

Routing Slip

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www.lvchamber.com

10 things you need to know about the Employee Free Choice Act

Small business intimidation is closer to becoming a reality with the introduction of the Employee Free Choice Act (EFCA) in the U.S. Senate (S. 560) and U.S. House of Representatives (H.R. 1409) on March 10, 2009. If EFCA, or card check, stands the test of the legislative process it will drastically change the laws governing how employees may unionize and the rules governing business. EFCA is the number one job-killing piece of federal legislation the business community will face in 2009.

Every business is vulnerable to the effects of EFCA. Here are ten things you need to know about the bill:

1 Small Businesses Most Vulnerable

There are no exemptions for small business in the Employee Free Choice Act. In fact, of the 2,649 secret-ballot elections conducted by the National Labor Relations Board (NLRB) in 2005, more than 20 percent involved workforces of fewer than 10 employees and 70 percent involved workforces of fewer than 50 employees. This bill affects every employer.

2 Effectively Eliminates Secret-ballot Elections

Under current law, if a union gathers signatures from 30 percent of employees, it may request an employer to voluntarily recognize them. If an employer denies recognition then the union may take those same

signatures to the NLRB and request a secret-ballot election. Employees become unionized if a majority votes in favor of the union during the election. Under EFCA, employees can become unionized if only a simple majority sign the cards.

3 Unions Will Hold All the Cards

Proponents of EFCA claim that employees are “free” to “choose” between either a secret-ballot election or a card check campaign as the method by which their union is to be recognized. When you consider the fact that unions win about half of all secret-ballot elections but are successful on 90 percent of all card-check campaigns, it’s clear which method union organizers will choose for employees.

4 Independent Contractors Included

Independent contractors are fair game during a card check campaign. Under EFCA, independent contractors can count toward the majority of workers necessary to unionize a business.

5 Open-Ended Time Limit on Unionization Campaign

There are no time limits on card collection. The unions would be able to collect these cards from employees and independent contractors for as long as it takes to get 50 percent plus one to sign a card. Once a card is signed, it



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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 free and low-cost marketing tools: Built-in benefits to boost your business

By Kara Kelley, President & CEO, Las Vegas Chamber of Commerce

We know that cost-efficient and effective marketing is vital to your business right now. You need to attract new customers, keep the ones you have and promote the strengths of your business, all on a minimal budget. In short, you've told us that you need your limited marketing dollars to provide tangible results, and fast. Here's what the Chamber is doing to help you strengthen your marketing efforts and reach your goals.

FREE Chamber Benefits

There are numerous marketing benefits built into your existing Chamber membership that take only a few moments to implement and can have far-reaching, positive results.

Member-to-Member Marketing Expos

Member-to-Member Marketing Expos, formerly known as New Member Briefings, provide an outstanding networking opportunity where you can connect with the newest Chamber members. You can also activate your "members only" benefits and learn more about how

to use the Chamber to leverage publicity and exposure opportunities. You are also invited to be part of the exclusive "Mini Expo" table-top displays, allowing you to showcase your products and services to other members. This complimentary event is open to all Chamber members and prospective members. (Tabletop displays are available only to members for \$100 on a first-come, first-serve basis.)

Member-to-Member Discounts

The Chamber's Member-to-Member Discount program allows you to offer discounts, promotions and special deals to other members online. The service is free and available only to Chamber members. Not only can you offer discounts, you can save money by utilizing Member-to-Member Discounts yourself. To get started, go to www.lvchamber.com and click the Member-to-Member link on the front page of our Chamber web site.

Visitors Center

All Chamber members are invited to display their company's collateral and business materials in the

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Kara Kelley

President & CEO
Las Vegas Chamber of
Commerce

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InfoCenter	735.1616
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Public Relations	641.5822
VYP	735.2196

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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“Explore the Possibilities” - Meet more than 2,000 customers at Business Expo 2009

Business Expo 2009 is set for June 24 at the Las Vegas Convention Center. Chamber members can reserve their booth today and get a great **early bird discount** if they register by April 17. This high energy tradeshow and networking event is expected to attract more than 2,000 attendees. Visit www.lvchamber.com for details.

Attend a free “Business Expo Workshop” to help maximize your tradeshow experience

To learn how to make the most of your investment at the Chamber’s 2009 Business Expo, make plans to attend a free Business Expo Workshop. This workshop is open to all Business Expo 2009 exhibitors. You’ll get great suggestions from trade show experts on how to set-up your booth, promote your business and market your exhibit in a way that attracts the most potential customers. For more information, call 702.641.5822.

Business Education Series looking for dynamic speakers for 2010 program

The Las Vegas Chamber of Commerce is seeking professional speakers for the 2010 Business Education Series (BES). Speaker topics include, but are not limited to:

- Sales
- Public Relations
- Customer Service
- Time Management
- Networking
- Marketing & Social Media
- Advertising
- Human Resources
- Technology

If you would like to be considered as a BES speaker or to learn more about BES, visit www.lvchamber.com and click on “Chamber Programs,” or contact Jessica Jusino at 702.641.5822 or e-mail jjusino@lvchamber.com.

June Special Section to focus on innovative marketing techniques

The June issue of *The Business Voice* will include a special section on marketing in a slow economy. We’ll explore low-cost, high-impact marketing tactics to help you stay visible and relevant to your customers. Articles will include strategies for “one-on-one” marketing, guerilla marketing, social media and customer service. To learn about high-profile advertising opportunities, contact Advertising Manager Jackie Chambers at 702.586.3811 or e-mail jchambers@lvchamber.com.

Be a better speaker! New Toastmaster Workshops start in May

The Las Vegas Chamber of Commerce is home to its own Toastmasters group, Chamber Voices Toastmasters. The Chamber will partner with Toastmasters to host a series of workshops to give members a competitive edge and become

a more effective public speaker. The “Be a Better Speaker” Series will be held in five, two-hour sessions and will provide participants with an Advanced Communication Silver (ACS) level recognition from Toastmasters International. Visit the Chamber’s event calendar at www.lvchamber.com to register for this series or to reserve your space at any of the five sessions. Space is limited so register early. Please contact Member Services at 702.641.5822 for program details.

Chamber partners with local newspapers to provide once-in-a-lifetime marketing opportunities for members

In December 2008, In Business donated a full page color ad as an incentive for new members to join the Chamber. The winner of the ad was Plus 6 Technologies. Plus 6 Technologies received an ad placement that was valued at nearly \$5,000 in February 2009.

The Las Vegas Review-Journal also donated a full-page black and white ad as a renewal incentive in November 2008. Every member who prepaid their membership dues and enclosed the prepaid form by 12/31/08 was entered into the drawing. The value of the ad is \$20,790. The winner is Rose’s Commercial Cleaning.

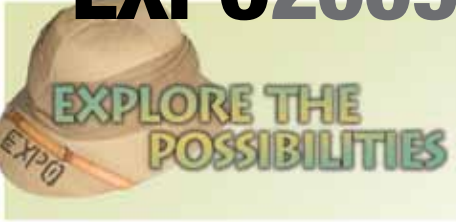
Chamber recognizes outstanding “member-focused” staff for first quarter of 2009

The Chamber congratulates Emily Hayes, assistant events coordinator, as Employee of the Month for January. Emily’s hard work in planning, coordinating and running events ensures that they run without a hitch, allowing our members to concentrate on the networking or education opportunities. Her great attitude and constant smile make working with her a pleasure. Hayes said, “I enjoy the relationships that I’ve built with the people that I work with and our members.”

Pam Flynn, Chamber Advertising Specialist, was named Employee of the Month for February. Pam’s chipper attitude and quick response to requests help members get the most for their advertising dollar. She is the backbone of the advertising department, making sure that the orders are executed properly and on time. “I understand our members’ issues and concerns and take care of everything for them,” explains Flynn.

Shannon Mengel, benefit fulfillment specialist, was recognized as Employee of the Month for March. Shannon’s work with the Board of Advisors level members has helped many members accomplish their business goals. She has been recognized by members and co-workers with multiple Customer Service Excellence awards. “The best part of my job is helping our members and building those relationships,” said Mengel. ■

EXPO2009





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FREE “Business Survival” workshops and counseling sessions help members during tough economic times

Sometimes the difference between success and failure in business is knowing when to ask for help. The Las Vegas Chamber of Commerce is committed to connecting members with the specific tools and resources necessary to help businesses remain resilient in this slow economy. Since November, the Chamber has partnered with SCORE and other Chamber members to conduct a series of free workshops and counseling opportunities in the EMBARQ® Business and Conference Center at the Las Vegas Chamber of Commerce. Consider that a paid business consultant could cost as much as \$100-200 per hour. Most Business Survival Workshops and all the Counseling Sessions offered at the Chamber are free to members.

SCORE
Counselors to America's Small Business

HOLLAND & HART
THE LAW OUT WEST

SCORE representative Gregory Twedt has been leading the personal counseling efforts to help Chamber members shore up their business foundations. He says a large majority of the members SCORE has been working with face a variety of challenges. “It has really been all over the board,” explains Twedt of the issues members are contending with. “It’s marketing as much as anything. A lot of the members we’re working with are start-ups looking for guidance on their business plan, financials and marketing.” Adds Twedt, “We’re also seeing a lot of operators who just need someone to talk to and bounce ideas off of to get them thinking outside the box.”

Tom Pederson of High Impact Marketing came to a Chamber/SCORE session looking for direction on how to effectively market his tech product. “The biggest benefit of my SCORE meeting was developing creative marketing strategies that were perfect for my target market,” says Pederson.

Of course, every small business is different and faces a unique set of needs. To ensure members are getting “custom” help, SCORE employs several counselors with expertise in different areas, and strives to match the appropriate counselors with the appropriate businesses. Members can get advice in a variety of topics including:

- Business Plan Development
- Obtaining Loans/Funding
- Licensing Requirements
- Legal Organizations
- Business Management Basics
- Marketing and Sales Strategies
- Operation Improvement Processes
- Cash Management/Financial Control and Profitability
- Growth Opportunities

In addition to one-on-one sessions at the Chamber, SCORE

is also conducting site visits and forum group discussions on universal business topics, such as cash management and streamlining operations.

