

Routing Slip
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What's Inside

LVCVA celebrates 50 years
3

Business Expo 2009
6

Member-to-Member Marketing Expo
10

"Green" powering economic recovery
12

May Calendar of Events
16

www.lvchamber.com

Chamber pro-business agenda considered by Legislature

Several anti-business bills also pending

With one month to go before its June 1 scheduled adjournment, the 2009 Legislative session has heated up, and there are many pending bills that pertain to business. The Chamber's government affairs team has been working full-time to ensure that the interests of business are protected from onerous legislation, particularly from legislation that would harm businesses during these tough economic times.

In addition, the Chamber has been advocating for its reform agenda including making significant changes to the public employees' retirement system and benefits program. Here's an update on pending legislation that may affect your business and the fiscal health of our state.

PERS/PEBP

The Chamber is proactively driving changes to the Public Employees' Retirement System (PERS) and the Public Employees' Benefits Program (PEBP). Combined, these programs currently have an unfunded liability of more than \$10 billion, and it is likely even higher because of declines in the investment market. Unless significant changes are made to PERS and PEBP, the cost of paying these benefits will go up dramatically in the near future and will likely take dollars away from other priorities such as education and transportation.

Senate Bill (SB) 367 makes various changes to the provisions governing the Public Employees' Retirement System including many of the recommendations proposed by the Chamber.

Taxation

The Economic Forum is meeting May 1, and it is likely to project even less revenue for the state than it projected in December. The Economic Forum is responsible for providing forecasts of the state's general fund revenues and by law its projections must be used by the Legislature in setting the state's budget. Although there are no specific proposals for revenue enhancements as of April 23, revenues

may need to be increased in order for the state to provide essential services.

The Chamber has gone on record countless times during the Legislative session stating that considerable reform to PERS and PEBP must be addressed by the Legislature before the business community will consider increasing the tax burden on an already struggling economy.



The Chamber is firmly opposed to a gross receipts tax, a business income tax and increased taxes on the gaming industry. The Chamber remains committed to protecting the interests of businesses and ensuring that any additional taxes be as broad-based as possible, thereby limiting the impact on individual businesses.

General Business

There are several bills that would make it more costly for you to do business or would open your business up to more lawsuits or greater regulation.

Assembly Bill (AB) 22 changes provisions related to trade practices and would make it harder for you to defend against

continued on page 28

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LVCVA celebrates 50 years of contributing to the success of Las Vegas

By Rossi Ralenkotter, President and CEO, Las Vegas Convention and Visitors Authority

Las Vegas has long been recognized as a destination that re-invents itself to continue to stay exciting for its visitors. While Las Vegas has remained an ideal city for gaming, entertainment and other leisure activities, state and community leaders, including the Las Vegas Chamber of Commerce, in the 1950s decided that Las Vegas needed a new market segment to combat the cyclical nature of tourism, which caused a significant decline in the number of visitors on weekdays, throughout the summer months and during the holiday season.

Leaders identified the convention industry as a way to fill rooms, restaurants and lounges during the week. A group of businessmen and elected officials came together and decided that the best way to attract this lucrative market segment would be to build a convention center.

Local residents were opposed initially to committing any tax dollars to such an effort, but the hotel community could see the potential revenue these new visitors would bring. So, the group appealed to the Nevada State

Legislature, and in 1955 a visitor-paid room tax was levied on all hotels and motels in Clark County to finance the construction and market the destination. With this approach, visitors would fund construction of the center.

On April 12, 1959, the Las Vegas Convention Center opened its doors to welcome the World Congress of Flight with 7,500 attendees from 51 foreign nations. The show ushered in an era that would see the city become the leading convention destination in the nation.

While these visionary leaders clearly understood the importance of expanding the tourism base in Southern Nevada, it is doubtful they could have foreseen the incredible impact the convention industry would eventually have on Las Vegas.

As we reflect upon our 50th anniversary and look forward to the next 50 years, I am reminded how the Chamber has been an integral part of our history. Whether it is Herb McDonald who had the vision for the old Las Vegas

continued on page 26



Rossi Ralenkotter

President and CEO
Las Vegas Convention and
Visitors Authority

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Editorial Policy:

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

Helpful Hints:

- Limit the number of releases you send to the single most important happening in your organization.
- No advertisements will be printed in the Member News section.
- No phone numbers will be listed in the Member News section, with the exception of non-profit organizations.
- Outdated material will not be published.
- Membership dues must be current for submissions to be printed.
- The Chamber reserves the right to make the final edit on all submissions.

The Business Voice (USPS #717-970) is published by The Las Vegas Chamber of Commerce.
6671 Las Vegas Blvd. South, Ste. 300
Las Vegas, NV 89119-3290

Annual Subscription \$25
Periodical postage paid at Las Vegas, NV

POSTMASTER: Send address changes to:
The Las Vegas Chamber of Commerce,
6671 Las Vegas Blvd. South, Ste. 300
Las Vegas, NV 89119-3290

Leadership Las Vegas applications for prestigious program due June 5!

Applications for the Leadership Las Vegas Class of 2010 are now available! Leadership Las Vegas is an intensive, comprehensive 10-month program created to strengthen and educate community leaders while providing a unique look at the issues that impact Southern Nevada. This exclusive executive development program will accept only 48 participants this year. Program participants represent a diverse cross-section of the community, representing a wide range of professions. Learn more by visiting www.lvchamber.com/programs/leadership.

standards and measurement systems into her customer service, sales, communication, leadership development and team-building programs.

Special hourly rental rates now available for conference space

Did you know you can hold your next meeting at the Chamber? At the EMBARQ® Conference Center at the Las Vegas Chamber of Commerce there are small conference spaces perfect for most any business meeting. There is a featured space that accommodates up to eight people and is available for only \$40/hr. A 12-person conference room is available at only \$60/hr. Meetings are set up around a “v-shaped” conference table with the capability of using dual 65” plasma displays for presentations. Video conferencing and audio/video recording are also available in this venue. Larger rooms and weekend rates are available as well. For more information contact Business Services at 702.641.5822.

