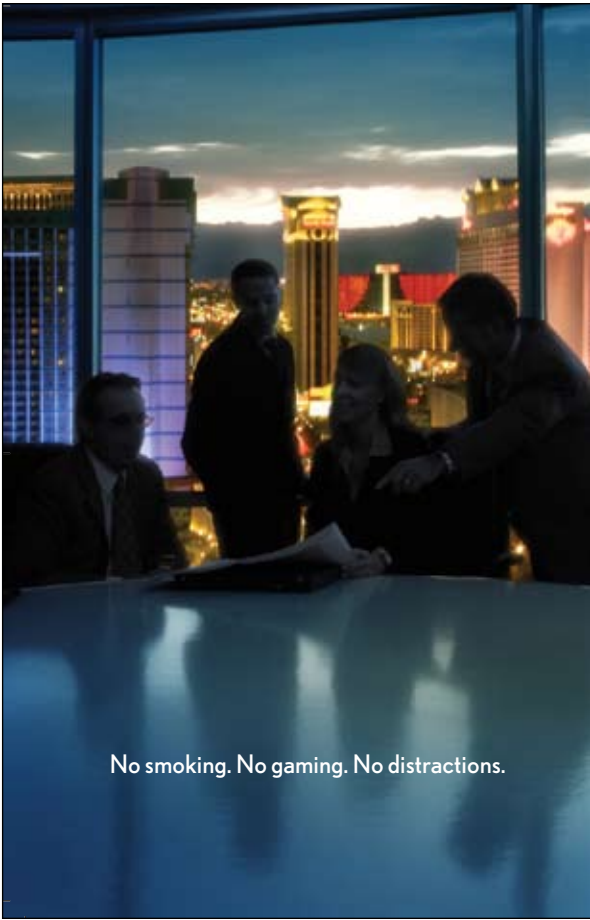
The final measure of the survey was to find out how Chamber members felt about having their free speech rights stripped away by EFCA. If passed, employers will be unable to communicate with their employees about the impact a union will have on their business. Any such attempt to relay the affects would open the employer to large monetary penalties. Forty-five percent of respondents are “very concerned” about losing their right to communicate with their employees. Nearly 70 percent of those surveyed have concerns about the potential of being fined for speaking with their employees.

Overall, 73 percent of Chamber members possessed some level of awareness of the Employee Free Choice Act, yet 100 percent will be open to the onerous provisions of the bill. The time to act is now. Go to www.lvchamber.com today, click on the image of this month’s *Business Voice* cover and tell your federal legislators how this legislation will fundamentally disrupt the way you do business. ■

How worried are you that the passage of the Employee Free Choice Act would potentially impact your business?



Source: 2009 Las Vegas Chamber of Commerce Employee Free Choice Act Survey



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Silent business killer... continued from page 26

Under EFCA, any communication with an employee by an employer regarding unionization would be considered an “unfair labor practice” and carry with it a \$20,000 fine for each instance. To put it another way, if you hold a staff meeting and explain to your 10 employees the harmful impact a union would have on your business you would be open to a \$200,000 fine. Your free speech rights would be completely stripped by the Employee Free Choice Act, or more appropriately, the “Small Business Intimidation Act”.

Where is the Employee Free Choice Act now?

An attempt was made in 2007 during the 110th Congress to pass EFCA. It cleared the House of Representatives in record-setting time (15 days) by a 241 to 185 vote. The bill later died in the Senate when it could not muster enough votes. Congress adjourned on January 3, 2009 and the business community was safe from the Employee Free Choice Act for exactly three days.

On January 6, 2009 the 111th Congress was sworn in, and with it, labor’s best opportunity for passing EFCA. As of the date this article was written (February 23, 2009) EFCA had not been introduced. All indicators,

however, point toward an introduction of this legislation in the House of Representatives to be in near future. As was the case in 2007, EFCA is seen to be of certain passage out of the House and reaching its first roadblock in the Senate.

What can the small business community do to stop EFCA?

With forces lining up to pass EFCA the small business community must get engaged, today! Write to your federal legislators and tell them what EFCA means to you. Explain what would happen to your business if you lost your free speech rights. Describe the lasting effect of having your labor costs set by a federally-appointed arbitrator.

The Employee Free Choice Act is the number one job-killing piece of federal legislation the business community will face in 2009. It will strip away rights from you and your employees. The business community must get engaged. Go to www.lvchamber.com today, click on the image of this month’s *Business Voice* cover and urge your federal legislators to **OPPOSE** this job-killing legislation. For more information contact Government Affairs at 702.641.5822. ■



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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

Wildhorse Performance Marketing offers a "Web 2.0 Recession Marketing – How to Get Your Sales Soaring using Web 2.0 Internet Marketing Guerilla Tactics" workshop at the Embassy Suites, 4315 Swenson, on March 14 at 9 a.m. The workshop will cover how to use the Internet to drive new business through your front door and using video and audio to get more customers and sales.