“One of the counseling sessions revealed a member with an opportunity for increased sales, but the lacked the systems necessary to support the growth,” says Twedt. “SCORE put together a two-person team of counselors and went to the client for a more detailed look. The result was a list of recommendations including implementing a CRM system to handle leads more efficiently, an automated accounting system to process billing and collections more efficiently.” Adds Twedt, “A follow-up meeting at the client’s office revealed that they had quickly implemented the CRM system and were gaining immediate benefits in working with leads.”

“The trick is to get to these businesses before they’re too far down,” says Twedt, who notes sometimes business owners are so busy “bailing” the big floods brought on by a slow economy that they often don’t see other smaller leaks springing up around them.

“It’s important to recognize the early warning signs that your business might be in trouble,” explains Twedt, “such as cash flow slowdown or a downturn in volume. These sessions cost nothing, and they’re even valuable for businesses that feel like things are going well. This is a great opportunity to learn how to make business even better.”

In addition to counseling individual businesses, Twedt says some participants, including Irwin Union Bank Vice President Donna DeMarco, have attended workshop sessions as a way of staying abreast of issues her small business clients might be facing. This keeps Irwin Union Bank pro-active in addressing those concerns themselves.

The Chamber is continually adding new programs, seminars and counseling sessions in an effort to help members navigate these “white water” times. In addition to the counseling sessions provided by SCORE, attorneys from Holland & Hart’s Las Vegas office will be at the Chamber in April and May to provide free legal counseling to Chamber members on a variety of topics. Check the events calendar on pages 16 & 17 for specific days and times. Additionally, Chamber members who are experts in their fields are volunteering their time to deliver presentations on topics including financing, guerilla marketing, business planning and general business survival skills.

To schedule an appointment or to register for a “Business Survival” workshop or counseling session visit www.lvchamber.com or call 702.641.5822. ■



Business Education Series 2010:
Call for Speakers
Deadline June 12

The Las Vegas Chamber of Commerce is seeking professional speakers for the 2010 Business Education Series (BES).

BES is a collection of interactive learning seminars that present practical strategies to business owners to help them survive and succeed in challenging economic times.

Suggested topics include, but are not limited to:

- Sales
- Marketing
- Public Relations
- Advertising
- Customer Service
- Human Resources
- Time Management
- Technology
- Networking
- Finance
- Change Management
- Social Media

The deadline for submissions is **Friday, June 12.**

To learn about BES visit www.lvchamber.com and click on Chamber Programs.

Contact Jessica Jusino at 702.641.5822
 or jjusino@lvchamber.com.



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11/08

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SBA updates for small business

The American Recovery and Reinvestment Act contains a package of loan fee reductions, higher guarantees, new U.S. Small Business Administration (SBA) programs, secondary market incentives and enhancements to current SBA programs that are designed to help unlock credit markets and begin economic recovery for the nation's small business sector. Signed into law by President Barack Obama on February 17, 2009, the bill provides \$730 million to SBA and makes changes to the agency's lending and investment programs so that they can reach more small businesses that need help.

As part of the plan, the SBA will have specific tools to make it easier and less expensive for small businesses to get loans, give lenders new incentives to make more small business loans, and help unfreeze the secondary markets to boost liquidity in the credit markets. For more information, visit www.sba.gov.

Scam Alert

The U.S. Small Business Administration (SBA) has

issued a "scam alert". Fraudulent letters were sent out with what appears to be SBA letterhead to small businesses across the country, advising recipients that they may be eligible for a tax rebate under the Economic Stimulus Act, and that SBA is assessing their eligibility for such a rebate. The letter asks the small business to provide the name of its bank and account number. **These letters have not been sent by or authorized by the SBA, and all small businesses are strongly advised not to respond to them.** The scheme is similar in many ways to e-mail scams often referred to as "phishing" that seek personal data and financial account information that enables another party to access an individual's bank accounts or to engage in identity theft.

The SBA is working with the SBA Office of Inspector General to investigate this matter. The Office of Inspector General asks that anyone who receives such a letter report it to the OIG Fraud Line at 1.800.767.0385, or e-mail at OIGHotline@sba.gov. ■

Biz E Awards celebrate excellence in small business

Do you know an innovative, motivated business owner, non-profit organization or individual who continues to persevere in our slowing economy? Nominate them for a 2009 Las Vegas Chamber of Commerce Biz E's Award!

The nominations begin on April 15 and will be accepted through June 17. The Biz E's recognizes excellence and innovation in the small business community in Southern Nevada in five categories:

- Small Business of the Year
- Non-Profit of the Year
- Innovative Business of the Year
- Entrepreneur of the Year
- Green Business of the Year

Nomination Criteria

Nominees must be:

- Las Vegas Chamber of Commerce members (in good standing) for a minimum of one year
- Small businesses with 50 or fewer full-time employees
- Demonstrate excellence and innovation in the workplace

Three finalists will be selected from the nominations submitted for each category. The winner in each of the five categories will be announced at the Biz E's Awards luncheon on September 17 at the Rio All-Suite Hotel & Casino.

Nominations can be submitted online by visiting www.lvchamber.com and clicking on "Biz E's Awards". The nomination deadline is June 17, 2009. For more information contact Susan Sheridan at 702.586.3835 or ssheridan@lvchamber.com.

The Biz E's Awards are sponsored by Nevada State Bank, celebrating 50 years of membership in the Las Vegas Chamber of Commerce. ■

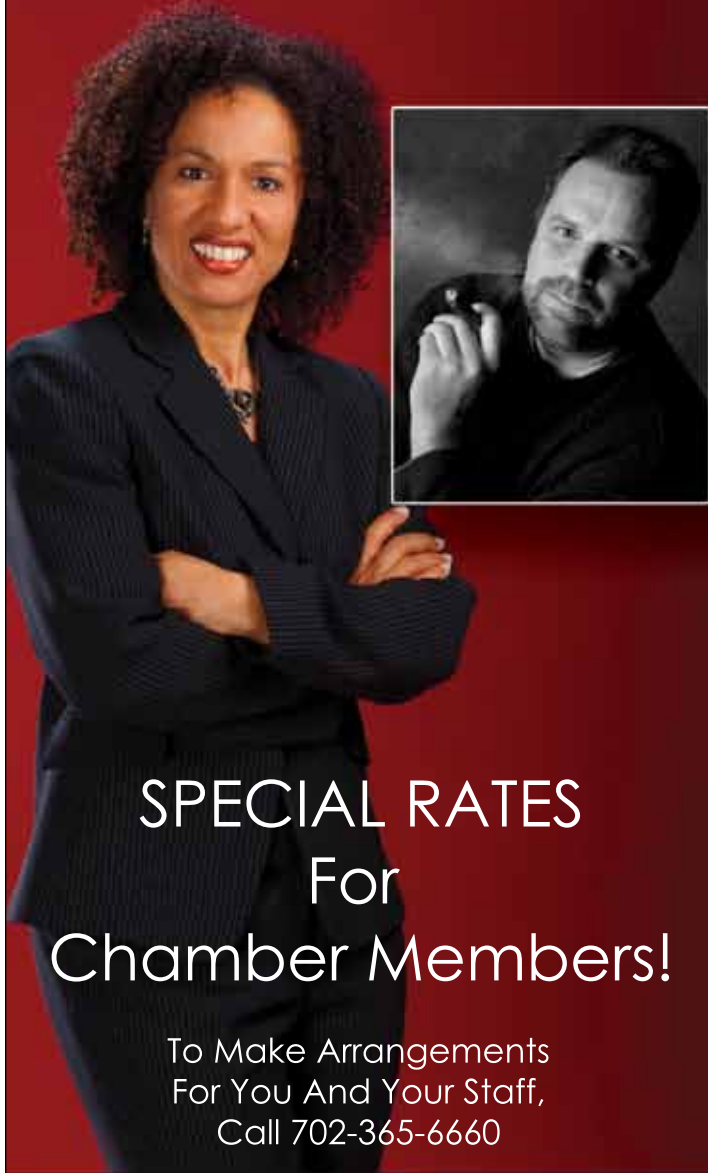


Annual Las Vegas Chamber of Commerce Biz E Awards Luncheon

Date: Thursday, September 17
Time: 11:30 a.m. - Noon Registration & networking
 Noon - 1:15 p.m. Program
Location: Rio All-Suite Hotel & Casino
 3700 W. Flamingo Rd.
Details: Cost is \$50.00 for members with a guaranteed prepaid reservation and \$65.00 for non-Chamber members with a guaranteed prepaid reservation. All reservations made the week of the event will be subject to an additional \$5 fee. Walk-in price is \$70 for both members and non-members. RSVP by calling 702.641.5822, or register online at www.lvchamber.com.

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Focus Las Vegas Get the insider's view of Las Vegas



"Focus Las Vegas assured me that this city is a true community and not just a place to visit. It gave me a better understanding of the reality of living in Las Vegas."

— Janet Linder, American Heart Association

Focus Las Vegas is a concentrated enrichment program for executives in Las Vegas. Participants enjoy an accelerated, two-day integration into the social, political and business systems of Las Vegas. **The next Focus Las Vegas sessions will be held on May 5 and 12, 2009.**

Register today.

Sponsored by:



Call 702.641.5822, or log onto
www.lvchamber.com for more information.



Executive development critical to personal success in a changing economy

Challenging economic times often reveal true leaders. During the past 23 years, no other executive development opportunities have matched the caliber of the Las Vegas Chamber of Commerce Focus Las Vegas and Leadership Las Vegas (LLV) programs.

Now more than ever, it is important to take an active role in your personal success. Experts say that executive enrichment and learning programs are essential to staying ahead in the marketplace. Developing professional skills and know-how is key to out maneuvering the competition.

To make yourself more “indispensable” consider participating in Focus Las Vegas on May 5th and 12th, or applying for the Leadership Las Vegas Class of 2010. Both Focus Las Vegas and Leadership Las Vegas give you access to experts in our community, insight into the challenges that businesses and our community face, as well as help you make valuable connections to the movers and shakers in the Las Vegas Valley.