Chamber recognizes Circle of Excellence recipients

Bob Orgill has been a very active Navigator and member of the Business Council. His activity with the Chamber's Business Education Series and Business Expo has helped these programs flourish. For his outstanding leadership, Orgill received the Circle of Excellence award in April 2009.

Joe Caldera of Caldera Wealth Management is the May 2009 recipient of the Circle of Excellence Award. Caldera was an exemplary chairman of the Customer Service Excellence Committee in 2008, and continues to be active with the committee. His participation on the Business Council has been a great support to the Chamber.

Business Survival Series - Building more effective relationships in a tough economy

Date: Monday, May 11

Time: Check-in 8:00 - 8:30 a.m.
8:30 a.m. - Noon program

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

Cost: \$20 for Chamber members only. Must register by Thursday, May 7. Contact Member Services at 702.641.5822 for more information.

Business Survival Series - Building More Effective Relationships in a tough economy

Are you running your business with less people in these turbulent times? Is it more difficult to motivate your team? Do conflicting priorities and preferences cause miscommunication and result in frustration, errors and poor performance? Is your team struggling to connect with existing customers or to generate new ones? Then don't miss the next Business Survival Series session: “Building more effective relationships in a tough economy” on Monday, May 11. This session focuses on your priorities, preferences, motivators and stressors in your daily work life. You will discover strategies to increase your effectiveness:

- When trying to connect and communicate to colleagues, customers or employees
- When problems arise and need to be solved
- When things get tense and conflict occurs

During the session, you will receive a personalized report that harnesses the power of your individual assessment data to provide a wealth of information about your workplace priorities and preferences. This knowledge will help you work more effectively with all the people in your workplace. The bottom line: An efficient, competent workplace that generates results! A workplace where people can make the most of their talents and enjoy what they're doing. This event is open exclusively to Chamber members.

Sue Beyer, President of OSS/Beyer Training & Development, will conduct this interactive session. Beyer experienced a variety of roles prior to founding her company in 1989. Her current role as a Performance Consultant is focusing on Operations & Professional Development incorporating process redesign, productivity analysis, performance



Chamber Night at Spring Mountain Ranch features West Side Story

Mark your calendar for Tuesday, July 21, and plan to attend an evening under the stars at the beautiful Spring Mountain Ranch State Park. This year's stage performance of *West Side Story* is sure to be a

fast-selling event for everyone! Bring a picnic basket and the whole family! Win prizes, network and get a breathtaking view of Red Rock Canyon. Hosted by the Chamber Prospectors, sponsorships for this event are now available. Tickets are only \$5.00 each! Contact Member Services for more information at 702.641.5822.

continued on page 26



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.

Sponsored by the Las Vegas Convention and Visitors Authority • LVCVA.com

Business Expo 2009 key to surviving a slow economy

One of the biggest, most popular networking and business-building events in the city, Business Expo on June 24, is shaping up to be the best marketing resource for business owners in a slow economy.

Business Expo, a combination tradeshow and networking event, that offers cost effective marketing opportunities for any size business.

“Obviously, one of the leading concerns of business owners right now is building and keeping a solid customer base,” says John Molchon of Faith Community Lutheran Church & School and Business Expo 2009 chair. “You won’t find a better place than Business Expo to really jump-start those efforts and give your business a push ahead of the competition.” Now more than ever it is vital that businesses get out in front of potential customers and with an expected 2,000 attendees, Business Expo is a low cost marketing option for members.

What makes Business Expo such an important venue for Chamber members to market their companies?

“Business Expo is unique in several aspects,” says Molchon. “Exhibiting opportunities are open exclusively to Chamber members, yet attendance is open to the entire business community, so that really gives Chamber members an advantage. Business Expo is also a very well-known and popular event with solid, consistent attendance numbers. It’s an event with a proven track record. Last but not least,” explains Molchon, “The Chamber has really stepped up efforts this year to connect small businesses with the specific resources they need to survive and compete during this economic slowdown. This year’s Business Expo will be an extension of those efforts.”

To make Business Expo even more valuable, there will be free Wi-Fi access sponsored by Smart City for all exhibitors as part of a basic booth set up. “Green” business efforts will also be showcased at Business Expo and member businesses can stand out and show their green side. GES Exposition Services, the Chamber’s partner in Business Expo, is offering exhibitors additional

services and amenities to make their tradeshow experience even more valuable. For more information regarding venue details or additional services visit www.lvchamber.com/expo.

This half day event is designed to help exhibitors and attendees maximize their networking efforts by providing a diverse audience. Business Expo can help generate leads, make key business contacts and be instrumental in finding suppliers vital for your business growth. Business Expo 2009 will be held Wednesday, June 24 in its new location, the Las Vegas Convention Center South Hall I. Parking is free for attendees! Business Expo is from Noon to 6 p.m. Mark your calendars and explore the possibilities!

Booth and sponsorship reservations are now available and are going fast!

To learn more about how you can be involved with Business Expo 2009, call 702.641.5822 or visit www.lvchamber.com/expo.

Pre-planning a highly-successful trade show

Staffing the show

Consider which of your staff members will work your booth, and which will work the exhibit floor. Why? In addition to attracting attendees to your booth, you’ll also want to take advantage of Business Expo’s business-to-business networking opportunities by visiting other exhibitors and introducing yourself.

In the booth

Make your booth “interactive” by engaging attendees as they walk the aisles. Consider offering a complimentary promotional item or other small give-away or invite people to place their business card into a prize drawing. You can also distribute your company literature with a smile and an engaging question that encourages the attendee to stop and chat. For example: “Would you like to learn more about our free small business checking programs?”

Tracking your prospects

Come to Business Expo with a system for tracking professionals who visit your booth. Have a planner handy for setting on-the-spot appointments, and make notes on the backs of business cards about who you need to follow up with, and why. You can also hold a drawing to encourage attendees to give you their cards.