The Fit Family Health Awareness Walk will take place on April 25 at **Town Square**. It is held in honor of **Weight Watchers Las Vegas** founder Reva Schwartz and will benefit the American Cancer Society, the American Heart Association and the American Diabetes Association.

Community Service

Every year **Commercial Roofers, Inc.** awards a scholarship to a deserving 3rd or 4th year student enrolled in the architecture program at UNLV. This year, Commercial Roofers awarded its \$1,500 scholarship to Rebecca Leonard.

SuperPaw and **Guru Enterprises** combined their resources to make one teacher's wish come true. A 2nd grade class at Batterman Elementary School now has two computers in its classroom to help further progress in reading and math comprehension.

Big Brothers Big Sisters of Southern Nevada matched more than 1,000 children with amazing volunteer Big Brothers and Big Sisters from our community in 2008.

City National Bank contributed monetary and in-kind support of more than \$100,000 to nearly 50 nonprofit and community organizations in 2008. Bank colleagues donated more than 1,000 hours in volunteer service.

Congratulations

Hematologist – Oncologist Regan Holdridge has joined **Comprehensive Cancer Centers of Nevada**.

The University of Southern Nevada has been granted accreditation by the Northwest Commission on Colleges and Universities, a recognition that puts USN in line with other quality academic institutions nationwide. The effective date of accreditation for USN is Sept. 1, 2008.

Christian Hale, an associate in **Lionel Sawyer & Collins'** business law department, was named 2008 Pro Bono Attorney of the Year by Nevada Legal Services. Hale was recognized for his outstanding commitment of time and energy to the Nevada Legal Services' Tenant's Rights Center.

Jersey Boys at **Palazzo** was named best show of 2008 by the **Las Vegas Review-Journal**.

The Nevada Contractors Association recently named its 2008 Contractors of the Year. **Las Vegas Paving** received Civil Project of the Year and **Perini Building** received Building Project of the Year for **Trump Tower**. **McCarthy Building** was honored as Safest Contractor and **Peterbilt of Las Vegas** was named Associate of the Year.

On the Move

CSB School of Broadcasting is proud to announce that Joe LaChance has been named director of its school in Las Vegas.

The Nevada Contractors Association, a nonprofit industry trade group, named Mike Olson as its 2009 chairman. Brent Conrad is vice chairman and Travis Burton is secretary/treasurer.

Telesphere hired Jackie Motyka, Michael Scott, Jeff Baumwald and Samuel Blyveis as account executives.

The CPA firm of **Johnson Jacobson Wilcox** is pleased to announce that Tanya LaCrosse has joined the firm as Director of Tax. Also one of the partners, Laurie Johnson, has been elected to the Board of Directors of Profit Crew for 2009.

Kyle Norton was recently named Las Vegas operations manager at **WAXIE Sanitary Supply**.

Kevin Higgins of **Voit Commercial** will serve as president of the 2009 executive committee of the Society of Industrial and Office REALTORS®. Chuck Witters, SIOR of **Lee & Associates**, will serve as president-elect.

Maximiliano D. Couvillier III and Laura K. Granier, attorneys at **Lionel Sawyer & Collins**, have been named shareholders in the firm effective January 1, 2009.

GES Exposition Services, a leader in exhibition and event services, announced the promotion of Sal Infurnari to executive vice president of global accounts.

American Medical Response has named Chad Henry as operations manager.

MedicWest Ambulance has named Mark Calabrese as its operations manager.

Wheelin' and Dealin'

Red Rock Country Club turned to **Payroll Solutions Group** to manage the majority of the human resources functions for the club. The outsourcing will save thousands of dollars on an annual basis and avoid layoffs.

Real Estate News

The Sauter Companies is pleased to announce the sale of the Barcelona Hotel and Casino, for \$12 million and the Wood Creek Villas, a multifamily apartment complex located in Green Valley for \$7.5 million.

Miscellaneous

A-1 Dental Clinic and Laboratory at 9073 W. Post Rd. is offering grand opening specials such as free oral examinations plus x-rays and special offers on implants, dentures and whitening through April 2009. Their correct phone number is 702.262.0240 or www.a1dentallv.com.

The Las Vegas Bridal Expo 2009 on January 4th, was a huge success. More than 1,185 brides attended the one-day event with a total attendance of more than 1,974.

As of January 1, Chris Langman and Carmine Calitri joined Stephen LeMond, president, as vested owners of **Absolute Insurance**.

City National Corporation, the parent company of wholly owned **City National Bank**, reported 2008 net income available to common shareholders of \$102.5 million, or \$2.11 per share. In 2007, the company earned \$4.52 per share on net income of \$222.7 million.



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