FOCUS Las Vegas

Knowledge and in-depth understanding about the way our community works is an incredible tool for protecting yourself against the ravages of a slow economy. The Focus Las Vegas program is a concentrated executive enrichment program for individuals who are committed to making Las Vegas a strong and thriving community. Participants enjoy an accelerated, two-day integration into and understanding of the inner workings of the Las Vegas Valley.

Focus Las Vegas provides personal, intimate group sessions that allow participants to interact one-on-one with city and business leaders. These full day sessions encourage a high-level of engagement and give participants an opportunity to discuss key issues facing business and the community.

Presenters are experts and dignitaries from all sectors of the community and this year will include:

- Flo Rogers, General Manager, Nevada Public Radio

- Jeremy Aguero, Principal, Applied Analysis
- Colonel Howard Belote, Commander 99th Air Base Wing, Nellis Air Force Base
- Julie Murray, CEO, ThreeSquare
- Felix Rappaport, President/COO, Luxor Hotel & Casino Las Vegas

These and other community leaders will offer an insider’s perspective and behind-the-scenes details on what makes Las Vegas tick. “As a new member of the business community, Focus Las Vegas helped me to quickly understand the vital issues facing the city,” said Dr. Josh Satterlee, a chiropractic physician at Bio-Mechanics of Las Vegas.

Focus Las Vegas is more than just an informative workshop it is also a place to network and forge strong relationships, make great contacts and key connections to help network yourself and your business.

Great **early bird discounts** available for those who register on or before by Friday, April 17. For more information call Member Services at 702.586.3841 or visit www.lvchamber.com/programs/focus.

Focus Las Vegas

Date:	Tuesday, May 5 & 12
Time:	7:30 a.m. – 5:00 p.m. (Includes breakfast and lunch on both session days)
Location:	EMBARQ® Conference Center at the Las Vegas Chamber of Commerce at Town Square, 6671 Las Vegas Blvd., South, Suite 300 Las Vegas NV 89119

Leadership Las Vegas

“A leader is someone people follow without being asked. He/She has a vision which others willingly share regarding where the organization is going,” says Howard Skolnik, Director of the Nevada Department of Corrections and Leadership Las Vegas Class of 1995 graduate and a member of the Leadership Hall of Fame.

Notable CEOs, legislators, community and civic leaders make up a large part of the more than 900 strong LLV graduate roster. You, too, can take advantage of this exceptional opportunity to develop your leadership skills, meet key executives from top industries and gain a better understanding of the internal workings of our business, political and social systems here in the Valley. In a slow

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“Focus Las Vegas assured me that this city is a true community and not just a place to visit. It gave me a better understanding of the reality of living in Las Vegas.”

Janet Linder
American Heart Association

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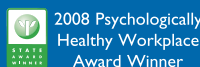
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Challenging times never last; resilient organizations and people do!

Business Education Series

Date: Wednesday, April 8
Time: 7:00 - 7:30 a.m. Registration, networking & continental breakfast
7:30 - 9:00 a.m. Program



Dr. Nate Booth

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

Program: "Challenging times never last; resilient organizations and people do!"

Details: Cost is \$35 for Chamber members with a prepaid reservation, \$50 for non-Chamber members with a prepaid reservation and \$55 for all walk-ins. Any reservation made the week of an event will now be subject to a \$5 surcharge.

Sponsors: Office Depot and Realty Executives of Nevada

Some people live at the mercy of challenging times. Others try to cope and just "hang in there." Smart companies and people are resilient! They know that tough times level the playing field and create unique opportunities for those who know the rules of the new game.

When things change, businesses and people must change. Dr. Nate Booth will discuss change and how to adjust business strategies in challenging times as the featured speaker of the Las Vegas Chamber of Commerce Business Education Series (BES) program on April 18.

Here are a few of the dynamic and impactful strategies you'll learn:

- How to hold fast to the principles and core values that serve as your foundation.

- The "Eight Resiliency Attitudes" that all resilient people share.
- How to find hidden opportunities in challenging times.
- The four "Tough Times Questions" to help transform every problem into an opportunity.
- How to continually learn and grow so that you are smart, quick and flexible.

To register for the next BES session or to learn more about the Business Education Series, go to www.lvchamber.com or contact Member Services at 702.641.5822.

The 2010 Business Education Series is looking for speakers; see details in Chamber News on page 4. ■

Save money. Save water.

Contributed by Rachel Ako, Inside Sales & Commercial Sales - SynLawn

In a 2008 report on the status of Lake Mead, scientists at the Scripps Institution of Oceanography predicted there is a 50 percent probability that Lake Mead will be completely dry by 2021 due to the effects of climate change and the unsustainable usage of Colorado River water. The report concluded, "Today, we are at or beyond the sustainable limit of the Colorado system. The alternative to reasoned solutions to this coming water crisis is a major societal and economic disruption in the desert southwest, something that will affect each of us living in the region."

Going into 2009, the volume of water in Lake Mead is at a mere 46 percent. Water levels have not been this low since 1964. Further, it was not until 1983, 19 years after the 1964 low point, that Lake Mead returned to full capacity. One of the many ways Nevada is responding to this water crisis is by encouraging residents to convert to water-efficient landscaping. There are many benefits of converting, both to the environment and your wallet.

First, the Southern Nevada Water Authority (SNWA) is offering a \$1.50 per square foot Water Smart Landscape Rebate program for any residence or business converting natural grass to water-efficient landscaping. This includes artificial turf, rock, mulch, wood chips, etc.

For the average residential home, converting 500 square feet of lawn to water-efficient landscaping saves more than \$100 annually on your water bill, and conserves 27,500 gallons of water. That's a savings of 275,000 gallons of water and \$1,080 over the next 10 years!

Business owners enjoy even greater savings. Converting your lawn to water-smart landscaping is a win-win situation. The average commercial business has approximately 3,000 square feet of lawn. Converting results in a savings of \$650 on your water bill and saves 165,000 gallons of water a year. That's 1,650,000 gallons of water and \$6,480 over the next 10 years!

If you want to calculate your exact savings, use the water-saving calculator at www.smwa.com. Enter the square footage of natural grass you plan to convert to water-smart landscaping and the agency that supplies your water. With a click of your mouse, you will be shown exactly how many gallons of water you will save each year and how that translates to a positive impact on your bottom line. Even further savings will come in the form of decreased lawn maintenance fees, as well.

While reflecting on the possibility of a dry Lake Mead, climate scientist David Pierce noted, "It's likely to mean real changes to how we live and do business in this region." Las Vegas businesses can begin making changes now. Changes will help prevent much more drastic conditions in the future, both environmentally and economically.

For more information on the benefits of converting to water-efficient landscaping, you can call the Project Office at 702.862.3400 or visit the SNWA online for an information packet, application, gallery of landscape designs and even a list of water-smart contractors.

Additional source: (<http://www.arachmoid.com/NaturalResources/>)

The views expressed in this article are opinions of the author and may not reflect the views of the Las Vegas Chamber of Commerce. ■

Going into 2009, the volume of water in Lake Mead is at a mere 46 percent. Water levels have not been this low since 1964.

Membership Power Lunch

Date: Wednesday, April 22
Time: 11:30 a.m. Registration & networking
 Noon - 1:00 p.m. Lunch & program
Location: Four Seasons Hotel
 3960 Las Vegas Blvd. South
Details: Cost is \$50 for Chamber members with a prepaid reservation and \$65 for non-Chambers members with a prepaid reservations. Walk-ins are \$70. Any reservation made the week of an event will be subject to a \$5 surcharge.
Sponsors: Arcata Associates, Inc.,
 Health Plan of Nevada and KNPR

"Happiest Mayor in the Universe" Oscar Goodman will speak at Membership Power Lunch in April

Always entertaining, always unpredictable Las Vegas Mayor Oscar Goodman will be the featured speaker at the Las Vegas Chamber of Commerce April 22 Membership Power Luncheon at the Four Seasons Hotel.



Mayor Oscar Goodman

Mayor Goodman is well-known for being an outspoken advocate of Downtown revitalization and is the greatest cheerleader for the Las Vegas community in both bright and challenging times. He also serves as chairman of

the Las Vegas Convention and Visitors Authority and is a leading proponent of the Lou Ruvo Brain Institute. The self-proclaimed "happiest mayor in the universe," Goodman was born and raised in Philadelphia, graduated from Haverford College and received his law degree from the University of Pennsylvania Law School.

Make plans now to be part of this wildly popular and always energetic luncheon! This event is expected to sell out; register early at www.lvchamber.com or call 702.641.5822. ■



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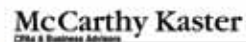
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K000030

Angel investors still looking to fund high-reward ventures

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

Even in a slow economy, angel investors - individuals who invest in high risk / high reward businesses - are still on the look-out for promising, solidly-presented funding opportunities. They are, however, taking a cautionary approach in today's economy.

While national studies indicate angel investing is actually up in terms of dollar figures, the number of companies being funded has decreased slightly. The Center for Venture Research says investments through the second quarter of 2008 totaled \$12.4 billion, up 4.2 percent from the same period in 2007; however, only 23,000 ventures received those funds, a 3.8 percent drop. This trend would indicate that while angel money is still flowing strong, it's going only to the very best prospects.

Think you have what it takes to impress an angel? You can improve your chances by being patient, prepared, realistic and flexible, and by having experienced executives on your management team.

Have patience: Angel groups receive many applications from entrepreneurs seeking funding, and the angels subject each application to a vetting process that may include steps such as pre-screening, coaching, presentations, due diligence, contracts, etc. Each of these steps may take a significant amount of time, and you can expect the entire process to take months, not days or weeks.

Do your research: Most angel groups have guidelines for the types of companies in which they invest, and researching those guidelines in advance will save you a good deal of time and energy. Most angels, for example, prefer to invest in companies located in or near the city in which they are located. Some angel groups invest only in specialized fields or industries. A bit of research will help you make the best use of your time and effort.

Understand the process: Most angel groups now ask entrepreneurs to apply using an online software system called "Angelsoft." Through a series of online questions, the entrepreneur builds a brief executive summary and uploads various attachments, such as financial statements, business plans, etc. As with so many things in life, you only get one chance to make a good impression, so make sure your application is succinct, complete and consistent, and is free of glaring typographical and grammatical errors.