In the next issue of *The Business Voice*, we’ll offer tips on how to run a flawless exhibit and make the most of your Business Expo 2009 investment! ■



EXPLORE THE POSSIBILITIES
BUSINESS EXPO
2009

“Business Expo is also a very well-known and popular event with solid, consistent attendance numbers. It’s an event with a proven track record”

Complimentary Business Expo 2009 Exhibitor Workshop

Date: Monday, May 18

Time: 8:30 a.m. Check-in 9:00 - 11:00 a.m. Program

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

Details: Get the inside scoop on having a successful Business Expo exhibit! **This free “insider’s event” is open exclusively to registered Business Expo exhibitors.** Topics will include pre-show planning and marketing, attracting attendees to your booth, Las Vegas Convention Center rules and regulations, effective booth layout, use of graphics, booth set-up, booth staffing, use of giveaways and drawings and much, much more.

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Learn the “Three Essentials of Superior Leadership” during tough times

Business Education Series



John Zulli

Date: Wednesday, May 13
Time: 7:00 - 7:30 a.m. Registration, networking & continental breakfast
 7:30 - 9:00 a.m. Program
Location: EMBARQ® Conference Center at the Las Vegas Chamber of Commerce
 6671 Las Vegas Blvd. South, Ste. 300
Speaker: John Zulli
Program: “Power in the Workplace: The Three Essentials of Superior Leadership”
Details: Cost is \$35 for Chamber members, \$50 for non-members, \$55 for all walk-ins. Any reservation made the week of an event will be subject to a \$5 surcharge.

Sponsored by Nevada Public Radio/KNPR and Payroll Solutions Group

Being an effective leader has always been a challenging undertaking; leading others during recessionary times can be an even more daunting prospect. Do you have what it takes? Remember that employees rarely quit jobs, they often quit bosses! Now more than ever it is vital to motivate and keep talent so that your business can stay competitive and deliver excellent service.

John Zulli will be the featured speaker at the May 13 Business Education

Series (BES) session. Zulli will help you fine-tune your leadership skills so you can achieve exceptional results in your workplace. Some of the topics will include:

- The “three C’s” of exceptional leadership and avoiding costly mistakes
- The single most important communication skill
- The three techniques of motivating anyone
- Effectively confronting unwanted behavior and managing different personalities
- How to give instructions that get the job done and how to inspire team work
- One technique for keeping your composure under pressure

The Chamber is currently looking for speakers for its 2010 BES Series. Contact Member Services at 702.641.5822 or visit www.lvchamber.com/programs/bes.html. ■

“Be a Better Speaker” and build your leadership skills

Toastmasters International, a world-wide organization, best known for helping professionals develop effective communication and presentation skills, is stepping up its efforts to help its members weather a slow economy by giving them top-notch business skills in the form of the “Be a Better Speaker” series. “It’s not just about being able to talk in front of people,” says Kay Collis, Distinguished Toastmaster and District Three Governor. “It’s about conveying messages effectively.”

Collis is a long-time advocate of Toastmasters and is heavily involved in Chamber Voices Toastmasters, the Chamber’s member-exclusive Toastmasters club. Chamber Voices meets at the Las Vegas Chamber of Commerce Town Square offices twice each month (see pages 16 & 17 for May meeting dates).

“This program is for anyone in a management position where they lead a group,” explains Collis. “It’s for sales and marketing professionals, and those who make presentations to boards or speak before government agencies.” Collis emphasizes the value of having solid, persuasive and effective communication skills when conducting negotiations, presenting a case, pitching a product, asking for a loan or during a job interview.

“Communication skills and leadership skills are life skills,” explains Collis. The “Be a Better Speaker” series will help business professionals step up and prepare themselves to take on new and effective leadership roles. “When you just

Chamber Voices Toastmasters “Be a Better Speaker” Series

Date: Friday, May 15 & Friday, May 29 (5-part series continues June 5 & 19 and July 10)
Time: 8:00 a.m. Check-in
 8:30 – 11:30 a.m. Program
Location: Executive Conference Room at the Las Vegas Chamber of Commerce
 6671 Las Vegas Blvd. South, Ste. 300
Details: Chamber members pay \$50 per single session/\$200 for the five-part series; cost for non-members is \$65 per single session or \$275 for the series. Contact Member Service to RSVP at 702.641.5822 or register on line at www.lvchamber.com

“wing it” you can miss making valuable connections with those you’re speaking to.”

The “Be a Better Speaker” series will focus on topics ranging from how to start and end an effective presentation, speech preparation, and keeping an audience engaged. Sessions will be hosted by leaders in the industry who are Toastmasters experts. Participants will receive feedback and constructive critiques on their performances.

Membership in Chamber Voices Toastmasters is just \$45 every six months. There is no charge for guests. For more information contact David Entler at 702.586.3802. ■

“This “program” is for anyone in a management position where they lead a group. It’s for sales and marketing professionals, and those who make presentations to boards or speak before government agencies.”

Uncertain times call for a certain bank.

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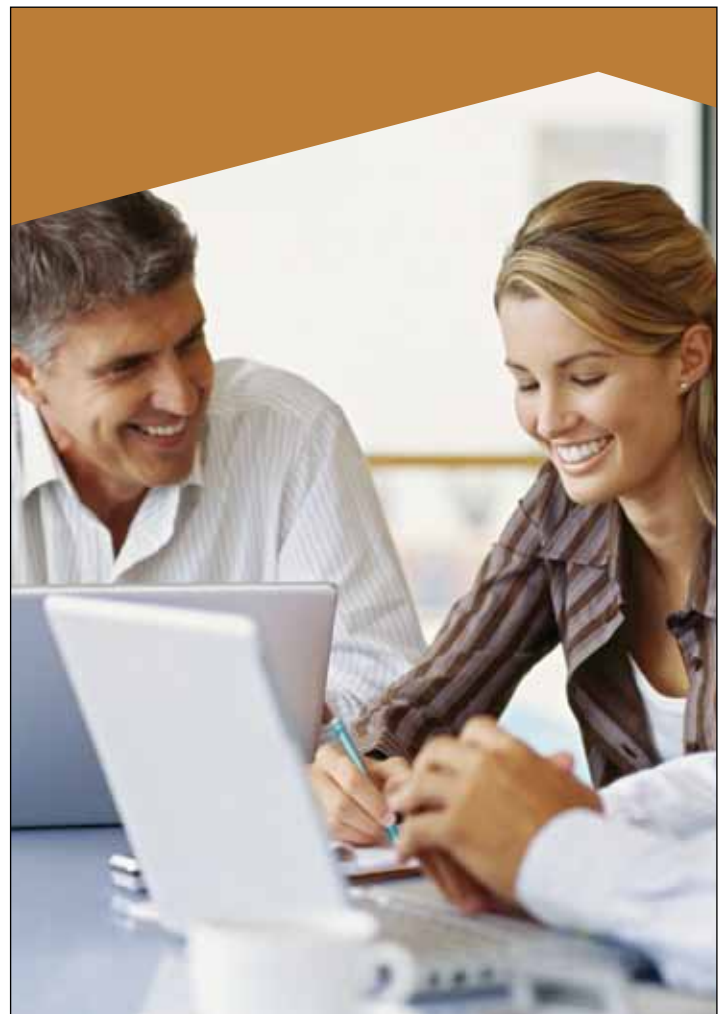
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Member-to-Member Marketing Expo: Low cost marketing option for members



to attendees. Table displays are available to members for only \$100. To secure your table top, register at www.lvchamber.com or call 702.641.5822 and ask for Member Services.

Join us each month at the Chamber office in Town Square and learn more about member services, money-saving and discount programs and meet Chamber members ready to do business with you. Meet prospective customers, connect with experienced Chamber members and jump-start your Chamber experience, ensuring you maximize the benefits of membership. The Member-to-Member Marketing Expo is hosted by the Chamber Navigators and they are on site to help answer your questions about getting

During these challenging economic times, it is vital to find unique and effective ways to market your business and services to potential customers. What better way than at the Member-to-Member Marketing Expo--a high-energy “mini tradeshow.” If you’re a new member, existing member or want to learn more about becoming a member of the Las Vegas Chamber of Commerce, our Member-to-Member Marketing Expo is a great way to get started.

Member-to-Member Marketing Expo is always complimentary to attend and you can attend as many as you like. At this monthly event there are “table-top display” opportunities that allow Chamber members to showcase their products and services

the most of your Chamber membership. RSVP for the next Member-to-Member Marketing Expo by calling 702.641.5822. ■

Member-to-Member Marketing Expo

Date: Thursday, May 14
Time: 4:00 – 5:30 p.m. Program
Location: EMBARQ® Conference Center at the Las Vegas Chamber of Commerce at Town Square, 6671 Las Vegas Blvd., South, Suite 300
Details: Sponsored by Chamber Insurance & Benefits (CIB), LLC and Health Plan of Nevada

Support the local economy - spread the word

On April 16, the Las Vegas Chamber of Commerce and the Las Vegas Convention & Visitors Authority (LVCVA) launched a new campaign called “Stay and Play Here” to encourage our local community to take a break and stay locally. While individual properties have been marketing to locals, the www.stayandplayhere.com website gives locals a convenient one-stop location for special offers.

Mesquite. With the Stay and Play Here campaign, the only VIP card you need is your Nevada driver’s license or ID. Local ID’s will give residents access to all of the world-class amenities for which the Las Vegas area is famous, at affordable rates. There is no better time for locals to take a break in their own backyards, while at the same time support our local economy.

Stay and Play here

The Stay and Play Here campaign encourages our local community to stay and play right here in Southern Nevada, including Las Vegas, Laughlin, Boulder City, Primm and

There is a link to the Stay and Play Here website on the front page of the Chamber’s website www.lvchamber.com. ■

Link to
Stay and Play
Here on the
Chamber website



Technology Business Alliance of Nevada (TBAN) connects Chamber members to technology

Did you know your membership in the Las Vegas Chamber of Commerce entitles you to a free membership in TBAN – the Technology Business Alliance of Nevada? The Chamber formed this partnership in recognition of the growing importance of technology to the future of business in Southern Nevada. TBAN and the Chamber remain committed to exposing all business to the exploding and ever-changing technology environment.



TBAN is an established non-profit organization with a proven program of work in Southern Nevada. The organization concentrates on developing entrepreneurship and

fostering the growth of existing high-tech companies and is establishing itself as the premier conduit linking technology-based companies throughout the Valley. TBAN hosts monthly information luncheons at Cili and hosts the Tech Nevada Honors in October. Visit www.tban.us for more information on events and program details.

Rich Lopez of Teksystems serves as the 2009 TBAN chair and he shares some insights on this evolving and growing niche organization:

Q: What is the primary mission of TBAN?

“The core purpose of TBAN is two-fold: 1) TBAN is committed to increasing the awareness of the ever-growing, diverse technology community in Nevada; and 2) connecting the technology and business communities to the resources necessary for continued growth and success.”

Q: What type of opportunities exist for Las Vegas Chamber of Commerce members interested in getting more involved with TBAN?

“TBAN is constantly growing, and offers Chamber members the opportunity to network with a diverse group of business leaders and gain exposure to the latest trends in technology and innovation.”

Q: Are there TBAN programs/events on the horizon that would be of particular interest to small business owners?

“Our June luncheon will feature a discussion of IBM’s “A Smarter Planet” initiative. The initiative demonstrates ways in which the inter-connectivity of the world’s economic, social and technical systems can be utilized for global good. More information can be found at www.ibm.com.

Contact TBAN at 702.586.5889 or visit www.tban.us for more information. ■

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.

Las Vegas Chamber of Commerce

“Green” powering economic recovery

The federal government recently passed a \$787 billion economic recovery plan designed to put millions of Americans back to work. The recovery bill emphasizes investment in projects that can be deployed quickly and create jobs, thus fueling the economy's growth. The American Recovery and Reinvestment Act of 2009 includes billions of dollars that may be used for green building, retrofitting, energy efficiency and renewable energy projects, including those in federal facilities, states, localities, and tribal areas; schools and housing. As a small business you may be able to benefit from stimulus projects and tax credits that are part of this recovery plan.

Central to the American Recovery Act is energy efficiency. Some experts estimate that energy efficiency in existing buildings can generate \$160 billion in savings by 2030.

energy law to provide support to states, localities, and tribal governments for energy efficiency and conservation programs and projects. Under the Act, \$2.8 billion will be distributed by formula, and \$400 million will be administered through competitive grants.