Be realistic: Entrepreneurs need to be realistic in terms of next steps, valuation, use of funds, etc. For example: If

you're a small start-up company, can you really manage to introduce your product to the entire Western U.S. all at once, or is it more realistic to roll it out in a single city, and then expand as your staff and finances allow? Or, if you've invested just \$10,000 of your own money in your company to date, is it realistic to place a "pre-money valuation" of \$10 million on your company?

Don't forget, angels are often entrepreneurs themselves, and they'll be more impressed with your honest assessment of your capabilities than in hearing unrealistic pitches.

Be flexible: While you may want a \$5 million investment, angel investors are more likely to initially give you a much smaller amount, then consider future investments as you (successfully) reach agreed-upon benchmarks. Again, understanding the process and the individual group you are approaching will help improve your chances of developing a mutually-beneficial relationship.

Be open to input: Angel investors are often willing to share their own expertise with the entrepreneurs they fund, a trend that's likely to increase, as angels want to be more hands-on in determining how their investment is used. Funding-seekers should be prepared for a "buyer's market," with angels requesting more control than in the past, and requiring that fund seekers ante up some of their own money as well.

Be willing to showcase experience: While many of the world's most successful new entrepreneurs are relatively young up-and-comers with great potential, there's one thing they often lack: real-world experience. If you fall into this category, consider bringing on a seasoned business professional or mature fellow entrepreneur in an advisory role. This demonstrates to potential investors that you have someone on your team who has lived and worked through past recessionary times and can provide insight and guidance.

In the next issue of *The Business Voice*, we'll conclude our series on debt and equity financing by looking at the best ways to prepare a successful loan application.

NCET, Nevada's Center for Entrepreneurship and Technology, helps Nevadans start and grow businesses and connects them to the resources they need to succeed. CEO Dave Archer is also a founding member of Reno Angels. NCET is an independent award-winning 501(c)(3) nonprofit organization. Please visit www.NCET.org for more information. ■

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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www.nevadacontractors.org

April Chamber Events

7

Business Survival FREE Legal Solutions for Small Business

When: Tuesday, April 7
Time: 6:00 - 8:00 p.m. (1 hour sessions available)
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. There is no charge for this service, though an appointment is required. Call Shannon Mengel at 702.586.3845.



8

Business Education Series (BES) "Challenging Times Never Last; Resilient Organizations and People Do!"

When: Wednesday, April 8
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: "Challenging Times Never Last; Resilient Organizations and People Do!"
Speaker: Dr. Nate Booth
Details: When things change, you must change. Dr. Nate Booth will address change in challenging times as the featured speaker of this program, discussing the attitudes and skills needed to navigate the stormy seas ahead. Cost is \$35 for Chamber members, \$50 for non-members, \$55 for all walk-ins.

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Office DEPOT

8

Business Survival: FREE Business Counseling Sessions

When: Wednesday, April 8
Time: 9:30 a.m. - 12:30 p.m.
Location: EMBARQ® Conference Center at the Las Vegas Chamber of Commerce
 6671 Las Vegas Blvd. South, Ste. 300 at Town Square
Details: These free one-on-one counseling sessions are conducted by SCORE, the Counselors to America's Small Business. These events are free-of-charge and open exclusively to Chamber members. An appointment is required. Call 702.641.5822. See article on Page 6 for more details.



8

Chamber Voices Toastmasters

When: Wednesday, April 8
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: 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.



13

Vegas Young Professionals (VYP) Toastmasters Strip View Speakers

When: Monday, April 13
Time: 5:30 - 6:00 p.m. Check-in & networking
 6:00 - 7:00 p.m. Meeting
Location: The Platinum Hotel, 211 E. Flamingo Rd.
Details: Exceptional communication skills are vital to success in the business world. VYP has created a Toastmasters group for its members to aid in the development of speaking, presentation and leadership skills. Open and free to all VYP members and guests. Email vyp@lvchamber.com if you plan to attend. RSVP is appreciated.



14

Member-to-Member Marketing Expo (formerly New Member Briefing)

When: Tuesday, April 14
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: Member-to-Member Marketing Expos provide 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 opportunities. Members are also invited to be part of exclusive "Mini Expo" tables to showcase products and services to other members. This event is complimentary. Tabletop displays are available to members only for \$100. Call 702.641.5822 to reserve your display.

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15

Vegas Young Professionals (VYP) "Business After Taxes" Fusion Mixer

When: Wednesday, April 15
Time: 6:00 - 8:00 p.m.
Location: Brio Tuscan Grille at Town Square
 6653 Las Vegas Blvd. South, Las Vegas, NV 89119
Details: Join VYP as we celebrate the end of tax season with "Business After Taxes" at Brio Tuscan Grille at Town Square! Enjoy complimentary appetizers and drink specials, while mixing and mingling with fellow young professionals. Open to VYP members and interested non-members. Cost is \$10 per member, \$15 per non-member. Register online at www.vegasymp.com or call Joanna at 702.735.2196.



Hosted by:



15

Business Survival: FREE Business Counseling Sessions

See April 8 for time and location details

15

TBAN April Luncheon

When: Wednesday, April 15
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.



16

Business After Hours Networking Mixer

When: Thursday, April 16
Time: 5:00 - 7:00 p.m.
Location: Costco Business Center,
 222 S. Martin L. King Blvd., 89106
Details: Mix, mingle and learn more about the wide variety of money-saving products and services available through Costco Business Centers. There is no charge for Chamber members and a \$15 fee for non-members. RSVP is required for non-members. Please call 702.641.5822.

Hosted by:



23

Vegas Young Professionals (VYP) Business 101

When: Thursday, April 23
Time: 11:30 a.m. - Noon Registration & networking
 Noon - 1:00 p.m. Lunch & program
Location: Greenspun Media Group Stripview Conference Rm.
 2360 Corporate Dr., 4th Floor, Henderson
Topic: Cost Engineering
Details: The Business 101 Series allows VYP members to come together over lunch and have an interactive experience with a panel of experts on specific business topics. For more information on speakers and program, visit www.vegasy.com. This event is open exclusively to VYP members. Cost is \$25 for VYP members, \$35 for walk-ins. Register online at www.vegasy.com or call 702.735.2196.

Sponsored by:



18

Business Survival Boot Camp Special Saturday Event

When: Saturday, April 18
Time: 8:30 a.m. Check-in
 9:00 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: This half-day workshop is designed to give business owners a crash course on business survival in these tough economic times. This event is presented by SCORE and The Firm Public Relations & Marketing. A variety of industry experts will be on hand to cover topics such as Creating Communication Plan, Adjusting Business Strategies, Cash Flow Management, Identifying Customer Needs and much more. Cost is only \$20 for Chamber members with a pre-paid reservation, \$35 for non-members with a pre-paid reservation and \$40 for all walk-ins. Register today at www.lvchamber.com.

23

President's Club & Board of Advisors Exclusive Networking Mixer

When: Thursday, April 23
Time: 5:00 - 7:00 p.m.
Location: Staybridge Suites
 5735 Dean Martin Dr.
Details: Relax, mix and mingle with colleagues at Staybridge Suites, an upscale luxury extended-stay hotel that departs from the mundane through international culture. Guests will mix pool-side in a soothing ambience of cosmopolitan luxury. This complimentary event is open only to President's Club & Board of Advisors members. RSVP is requested.

Hosted by:



21

Business Survival: FREE Legal Solutions for Small Business

See April 7 for time and location details

27

Vegas Young Professionals (VYP) Toastmasters Strip View Speakers

See April 13 for time and location details

22

Membership Power Luncheon

When: Wednesday, April 22
Time: 11:30 a.m. Registration & networking
 Noon - 1:00 p.m. Lunch & program
Location: Four Seasons Hotel, 3960 Las Vegas Blvd. South
Speaker: Las Vegas Mayor Oscar Goodman
Details: One of our most dynamic luncheon speakers, "the happiest mayor in the universe" Las Vegas Mayor Oscar Goodman will be the featured guest for this event. Always a sell-out event, register today at www.lvchamber.com. Cost is \$50 for Chamber members with guaranteed prepaid reservations; \$65 for non-members with guaranteed prepaid reservations; and \$70 for all walk-ins.

Sponsored by:



28

Vegas Young Professionals (VYP) Bigwig Lunch Time

When: Tuesday, April 28
Time: 11:30 - Noon Registration & networking
 Noon - 1:00 p.m. Lunch & program
Location: The Palm Restaurant
 3500 Las Vegas Blvd., South
Speaker: Sherman Fredrick, Publisher Las Vegas Review-Journal
Details: This event is open exclusively to VYP members. Cost is \$45 per person. No walk-ins please. For more details on how to register, visit the event page on www.vegasy.com.

Sponsored by:



22

Business Survival: FREE Business Counseling Sessions

See April 8 for time and location details

29

New Member Breakfast Welcome to the Chamber!

When: Wednesday, April 29
Time: 7:00 - 7:30 a.m. Registration & networking
 7:30 - 9:00 a.m. Program
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.

Hosted by:



Audio visual provided by:



AV Vegas

22

Chamber Voices Toastmasters

See April 8 for time and location details

President's Club



President's Club Member



President's Club Member



President's Club Member



President's Club Member

Spotlights

David Bussone **Senior Vice President - Acute Division,** **Vice President - Western Region** **Universal Health Services, Inc**

As senior vice president - acute division, vice president - Western region for Pennsylvania-based Universal Health Services, Inc., David Bussone directs the overall operation and strategic development of 11 acute-care hospitals located in Nevada, Washington and California. He previously was group director of the Valley Health System, overseeing five Las Vegas hospitals. Bussone has more than 30 years of health care experience, including serving as CEO at Tampa General Hospital and at Apparo Healthcare, a consulting company he founded.

Cindy Stanley-Lee, CSM CMD **General Manager** **Meadows Mall**

Cindy Stanley-Lee has been in the shopping mall industry for over ten years. In January 2005, she transferred to Meadows Mall as general manager. Stanley-Lee brings extensive knowledge and experience to her position. As general manager, she is responsible for the day-to-day operation of this successful, vibrant retail center that is operated by General Growth Properties. Stanley-Lee began her career in the television industry in Burbank, California, as a director of corporate marketing and advertising for Time Warner, Inc.