Public Housing: The Act provides \$4 billion for the Public Housing Capital Fund, which provides funds to public housing agencies nationwide for the development, funding, and modernization of public housing developments. Under the Act, \$3 billion of the funds will be distributed by formula, and \$1 billion will be made available as competitive grants “for priority investments, including investments that leverage private sector funding or financing for renovations and energy conservation retrofit investments.”

Green Jobs: The Act provides \$3.95 billion for training and employment services under the Workforce Investment Act, including \$500 million “for research, labor exchange and job training projects to prepare workers for careers in energy efficiency and renewable energy industries.” Additionally, the bill provides \$250 million for building, rehabilitating, and acquiring Job Corps Centers, of which up to 15 percent (\$37.5 million)

may be directed “to meet the operational needs of such centers, which may include training for careers in the energy efficiency, renewable energy, and environmental protection industries.”

Included are some selected highlights of the American Recovery Act and other tips to help you benefit from energy efficient practices.

Green Federal Facilities: The law provides \$5.55 billion to the federal General Services Administration (GSA) for federal buildings, including \$4.5 billion for measures to make GSA facilities “high-performance green buildings,” as defined by the 2007 energy law. The law also requires that \$4 million of funds provided be directed for GSA's Office of Federal High-Performance Green Buildings, which was created by the 2007 energy law.

Home Weatherization: The Act provides \$5 billion for the federal Weatherization Assistance Program, which provides assistance to low-income families in weatherizing and improving the energy efficiency of their homes. To broaden the program's reach, the Act increases the income levels covered by the program (from 150 percent of the federal poverty level to 200 percent) and the amount of assistance available for each housing unit (from \$2,500 to \$6,500). The Act also increases the percentage of funding that may be used for training and technical assistance (from 10 percent to up to 20 percent).

Energy Efficiency in States and Localities: The Act provides \$3.2 billion for the Energy Efficiency and Conservation Block Grant program, which was established by the 2007

Tax Incentives for Energy Efficiency and Renewable Energy:

Energy-Efficient Existing Homes: Existing federal law provides an individual tax credit of 10 percent of expenses for certain energy-efficient improvements to existing homes. Previously, the tax credit offered specific, capped amounts for qualified property. Under the bill, the amount of the credit has been raised to 30 percent for 2009 and 2010, and these technology-specific caps have been lifted and replaced with a \$1,500 total cap on installations that may qualify for credit. Referenced efficiency levels have also been updated.

Renewable Energy Production Tax Credit: The bill extends the production tax credit for wind facilities by three years to 2013, and for solar, biomass, geothermal, landfill gas, trash combustion, hydropower, and marine and hydrokinetic to 2014.

Temporary Election of Investment Tax Credit: Recognizing the uncertainty of investor tax liability owing to the economic downturn, the new law temporarily permits eligible taxpayers to elect the investment tax credit instead of the tax credit for production of renewable energy for facilities placed in service after December 31, 2008. Additionally, the bill modifies the

continued on page 28



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Small business loan preparation tips from the experts!

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

In our final installment of articles outlining the myriad of ways entrepreneurs can obtain non-traditional financing in a slow economy, we're going to look at the elements of a solid loan application. Regardless of what type of funding you're applying for - traditional, non-traditional, venture capital or angel investing - there are key things to be aware of that can make or break the approval of your request. Let's start by dispelling a couple of myths.

While financing is still available for qualified, knowledgeable and prepared small businesses, various pieces of stimulus legislation in the works will not speed up the traditional loan application process, or provide relaxed standards for borrowers. In fact, while lending requirements are not significantly more onerous than in the past, bankers and financial institutions will insist on seeing not just a standard business plan proposal, but one that includes provisions for operating in a slow economy.

Here are some other things to consider in preparing your business loan application:

Get your personal financial house in order

Perhaps one of the greatest challenges of small business owners - particularly sole proprietorships and partnerships - is that personal credit is inextricably tied to business credit. One of the most important protections for small businesses, particularly start-ups, is to create a firm distinction between business and personal finance. This means keeping business banking and bookkeeping/accounting practices completely separate from personal finance as much as possible. Also take great care that you don't sacrifice your personal credit in an attempt to shore up your business finances. Many small business owners forego their own salary to pay their business debt, only to fall behind on personal financial obligations. The result can be damage to your personal credit that negatively impacts your ability to obtain business financing.

Find the right lender

Instead of just walking into the first bank you see and asking for a loan application, do a little bit of homework beforehand to learn more about the various types of loan products different institutions have. You should also consider agencies including the Small Business Administration (SBA) and the Nevada Microenterprise Initiative (NMI).

Follow all instructions

Make sure you complete your loan application in its entirety and provide copies of all documents requested, such as profit & loss statements, financials, tax return, business plans, market analysis and cash flow projections, etc. More loan applications are kicked back for their incomplete nature than because of the qualifications of the borrower. If there's a section you don't understand or feel unable to complete, get direction from your banker or financial advisor before submitting the application.

Tell the truth!

This may seem like a no-brainer, but my colleagues in the financial industry tell me one of the leading mistakes loan applicants make is in "fudging" the numbers. Bankers will follow the paper trail and they'll need to see solid realistic and credible information to justify making you a loan. Not only must the numbers be truthful, accurate and verifiable, they must be tied to your marketing plan and show reasonable probability for sustaining operations.

Be your own best advocate

You need to understand the fundamentals of your business plan inside and out to effectively "sell" yourself to a lender. This goes beyond the numbers - you must be able to demonstrate why your business is viable, what your plans are for moving it forward and sustaining it in a slowing economy.

Nevada is home to many institutions and lending organizations that all have a vested interest in the success of our small business community. There may be a great deal of frustration on the lending front right now, preparation paired with perseverance can still create a positive outcome for lenders and loan-seekers alike. ■

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. Special thanks to Dennis Wengert (SBA), Anna Siefert (NMI) and Kim Stiles (Nevada State Bank) for their assistance in researching this article.





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May Chamber Events

5

Business Survival FREE Legal Solutions for Small Business

When: Tuesday, May 5
Time: Appointments available at 6:10 p.m. & 7:10 p.m.
Location: EMBARQ® Business 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 you resources you can't get anywhere else. There is no charge for this service, though an appointment is required. Call Emily Hayes at 702.586.3840.