Dean C. Nagel **President, Nevada-Arizona Division** **First Savings Bank**

Dean C. Nagel has been with First Savings Bank, a full service business bank, since 2005. Previously, he was president of Word Enterprises Inc., a financial service consulting company and was employed as a senior vice president for U.S. Bank. Nagel has 20 years of diverse financial services experience, which has afforded him the opportunity to provide leadership in a continuously changing industry. In his spare time, he volunteers for his favorite charitable organizations throughout the Las Vegas community.

George W. Smith, EVP **President - Nevada** **Pacific Southwest Market Executive** **Commercial and Business Banking** **Bank of America**

George W. Smith is president of Bank of America Nevada and the commercial and business banking executive for the Pacific Southwest region. Prior to Bank of America, he worked for Mitsui Manufacturers Bank and Citicorp North America. Smith received a master's degree in finance from California State University - Fullerton in 1985, and serves on multiple executive boards, including the UNLV Foundation, the Nevada Development Authority, the Lied Discovery Children's Museum, and the Nevada Taxpayers Association. Additionally, Smith was the 1996 and 1998 corporate recruitment chairman for the Southern Nevada Juvenile Diabetes Foundation Walk for the Cure.

Board of Advisors Spotlights



Shanda Alcantara **Area Director Sales & Marketing** **Covenant Care Inc.**

Covenant Care Inc. (CCI) operates 46 facilities in six states, including Silver Ridge Healthcare and Silver Hills Healthcare Centers in Las Vegas. These skilled nursing centers provide occupational, physical and speech rehabilitation therapy through the "Homeward Bound Program," outpatient services and long term care to individuals who can no longer take care of themselves. Alcantara's responsibilities include developing the branding strategy and planning sales and marketing activities for all Nevada centers.



Robert Barnes **Vice President** **Surgery Center of Southern Nevada**

Boston native Robert Barnes brings a master's degree in Business Administration and more than 22 years of clinical experience in healthcare to the daily administration of a growing outpatient surgical facility, Surgery Center of Southern Nevada. Barnes also serves as vice president of Epiphany Surgical Solutions, a Las Vegas-based management company. Surgery Center of Southern Nevada is a physician owned, multi-specialty, AAAHC accredited same day surgery center that has been providing safe, caring and cost effective patient care since 2003.



MaryKaye Cashman **CEO/Vice Chairwoman of the Board** **Cashman Equipment Co.**

Established in 1931, Cashman Equipment Co. is one of the oldest Caterpillar dealers in the United States. One of the few female Caterpillar dealership owners worldwide, MaryKaye Cashman has been involved with the company since 1970. Before assuming full-time duties in 1995, Cashman was a registered nurse at University Medical Center and Sunrise Hospital. She is a member of the World Presidents' Organization, the Committee of 200, the Nevada Development Authority, and the Boys and Girls Clubs of Las Vegas.



Cindy Creighton **Executive Director** **Nevada Subcontractors Association**

Nevada Subcontractors Association (NSA) serves as a neutral meeting ground for subcontractors to put advocacy into action. A lifelong Nevadan, Cindy Creighton joined the NSA in 2001, to lead efforts in lobbying Nevada lawmakers for legislative reform against indiscriminate construction litigation. With 30 years campaign and legislative experience, Creighton's focus is on securing safe and affordable housing for Nevada families and on creation of a strong construction industry, providing good wages and benefits for tens of thousands of Nevada workers.



Gary Gardner **Senior Director** **BNY Mellon Wealth Management**

As a senior director for BNY Mellon, Gary Gardner is responsible for new business development for investment management, custody and trust services for high net worth individuals, families, businesses, foundations and endowments. Gardner has more than 35 years of banking experience. He received a bachelor's degree from the University of Nebraska and is a graduate of The Pacific Coast Banking School. He previously served as a senior vice president at Wells Fargo Bank and other local community banks.



Michael H. Imperi
Headmaster

Alexander Dawson School at Rainbow Mountain
Headmaster Michael Imperi leads a faculty and staff of 140, serving nearly 700 students at The Alexander Dawson School. Previously, he owned a private school and acted as business manager/treasurer of the school. Imperi has more than 25 years of education experience in three states and two foreign countries. He also served as business manager at the largest high school in Florida. In 2002, Imperi was a finalist for the Disney USA Teacher of the Year award.



John Repetti
Sr. VP/Director of Operations for the Downtown Region
California Hotel/Fremont Hotel & Casino/Main Street
Station Casino, Brewery & Hotel

In February 2003, John Repetti was promoted to the position of senior vice president/director of operations for the Boyd Gaming downtown region. He is also the general manager of the Fremont Hotel & Casino and helps to oversee the day-to-day operations of that facility, as well as being responsible for all downtown Boyd Gaming properties. Repetti attended an international school of gaming before landing his first job as a dealer at California Hotel & Casino in January 1976.



Gregory T. H. Lee
President/Vice President
Eureka Casino Hotels

Gregory T.H. Lee co-founded the Eureka Casino Hotels with his father, Ted. He is also co-chairman of the Problem Gambling Center. The Lee family was awarded the "Family of the Year Award" by the center. In addition, Lee is a board member of the Meadows School, the Nevada Chapter of the Young Presidents' Organization, the Harvard Club of Nevada and the Mesquite Resort Association. Lee is a graduate of Leadership Las Vegas and the recipient of a 2003 Chamber's Community Achievement Award.



Kristine Schmittler-McKay
Sales and Marketing Manager
The Capital Grille

The Capital Grille is a fine dining restaurant located in Fashion Show Mall. With more than 18 years marketing experience, Kristine Schmittler-McKay rejoined The Capital Grille as sales and marketing manager in February 2005. Schmittler-McKay is responsible for all of the restaurant's local marketing, public relations and community efforts. Prior to returning to The Capital Grille, Schmittler-McKay was a marketing consultant for KS Communication. Schmittler-McKay has 10 years prior experience with The Capital Grille as director of marketing for the organization in Atlanta, GA.



Anthony A. Marnell, III
Founder, Chairman & CEO
M Resort Spa Casino

M Resort, the newest Las Vegas resort destination, opened in March 2009. Born and raised in Las Vegas, Anthony Marnell is also the acting chairman of Saddle West Resort in Pahrump, CEO of the Colorado Belle and Edgewater Resorts in Laughlin, and founder and chairman of TRIRIGA, Inc., a global leader in integrated workplace management systems. He is a board member of the Boys and Girls Club and actively supports numerous other children's charities as well as ADA accessibility.



Jeffrey W. Shaw
CEO
Southwest Gas Corporation

Jeffrey W. Shaw joined Southwest Gas in 1988 as director of internal audit. He was promoted to controller and chief accounting officer in 1991, vice president/controller and chief accounting officer in 1993, vice president and treasurer in 1994, senior vice president/finance and treasurer in 2000, senior vice president/gas resources and pricing in 2002, president in 2003 and chief executive officer in June 2004. Shaw is a member of the American Institute of Certified Public Accountants, the Nevada Society of CPAs and the Leadership Las Vegas Alumni Association.



Matt O'Neal
General Manager
911 Collision Centers

As the general manager, Matt O'Neal is responsible for overseeing the day-to-day operations of 911 Collision Centers. 911 Collision Centers is a one-stop collision repair facility with a total of nine locations in Arizona and Nevada. O'Neal started with 911 Collision Centers in 2000, when the company had one location, and has been a vital part of its growth. 911 Collision Centers is proud of its numerous charity involvements.



Kevin Wallace
President and CEO
RMI Management, LLC

Kevin Wallace is the president and CEO of RMI Management, LLC, one of the largest and most premier management companies in Southern Nevada. Wallace graduated magna cum laude in accounting from Utah State University and joined the company in 1994 as controller after working for Ernst & Young as an audit manager. Wallace is a member of the American Institute of Certified Public Accountants (AICPA) and currently serves as president of CAMEO - the Community Association Management Executive Officers, Inc.



Daniel Phoenix, MA
President
Treasure Map International

In 1995, Daniel Phoenix drew upon his MA in Counseling Psychology to found Treasure Map, through which he designs and leads interactive programs for team excellence, wellness and philanthropy. Treasure Map's Fortune 500 repeat clients include: Genentech, IBM, Intel, Oracle, and Sony Entertainment. Phoenix and his team specialize in creating unique experiences that fulfill multiple client objectives in each program, such as: Team Building for a Cause®, "Leadership & Wellness" programs, marketing and fundraising adventures and wedding/family team building adventures.



Ted Wiens Jr.
President
Ted Wiens Tire & Auto Centers

Ted Wiens Tire & Auto Center was established in Las Vegas in 1948. President Ted Wiens Jr. is a past chairman of the Las Vegas Chamber of Commerce Board of Trustees, serves on the Chamber's Government Affairs Committee and is a Chamber Prospector. He is also affiliated with the Boulder Dam Area Council, Boy Scouts of America, Boys & Girls Clubs of Las Vegas, Community Action Against Rape, and Big Brothers Big Sisters of Nevada. Additionally, Wiens is involved with the Tire Association of North America.