11

Business Survival: Building More Effective Relationships in the Workplace

When: Monday, May 11
Time: 8:00 - 8:30 a.m. Check-in & networking
 8:30 a.m. - Noon Program
Location: EMBARQ® Conference Center at the Las Vegas Chamber of Commerce
 6671 Las Vegas Blvd. South, Ste. 300 at Town Square
Details: Are you running your business with less people in these turbulent times? Is it more difficult to motivate your team? Do conflicting priorities and preferences cause miscommunication and result in frustration, errors and poor performance? Is your team struggling to connect with existing customers or to generate new ones? This session, featuring presenter Sue Beyer, focuses on priorities, preferences, motivators and stressors in your daily work life. Open exclusively to Chamber members, cost for this event is \$20. RSVP before Thursday, May 7.

11

Vegas Young Professionals (VYP) Toastmasters

When: Monday, May 11
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.



Hosted by:



12

Vegas Young Professionals (VYP) Bigwig Lunch Time

When: Tuesday, May 12
Time: 11:30 a.m. - Noon Registration & networking
 Noon - 1:00 p.m. Lunch & program
Location: Morton's The Steakhouse, 400 E. Flamingo Rd.
Speaker: Speaker: Tony Hsieh, CEO, Zappos.com
Details: VYP is excited to welcome Tony Hsieh, CEO of Zappos.com. Hsieh started his career with Zappos as an advisor and investor just two months after the company was founded in 1999, and today, holds the company's top leadership position. Under his direction, Zappos grew gross merchandise sales from \$1.6 million in 2000 to more than \$1 billion in 2008 by focusing relentlessly on customer service. Learn the secrets of Hsieh's success at this month's BLT! 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.vegasypp.com.

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13

Business Education Series (BES)

"Power in the Workplace: The Three Essentials of Superior Leadership"

When: Wednesday, May 13
Time: 7:00 - 7:30 a.m. Registration, networking & continental breakfast 7:30 - 9:00 a.m. Program
Location: EMBARQ® Conference Center at the Las Vegas Chamber of Commerce
 6671 Las Vegas Blvd. South, Ste. 300 at Town Square
Program: "Power in the Workplace: The Three Essentials of Superior Leadership"
Speaker: John Zulli
Details: Being an effective leader has always been a challenging undertaking; leading others during recessionary times can be an even more daunting prospect. John Zulli will present a session that will help you fine-tune your leadership skills so you can achieve exceptional results in your workplace. Cost is \$35 for Chamber members, \$50 for non-members, \$55 for all walk-ins.

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13

Chamber Voices Toastmasters

When: Wednesday, May 13
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? Membership in Toastmasters is just \$45 every six months. There is no charge for guests.



13

President's Club and Board of Advisors Mixer

When: Wednesday, May 13
Time: 5:00 - 7:00 p.m.
Location: Double Helix Bar & Boutique at The Shoppes at The Palazzo
 3327 Las Vegas Blvd S.
Details: Relax, mix & mingle at the Double Helix Bar & Double Helix Boutique, a unique Las Vegas wine bar and wine retail concept located in The Shoppes at The Palazzo. Exclusively for President's Club and Board of Advisors - Chamber members only. RSVP is appreciated.

Hosted by:



14

Member-to-Member Marketing Expo

When: Thursday, May 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: Take advantage of this exceptional opportunity to learn more about how the Chamber works for you! In addition to providing information about Chamber programs and benefits, this event is open to members who would like to showcase their products & services to other members via table-top displays. See article on page 10 for details.

Sponsored by:



15

Chamber Voices Toastmasters "Be a Better Speaker" Series

When: Friday, May 15 (First of 5 sessions)
Time: 8:30 a.m. Check-in
 9:00 - 11:30 a.m. Program
Location: Executive Conference Room at the Las Vegas Chamber of Commerce
 6671 Las Vegas Blvd. South, Ste. 300 at Town Square
Details: Toastmasters presents the "Be a Better Speaker" series, designed to help you take your leadership and communication skills to the next level. See article on page 8 for additional details. Chamber members pay \$50 per single session or \$200 for the five-part series; cost for non-members is \$65 per single session or \$275 for the series.



18

Business Expo Exhibitor Workshop

When: Monday, May 18
Time: 8:30 a.m. Check-in
 9:00 - 11:00 a.m. Program
Location: EMBARQ® Conference Center at the Las Vegas Chamber of Commerce
 6671 Las Vegas Blvd. South, Ste. 300 at Town Square
Details: This free "insider's event" is open exclusively to registered Business Expo exhibitors. Topics will include pre-show planning and marketing, attracting attendees to your booth, Las Vegas Convention Center rules and regulations, effective booth layout, use of graphics, and much, much more. RSVP is appreciated.

19

Business Survival: FREE Legal Solutions for Small Business

See May 5 for time and location details

20

Business Survival: Guerilla Marketing Tactics, Video & Social

When: Wednesday, May 20, 2009
Time: 8:00 a.m. Check-in and networking
 8:30 - 10:00 a.m. Workshop
Location: Executive Conference Room at the Las Vegas Chamber of Commerce
 6671 Las Vegas Blvd. South, Ste. 300 at Town Square
Speaker: Maria Gudelis, VP of Social Media, Wildhorse Performance Marketing
Details: How to use simple video social media tactics and boost your revenue. Discover low cost, tactics using a simple flip video camera and free social media. This is a fast way for small businesses to attract customers. There is no charge for Chamber members; a \$20 fee to non-members. RSVP by May 15.

20

Membership Power Luncheon

When: Wednesday, May 20
Time: 11:30 a.m. Registration & networking
 Noon - 1:00 p.m. Lunch & program
Speaker: Billy Vassiliadis, CEO, R&R Partners
Location: Four Seasons Hotel, 3960 Las Vegas Blvd. South
Details: The Success of Marketing Las Vegas to the World and Future Strategic Plans. Cost is \$50 for Chamber members with guaranteed prepaid reservations; \$65 for non-members with guaranteed prepaid reservations; and \$70 for all walk-ins.