Master of figurative sculpture The Art of **Richard MacDonald** and staff had a ribbon cutting ceremony to celebrate the opening of a new fine art gallery, **The Art of Richard MacDonald Presented by Cirque du Soleil**, in the "O" Theatre lobby at Bellagio. 702.730.3990 www.theartofrichardmacdonald.com



Batteries Plus is proud to announce the grand opening of its Las Vegas location at 4579 W. Flamingo Rd. Batteries Plus specializes in wholesale, retail and custom building of batteries for thousands of applications. 702.221.0065 www.batteriesplus.com



The Hampton Inn & Suites-McCarran Las Vegas Airport hotel is now open. The hotel is located half a mile from the airport and three miles from the world-famous Strip at 6575 S. Eastern Ave. 1.800.Hampton, www.lasvegasairportsuites.hamptoninn.com



Maureen O'Hara, personal wellness coach and **Herbalife** independent distributor, is proud to announce her grand opening in Las Vegas. She looks forward to helping Chamber members, their families and friends achieve health and nutrition goals. 702.525.3614 or 702.873.6782, www.monutritionmall.com



The completion of **Cashman Equipment's** sustainable corporate headquarters was officially dedicated on site at 3300 St. Rose Parkway in Henderson. More than three years of planning and one year of construction have resulted in the largest Leadership in Energy and Environmental Design (LEED) designated industrial campus in Nevada. 702.649.8777 www.cashmanequipment.com



Pets are Cool.net Professional Pet-Sitting is proud to announce its grand opening in Las Vegas and Henderson. Pets are Cool.net offers quality and affordable pet care. 702.370.2842 www.petsarecool.net



Costco Business Center carries an expanded business product selection, including a print and copy center, convenience store and food service supplies. The Costco Business Center is located at 222 S. Martin Luther King Blvd. 702.384.5211 www.costco.com



Eleven Spa Vegas visionary Nicole Oden and world-renowned celebrity hairstylist Ken Paves are pleased to announce the grand opening of Eleven Spa Vegas and the Ken Paves Salon at Town Square. Eleven Spa Vegas offers a variety of luxurious spa treatments and glamorous salon services. 888.271.1101 www.elevenspavegas.com



Hit N' Run Entertainment invades Las Vegas with its Interactive Video Truck and X16 Mobile Video Unit. The truck and backpack both offer full video and audio mobile advertising. 416.633.6238 www.hitrunentertainment.com



Laser Quest is proud to celebrate its tenth anniversary of fun, active laser tag and arcade games. Laser Quest is located at 7361 W. Lake Mead Blvd, Ste 103. 702.243.8881 www.laserquest.com



Strategic Telecom Solutions is proud to announce the grand opening of its new corporate office at 8894 Spanish Ridge. Strategic Telecom Solutions specializes in managed services of wireless communications. 702.363.8127, www.strategictelecom.com



Kay Collis, Distinguished Toastmaster, District 33 Governor, and Las Vegas Chamber of Commerce President Kara Kelley celebrate 10 years of **Chamber Voices Toastmasters**. Chamber Voices Toastmasters helps individuals master public speaking techniques. For more information regarding Chamber Voices Toastmasters please contact Member Services at 702.641.5822.

February 12: Governor Gibbons at the Chamber



Steve Hill, Chairman of the Board of Trustees, listens as Governor Jim Gibbons comments on the State's budget situation.

February 18: Membership Luncheon featuring John Wilcox



President of Irwin Union Bank John Wilcox, speaks to a full house on differentiating yourself in a challenging economy through customer service excellence.

February 24: Chamber Green Initiative kicks off with the "Sustainability Cafe"



Ellen Guise of Harrah's Entertainment and Jeff D. Roberts, AIA, LEED AP, of Iucchesi Galati, shared the story of the "greening" of Nathan Adelson Hospice.



Congratulations to Greta Seidman (center) of Claim Jumper, the Navigator of the Quarter for the fourth quarter of 2008! Seidman is joined by Chamber President Kara Kelley and Chamber Chairman of the Board Steve Hill.



Chef Dominic Tedesco from Dean's Place tells some secrets of the kitchen.

March 12: VYP 3-Year Anniversary at Privé inside Planet Hollywood

VYP Advisory Council Chair Jammie Hsu and VYP Ambassador Melissa Jones got up close and personal with VYP's Peeps at VYP's 3-Year Anniversary, sponsored by Wells Fargo.



Chris Porter, Faye Cross and Holly Haley celebrated three years of young professional networking at Privé.

WHAT YOU **KNOW** IS JUST AS IMPORTANT AS **WHO YOU KNOW**

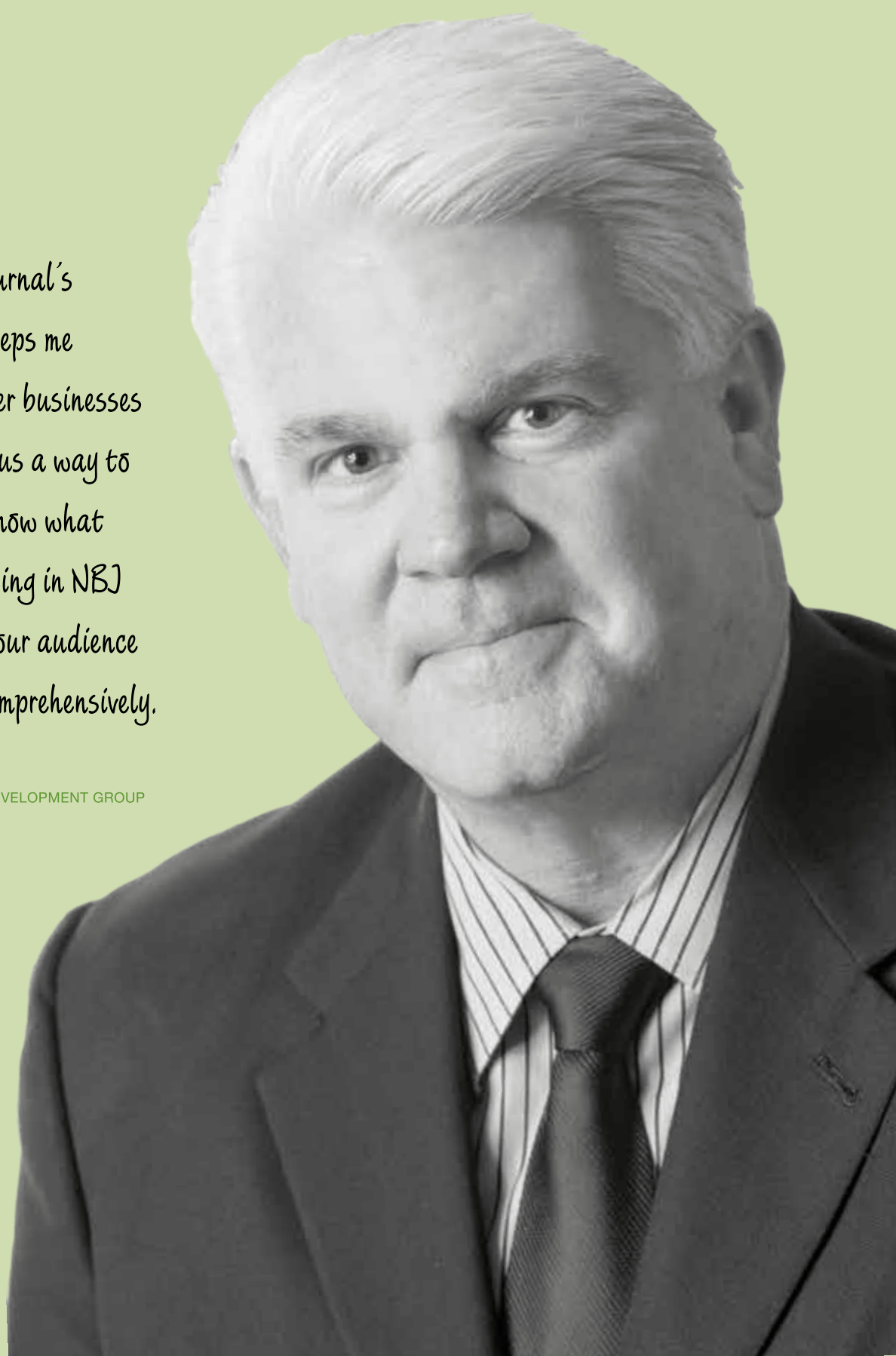
Nevada Business Journal's in-depth coverage keeps me abreast of what other businesses are doing and offers us a way to let the community know what we're doing. Advertising in NBJ allows us to target our audience and tell our story comprehensively.

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David Doyle

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401K Administrators/InVEST Financial Solutions For Business
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A Special Memory Wedding Chapel
Joshua Gust

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Nicole Davison

Dolomite Enterprises, LLC
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Raymond Nisi

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Mission Pines Nursing & Rehabilitation Center
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Tess Cardinale

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Jessica Lomboy

New Members & Anniversaries

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Susan Brock

Siemens Energy, Inc.
Kevin Carr

Pets are Cool.net
Jessica Brigidi

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Steve DeMaris

Philip Chun North America, Inc.
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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 **April 2009**.

TWENTY+ YEARS

Travelodge (51)
DS Waters Sparkletts Sierra Springs (44)
Nitz, Walton & Heaton, Ltd. (43)
Friendly Ford (39)
Western River Expeditions (30)
Boys & Girls Clubs of Las Vegas (29)
Southern Nevada Work Force Investment (28)
Greater Las Vegas Association of REALTORS (28)
Prestige Travel American Express, Inc. (28)
Meadows Mall (23)
Merillat Industries Corp. (23)
Snyder Realty (23)
Trophies of Las Vegas (23)
Am Com, Inc. (23)
Hamada of Japan (22)
Russell Financial Services (22)
KB Home (21)
Community Action Against Rape (21)

FIFTEEN YEARS

Bank of Nevada
Dominion Homes Media
Systems Supply, Inc.
University of Phoenix
Western Roofing & Painting

TEN YEARS

Alumacast, Inc.
Chabad of Southern Nevada
Country Roads Recreation, Inc.
The Fine Law Group
Stacey Fishberg
Hammond Financial Services, Inc.
Jewish Family Service Agency
Linda Esposito Fitness Consultant
Mountain West Surgical
Nugent, LLC
Pain Clinic

Players Travel, Inc.
Tangerine Office Systems
Unique Signs, USA
Uptown Kidz
Westways Staffing Services, Inc.
FIVE YEARS
Absolute Pool & Spa Service
Action Messenger Service
AIG Advisor Group
Alpha Land Development, LLC
Atomic Testing Museum/NTS Historical Foundation
Capriotti's Sandwich Shop
Commercial Credit Card Systems
Convention Photo by Joe Orlando, Inc.
The Law Offices of Thomas C. Cook
CT Equipment, Inc.
Diamond Coast Spas
Dream Lawns, Inc.
Elite Patios & Barbecue
Fox Tile Studio, Inc.
Gaming Today
Health Hair, Inc.
Hercules Marble & Granite, Inc.
Kern River Gas Transmission
Krispy Kreme Doughnuts
Lighter & Livelier LLC
Maingate Auto Wrecking
Power Efficiency Corp.
Sheets Insurance
Shurjoint Piping Products
Steel Structures, Inc.
License #019294
Sushi On Rainbow
Synergistic Resources, LLC
Time Printing, Inc.
Trop Stop Gas, Propane & Carwash
Veterinary Ophthalmology Service
Wild Truffles

From my desk... continued from page 3

Chamber's high-profile Visitor's Center, free of charge. Simply drop off your business cards, flyers or brochures and our Chamber staff will display them in your business category section. The section is organized by industry and is maintained and serviced by Chamber staff to ensure member materials are customer ready.