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20

TBAN May Luncheon

When: Wednesday, May 20
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.



21

5-Minute Networking

When: Thursday, May 21
Time: 5:00 - 5:30 p.m. Registration & networking
 5:30 - 6:30 p.m. Program
 6:30 - 7:30 p.m. Mixer
Location: Homewood Suites by Hilton, 10450 S. Eastern Ave., Henderson
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. 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.

Hosted by:



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21

Vegas Young Professionals (VYP) Fusion Mixer

When: Thursday, May 21
Time: 6:00 - 8:00 p.m.
Location: CatHouse at Luxor Las Vegas, 3900 Las Vegas Blvd. South
Details: Join VYP at CatHouse Las Vegas, where the fusion of restaurant, lounge and performance makes for a fantastic networking environment for young professionals.

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Complimentary appetizers and drink specials will be offered to all VYP members and guests. Cost is \$10 per VYP member;

27

Chamber Voices Toastmasters

See May 13 for time and location details

27

New Member Breakfast

When: Wednesday, May 27
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:



20

27

Vegas Young Professionals (VYP) Business 101

When: Wednesday, May 27
Time: 11:30 a.m. - Noon Registration & networking
 Noon - 1:00 p.m. Lunch & program
Location: EMBARQ® Conference Center at the Las Vegas Chamber of Commerce
 6671 Las Vegas Blvd. South, Ste. 300 at Town Square
Details: Leonard C. Wright, "The Monday Doctor," will provide financial guidance through an interactive discussion. Wright has been featured in the national media for his insight into personal and business financial issues. From personal to business finances, bring your questions to the money doctor. Cost is \$20 per VYP member; \$35 per non-member. Register online at www.vegasyp.com or call 702.735.2196.

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20

28

Business After Hours

When: Thursday, May 28
Time: 5:00 - 7:00 p.m.
Location: Red Rock Harley Davidson, 2260 S. Rainbow Blvd.
Details: Mix and mingle with other business professionals while checking out the newest offerings from Harley-Davidson. There is no charge or RSVP for Chamber members; a \$15 fee and RSVP applies to non-members.

Hosted by:



Chamber Voices Toastmasters "Be a Better Speaker" Series

See May 13 for time and location details

29

President's Club



President's Club Member



President's Club Member



President's Club Member



President's Club Member

Spotlights

Valerie Glenn President, CEO and Owner The Glenn Group

Valerie Glenn leads one of the largest advertising and public relations agencies in Nevada. Her accomplishments include being named Master Entrepreneur of the Year by the Business Report, Marketer of the Year by the American Marketing Association, 2007 Raymond I. Smith Civic Leader of the Year by the Reno-Sparks Chamber of Commerce and has been awarded the Thomas E. Wilson Lifetime Achievement Award by the Advertising Association of Northern Nevada. Glenn is a member of the International Women's Forum of Nevada and serves on the board of Employers Holdings, Inc.

Gina B. Polovina Vice President of Government & Community Affairs Boyd Gaming Corporation

Gina Polovina joined Boyd Gaming in 1994. She coordinates the company's political and charitable activities and serves as its lobbyist on local, state and national issues. She is a 1998 Leadership Las Vegas graduate and serves on the board of trustees of the Las Vegas Chamber of Commerce and the United Way of Southern Nevada. She chairs the Nevada Volunteers and is the founder of *nevadagives.org*. Most recently, she was inducted into the Women's Chamber of Commerce Women's Hall of Fame.

Felix D. Rappaport President & Chief Operating Officer Luxor Las Vegas

Felix D. Rappaport has more than 30 years of experience in hospitality management. Rappaport is President and COO of Luxor Hotel & Casino. Luxor is constantly evolving under his direction and quickly becoming a destination of choice. With MGM MIRAGE, Rappaport has served in executive management with New York-New York Hotel & Casino, MGM Grand, Treasure Island and The Mirage. Rappaport is affiliated with many industry and charitable programs and was named Nevada Hotelier of the Year and Nevada Volunteer of the Year.

Satoshi Sakamoto CEO, Chairman Konami Gaming, Inc.

Satoshi Sakamoto is the president of the Konami Group's Gaming Division and also CEO of Konami Gaming, Inc., Las Vegas and Konami Australia Pty Ltd in Sydney, Australia. Sakamoto oversees all facets of both companies, including proper corporate governance and compliance with the Sarbanes Oxley Act. Sakamoto studied science in Japan and the U.S. He has been the managing director of companies for more than 25 years, the past 14 of which have been in the gaming industry.

Board of Advisors Spotlights



Chris Breed, CHA, RRP Southwest Regional Vice President Desert Rose Resort

Chris Breed has more than 20 years in the vacation ownership and hospitality industry. She relocated to Las Vegas to oversee the operations of the Desert Rose Resort and its multi million-dollar renovation, which was completed in the first quarter of 2008. Chris serves on numerous committees and associations for Shell Vacations Club, and belongs to several local organizations.



Linda Johansen-James President/COO American Kiosk Management

Linda Johansen-James is the president and chief operating officer for American Kiosk Management (AKM). Founded in 1997, AKM, which represents Proactive Skin Care Products, employs over 1500 employees in 677 locations in 50 states as well as Canada. Johansen-James was the director of membership and marketing for the Salt Lake Area Chamber of Commerce and also CEO of her own marketing company. Johansen-James is very active in St. Jude Children's Research Hospital and now serves as the treasurer of Camp Soaring Eagle Foundation in Sedona, Arizona.



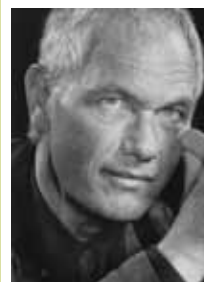
Cheryl Kypreos President Engle Homes Nevada

Cheryl Kypreos is the president of the Nevada division of Engle Homes, a member of the TUSA family of companies. A native of Las Vegas with more than 10 years of homebuilding experience, she joined Engle Homes in May 2006, and was named as the youngest female president of a national, publicly-traded homebuilder. Kypreos is a graduate of Arizona State University and is a licensed CPA, real estate agent and contractor.



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 LVCC Community Achievement Award.