Member News

All Chamber members are invited to submit press releases on newsworthy events in their organization to the Chamber News section of *The Business Voice*. Member news is a great way to gain exposure for your company about new hires, promotions, awards, significant business deals and community service. Press releases can be submitted to czila@lvchamber.com or via fax at 702.586.3834.

Low Cost Marketing Opportunities

The Chamber offers you several low-cost ways that you can use to market your company. These options give you the ability to effectively target your marketing message to reach new and existing customers while staying within your budget.

Chamber Advertising

We know advertising dollars are tight; however, a slow economy is no time to reduce your business' presence in the marketplace. The key, rather, is in making the most of the advertising budget you do have. The Chamber has developed targeted, low-cost vehicles to help you reach your customers. All Chamber Advertising products were created with the small business owner in mind, and are proven to be successful mediums that help you compete in the big leagues, while investing only a modest budget. Products include Membership Mailing Lists, a *The Virtual*

Wedding Guide, Web and Internet advertising options, including display and banner ads, as well as hyperlinks, text ads and mapping features. Another effective form of advertising can be found right here in the pages of *The Business Voice*. Visit www.lvchamber.com and go to Member Benefits and click on Chamber Advertising or call Jackie Chambers at 702.586.3811 or e-mail at jchambers@lvchamber.com.

Chamber Sponsorship

The Chamber, as well as Vegas Young Professionals (VYP), offer several affordable sponsorship opportunities, some for as low as \$250. Sponsorship gives you the ability to connect with event attendees, get your brand in front of new customers and have your company identified as a partner of the Chamber and VYP.

Media Lists

The Chamber offers several media lists for sale at a reduced price to its members. Media lists make it easy for you to send your press releases to the local media and help you garner good exposure for your business.

When you're tightening your business belt, one of the most tempting areas to cut is marketing and advertising. Rather than make this disastrous mistake, let the Chamber help you make the most of your advertising dollars and take advantage of the many free and low cost programs we've designed specifically to help your business weather tough times.

For more information on the Chamber marketing opportunities, contact us at 702.641.5822 or go to www.lvchamber.com. ■



Reach nearly 7,000 potential customers at absolutely no cost



Take advantage of free marketing via exclusive "Member-to-Member" Discount program. Log onto the Members Only section of the Chamber web site www.lvchamber.com.

For more information contact Member Services at 702.641.5822

Las Vegas Chamber of Commerce

Chamber Voices Toastmasters

Become the speaker and leader you want to be!



Conquer fears. Express ideas. Succeed with Chamber Voices Toastmasters. The Chamber offers its members a public speaking club to help them hone and develop presentation

skills. This professional development program is held every two weeks and is perfect for Chamber members looking to improve their speaking abilities. No RSVP is required.

Guests may attend at no charge.

Monthly on the

2nd & 4th Wednesdays

10:30 a.m. - Noon

Las Vegas Chamber of Commerce Conference Center

Club dues are \$45 every six months

For more information regarding Chamber Voices Toastmaster Club visit us online at www.lvchamber.com.

Las Vegas Chamber of Commerce

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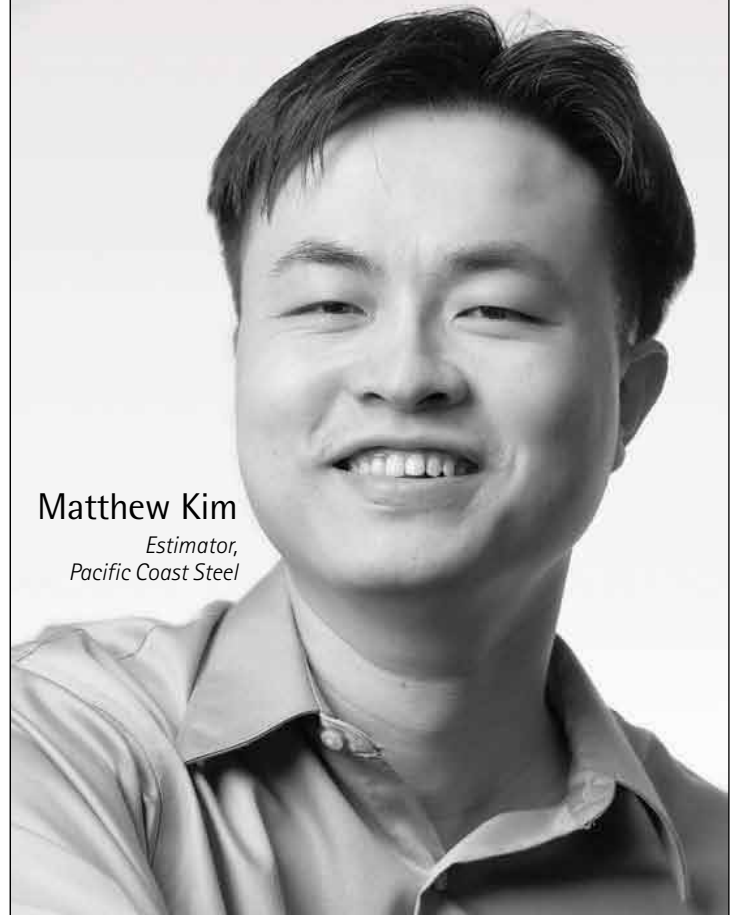
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"I'm a KNPR junkie. Everywhere I go, I'll put it on. It's very smart radio.

It's how I start my day."

NEWS 88.9 NEVADA PUBLIC RADIO **knpr**

Your World of Information



Matthew Kim

*Estimator,
Pacific Coast Steel*

10 things you need to know about EFCA... *continued from front page*

gets counted, even if your employees change their minds.

6 Creates Environment of Intimidation

The Employee Free Choice Act really should be called the Small Business and Employee Intimidation Act. Why? Because by taking away employees' rights to a secret-ballot election, it will most likely create an environment of union intimidation and coercion of employees. Moreover, half of employees lose their right to express themselves with regard to union representation.

7 Places a Gag on Employers

Card check is a silent process. Unions do not need to announce their intention to conduct a card check campaign. Therefore, employers may never know their business is being unionized until it is too late. If EFCA is passed, employers may be fined \$20,000 for communicating the harsh impacts of unionization with their employees during a unionization campaign they may know nothing about. Employers lose their ability to communicate freely with employees.

8 Mandatory Arbitration After 120 Days

If no agreement on contract terms is met with union reps in 90 days, employers will be forced into 30 days of mandatory mediation. If no contract is agreed to during mediation then a federally-appointed arbitrator will determine the terms of a two-year contract to which employers must adhere and have no right of appeal.

9 Employers Lose Control Over Their Business

The contract terms set by a federally-appointed arbitrator will strip away employers' ability to give employees raises for a job well done, provide affordable health care or

discuss workplace standards with employees in order to meet their needs. All of this, along with every other facet of business, may be set in a binding two-year contract on which neither the employer nor employees may provide input.

10 Will Further Cripple the Economy

Big Labor argues that the bill would stimulate the economy through better-paying jobs. Wrong! The truth is EFCA is an assault on free enterprise that will permanently cripple the economy. Proponents say the bill would make it easier for labor to unionize all businesses and restore fairness in the workplace. Wrong again! EFCA is not about workers' rights; it's about dollars and cents for the union coffers.

EFCA is the number one priority for Big Labor. After spending an unprecedented \$450 million to elect more congressional allies in last year's election, Labor is looking for a big payback-passage of EFCA as soon as possible. It is imperative the business community get engaged in the fight to stop EFCA. Federal lawmakers in Washington, D.C. must be contacted and urged to OPPOSE the Employee Free Choice Act. Time is running out. Action is required.

Go to www.lvchamber.com today, click on the STOP EFCA icon on the upper-right side of the home page and send a letter to federal legislators asking them to stop this job-killing legislation.

If you are interested in learning more about EFCA and what you can do to fight it, please contact the Las Vegas Chamber of Commerce at 641-5822 or go to our web site at www.lvchamber.com. ■

Executive development ... *continued from page 10*

economy, this type of inside access to top leaders could prove invaluable to the short and long-term success of your business.

Applications for the Leadership Las Vegas Class of 2010 are available now at www.lvchamber.com/leadership-las-vegas/ and this exclusive executive development program accepts only 44 participants each year. Program participants represent a diverse cross-section of the community, representing a wide range of professions. This intensive, comprehensive 10-month program creates strong peer bonds. These classmates become life long personal and business resources. This is a special experience that stays with you long after the program ends.

"A leader establishes a vision and motivates others to achieve it. They do so by demonstrating their personal

commitment in every aspect of their life. A Leadership Las Vegas graduate is a teacher, a counselor, a motivator, a listener and a role model," says John Wilcox, President Irwin Union Bank and Leadership Las Vegas 1992 graduate and member of the Leadership Hall of Fame. Leadership challenges each class to choose how they can make a difference, build other leaders and make a long-term commitment to the community. At the end of the Leadership Las Vegas experience, graduates will have developed a network of relationships throughout the community to bring a fresh, broadened perspective to issues facing Las Vegas and serve as important participants in a unified effort to shape its future.

What are your goals? Who, when and how will you lead? Learn more by visiting www.lvchamber.com/programs/leadership. ■



Call for Nominations!



Celebrate small business
excellence in
Southern Nevada.

**Submit your nominations online.
Five categories to choose.**

- Small Business of the Year
- Innovative Business of the Year
- Green Business of the Year
- Non-Profit Business of the Year
- Entrepreneur of the Year

Nomination forms are available on April 15 at www.lvchamber.com.
Nomination deadline is June 17, 2009.

**The Annual BIZ E's Award Luncheon
September 17, 2009**

Rio All-Suite Hotel & Casino

Register today! Call 702.641.5822 for more information.

Sponsored by:



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 you 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

BannerView.com presents "Not sure how you can sustain your online presence in a down economy? Build it, Promote it, Maintain it, Lease it," an E-Business Seminar on April 2nd. For more information, go to www.bannerview.com/seminar.

AID for AIDS of Nevada hosts the 19th Annual AIDS Walk Las Vegas at 8:00 a.m. Sunday, April 19 at the **World Market Center**. The AIDS Walk serves as AFAN's largest fundraiser of the year, providing funds for programs to assist and educate more than 3,000 men, women and children infected with HIV and AIDS in Southern Nevada.

The Caring Place presents "Dancing with the Las Vegas Stars" at Rain Nightclub at the Palms on Sunday, April 19 at 2:00 p.m. Celebrity dancers include Mayor Oscar Goodman, Chris Philips of Zowie Bowie, Chet Buchanan of KLUC 98.5 FM, World Champion Boxer Ray "Boom Boom" Mancini and actor Brent Barrett.

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

Joe Vassallo, CBP, of **Paragon Pools** and photographer Mary Vail, OSG collaborated on the coffee table book *The Al Fresco Life: Pools, Spas, Bars, and Kitchens*. Proceeds from the sale of the book benefit Clark County School District Title-1 homeless education programs.

The International Association of Gaming Advisors will award prizes of \$2,500 for each of the two best research papers written by students of accredited law schools as part of their class work during the 2008-2009 school year. To be eligible for the 2009 Shannon Bybee Scholarship Award, papers must enhance the understanding of gaming law or recommend a beneficial change in gaming law and be submitted to **Lionel Sawyer & Collins** before July 20.

The Las Vegas Chamber of Commerce 2008 Leadership Class is partnered with the Goodie Two Shoes Foundation to present the inaugural "Smiling Soles" event on Friday, March 20. Five hundred pre-selected children selected their choice of shoes, socks and a toothbrush at the Smiling Soles' event.

Congratulations

The U.S. Environmental Protection Agency (EPA) has awarded **CalPortland Company** the National 2009 ENERGY STAR Award for Sustained Excellence in recognition of its continued leadership in protecting our environment through energy efficiency **CalPortland's** accomplishment over five consecutive years is a feat that has never been matched by any other U.S. building materials company.

Commercial Roofers was recently awarded the National Roofing Contractors Association - Gold Circle Award for the Service to the Industry Category for its scholarship program at the University of Nevada, Las Vegas.

Paul Hoyt, SIOR of **Colliers International** has been named February's Big Brother of the Month by **Big Brothers Big Sisters Southern Nevada**.

John Sawdon, principal vice president of **SHArchitecture**, has been invited to sit as chair of the March of Dimes Revenue Development Committee.

GES Exposition Services has been recognized for customer satisfaction excellence under the J.D. Power & Associates Certified Call Center Program (SM).

Jammie Hsu, owner of **Element7** and VYP Chairman has been honored in *Business Las Vegas 40 Under 40* for 2009.

On the Move

Nevada Commerce Bank announced the company had promoted Corey Friedl to the position of assistant vice president and assistant to the president/CEO.

Johnson Jacobson Wilcox congratulates existing employees Damiana Crimi, Adam Grigsby and Kristin Davis for their promotions to senior accountants and Adam Grigsby in becoming the firm's newest CPA.

Advanced Information Systems recently hired Jay Matos as its vice president of business development.

Las Vegas Handyman has named Pat Moran and Brandon Pace as senior craftsmen.

Keith Doyle has joined the **Sandler Sales Institute** in Las Vegas.

Peter J. Martin has been named vice president of Network Management for **Humana of Nevada**.

Windermere Prestige Properties in Green Valley announced the addition of Alisann Smookler, Kristine Dugan, REALTOR®, and Ed

Haendel as sales associates.

The Nevada Contractors Association recently named Jack Schaefer of Schaefer & Associates to its 2009 Board of Directors.

The Law Offices of Oshins & Associates, LLC, an estate planning and asset protection law firm, is pleased to announce that Jeremy Spackman and Russel Geist have joined the firm as attorneys and that Cristine Parrino has been promoted by the firm to paralegal.

Wheelin' and Dealin'

Red Carpet Marketing has been named the agency of record for Alpha Dental. Red Carpet will be providing all marketing, public relations and media buying services for the practice.

Big Traffic Mobile Billboards Worldwide announced the outdoor advertising firm has contracted with **Stratosphere Hotel & Casino** as part of the property's marketing strategy. The Stratosphere is utilizing WOBIs®, walking billboards, to drive foot traffic through its doors.

1stPlaceMarketing/1stClassWeddings proudly announces the purchase of Las Vegas Woman magazine.

New Location

Eleven Spa Vegas, completed by **Crisci Builders**, celebrated its grand opening at **Town Square**. The full-service spa also includes Ken Paves salon at Eleven Spa.

Cashman Equipment celebrated the grand opening of its new headquarters on St. Rose Parkway. The new headquarters is LEED-certified.

Two To Tangle Ballroom Dance has changed locations. Classes are now held at the Hara Center, 5875 S. Rainbow.

Legends in Concert has moved from **Imperial Palace** to **Harrah's Casino**.

Miscellaneous

Sky High Marketing's web site, www.skyhighmarketing.com, has recently been redesigned. Several new components, including a press release library and a new product searching program, have been added.

Hit N' Run Entertainment's Interactive Media Truck has commenced operations on the Las Vegas Strip.

EJM Development Co. announced the company has launched its new web site, www.ejmdevelopment.com.

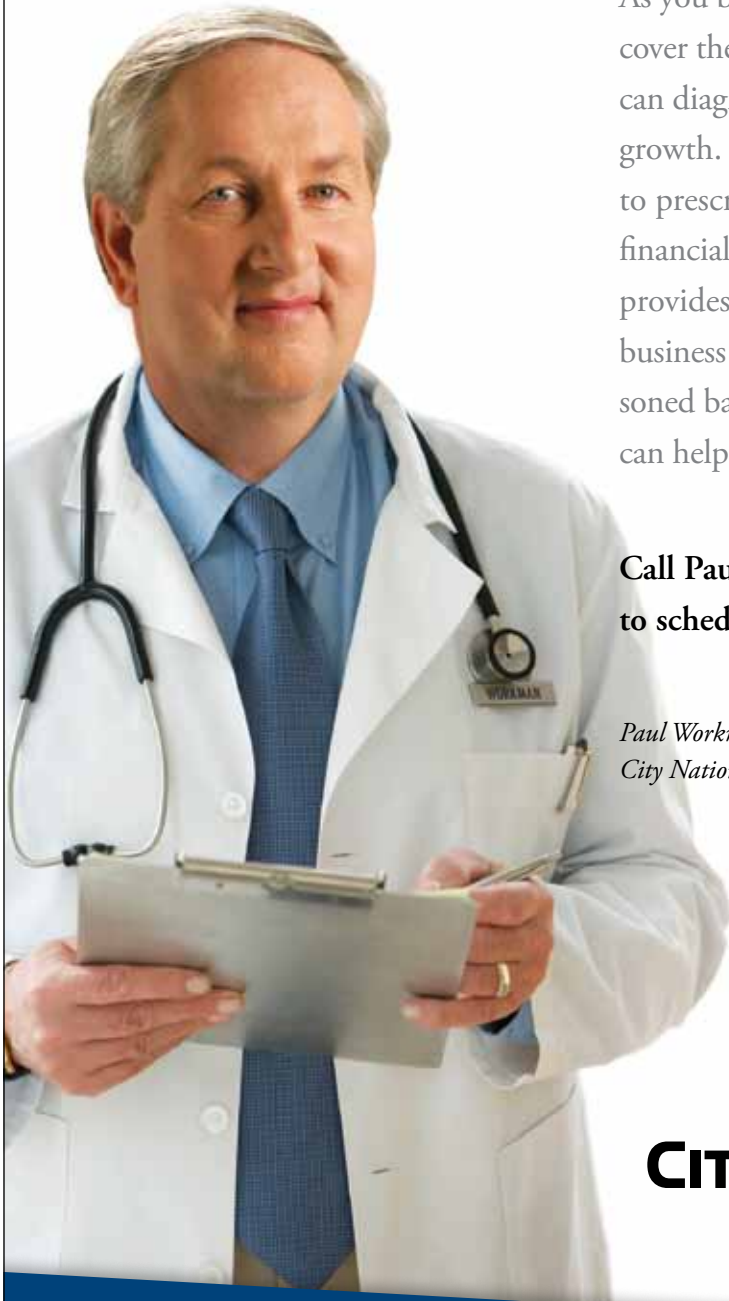
How's your company's fiscal health?

A Financial Check-Up from City National Bank may be just what the doctor ordered.

As you build your business, chances are you'll discover the need to talk to a trusted practitioner who can diagnose the conditions necessary for financial growth. A practitioner who has the credentials to prescribe a treatment to help you achieve your financial goals. A City National Financial Check-Up provides a one-on-one opportunity to assess your business banking relationship with one of our seasoned banking professionals. It's a consultation that can help take you and your business to the next level.

Call Paul Workman today at (702) 952-4440 to schedule your Financial Check-Up!

*Paul Workman, Senior Vice President
City National Financial Specialist*




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In these challenging economic times, you know how important it is to save money. You also understand how important your employees are to your small business and that providing quality health insurance is essential for everyone. Did you know a Las Vegas Chamber of Commerce membership is the key to affordable health coverage?

Thousands of Las Vegas Chamber of Commerce member businesses with 2-50 employees are already taking advantage of the Chamber Insurance & Benefits plan.* 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.

For more information, contact Chamber Insurance & Benefits at:

702.586.3889

www.chamberib.com

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A UnitedHealthcare Company

Las Vegas Chamber
of Commerce

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