Richard MacDonald Artist The Art of Richard MacDonald

Artist Richard MacDonald has achieved international distinction for his sculpture, paintings and drawings, and has been the recipient of innumerable national and international awards. Celebrating realism and the expressive power of figurative sculpture, his work harnesses the sensuous physicality of humanity's heroic spirit. With passion and creativity he has reinvested art with a sense of the worth of the individual, and has led the way to a new era of meaning and emotion in art. His gallery is located in the lobby of "O" in Bellagio.

Board of Advisors Spotlights Continued



William P. Moore II
Chief Executive Officer
Desert Radiologists

William P. Moore II joined Desert Radiologists in 2006 to provide hands-on management of daily operations as well as oversee the company's strategic development and long-term institutional goals. Moore works closely with the senior management team and assists with internal functions for the achievement of corporate objectives. With nearly 20 years of management and leadership experience in healthcare, Moore has provided leadership and direction to major hospitals and medical organizations.



Nicole Oden
Owner
Eleven Spa Vegas

Nicole Oden is a self-proclaimed "numbers girl," and her career path is proof of it. Moving from the automobile industry to managing money for high net worth individuals with Smith Barney, Oden has contributed greatly to the success of her employers and clients. Never intending to leave the investment business, Oden opened a concierge spa in Delray Beach, Florida in 2004. With the immediate success of the business, Oden is now focusing on her new venture, Eleven Spa Vegas, a 20,000 square foot spa that opened in early 2009 in Town Square Las Vegas.



Luke I. O'Neill
President
Henderson International School

The Henderson International School is a private school offering a comprehensive college preparatory curriculum as a member of the Meritas family of schools. Luke O'Neill joined the school in 2006 after 18 years of service in the non-profit educational sector and founding the Shackleton Schools in Boston. He continues to instruct Outward Bound courses and serves as the president of The Cape May Fund. O'Neill received his MBA from Harvard Business School and his law degree from Georgetown University.



Lauri M. Perdue
Director of Enrollment
University of Phoenix

Lauri Perdue joined the University of Phoenix in 1998. She is the director of enrollment for the Las Vegas campuses. Her commitment to the University of Phoenix goes beyond the director team. She is also an adjunct faculty assisting new students in the learning environment. She is a University of Nevada-Reno graduate and earned a Master of Arts in organizational management from University of Phoenix. The university offers higher education programs to working adults, while staying on the leading edge of education.



E.G. "Ned" Phillips
Vice President & Community Relation Director
Palm Mortuaries, Cemeteries, & Crematory

E.G. "Ned" Phillips has 23 years of experience and a degree in business and economics. He joined Palm Mortuary in 1985. Phillips has managed Palm's largest facility, served as general manager over mortuary operations and is now vice president over community relations and advertising. Phillips has represented Nevada on the National Funeral Director's Association policy board. He now serves a second governor-appointed term on the Nevada State Funeral Board and was 2005-2006 president of the Las Vegas Rotary Club.



Tim Provo
Owner
Elements Exhibits

Tim Provo has been in the exhibit industry for more than 20 years. He fell into the industry when he was asked to join Exhibit Group while doing construction at their facility. Since that time, he has held several positions that have offered him the unique opportunity to understand all aspects of the industry. In 2004, Provo used his experience to open Elements Exhibits, where he offers clients the high level of service and quality they deserve.



Mark Scott
Managing Partner
Sahara Coins, LLC

Mark Scott, managing partner and senior numismatist of Sahara Coins, LLC, has been a respected industry professional for more than 34 years. Scott and his staff of four full-time numismatists provide discreet and attentive service to collectors and investors, ensuring the highest value for their collections and financial portfolios. Scott's goal is to educate each client and patiently guide them to financial strength, growth and sustainability through tangible asset investments. A Sahara Coins experience will create a rewarding and lasting relationship.



Mike S. Wethington
General Manager
Town Square Las Vegas

As the general manager for Town Square Las Vegas, Mike Wethington manages all daily operating functions for the center, which opened in November of 2007. He works closely with development, construction, marketing, leasing and individual retailers. Wethington has more than 18 years of retail management experience including general manager positions at Galleria at Sunset in Henderson and Victoria Gardens in Southern California. He holds a degree in finance and real estate from New Mexico State University.



Tim Wong
President
Arcata Associates, Inc.

Arcata Associates, Inc. is a twenty-eight year old Nevada-based technical services company providing engineering, operations and maintenance, information technology and multimedia support to NASA, USAF, USN, USA, and other Federal Agencies. Wong serves as a board of trustee for the Las Vegas Clark County Library District, treasurer for the Las Vegas Clark County Library District Foundation and is a Community Advisory Board member for Nevada Public Radio and Cox Communications.



Richard S. Worthington
President
The Molasky Group of Companies

Richard Worthington has served as president and chief operating officer for Paradise Development Company and The Molasky Group of Companies since 1998. The company has conceived, designed and constructed a diverse portfolio of regional, community and neighborhood retail projects, class-A office, high-rise residential and industrial spaces. The company also has an extensive multi-family portfolio of properties. Prior to his association with the Molasky family, Worthington was a Senior Real Estate Advisor with the international accounting and consulting firm of KPMG Peat Marwick in Los Angeles. Worthington serves on the executive committee of the Las Vegas Chamber of Commerce Board of Trustees.



American Coin Express is proud to announce the grand opening of its newest Las Vegas location at 3110 E. Sunset Rd. Ste. E. American Coin Express specializes in rare coins, gold, silver and collectibles. www.americancoinexpress.com 702.877.2646



Surgery Center of Southern Nevada celebrates six years of service to the community and more than 15,000 procedures performed. The company provides cost-effective health care in a multi-specialty ambulatory surgery setting located at 2250 E. Flamingo Ste 100. www.surgerycentersn.com 702.369.6784



The Emerald Suites Hotel is proud to announce the grand re-opening of its Strip location at 9145 Las Vegas Blvd. S. The hotel now offers a complimentary business center and high-speed internet access to all its guests. The new hotel is also pet-friendly! www.emeraldsuites.com 702.948.9999



Ted Wiens Complete Auto is proud to celebrate its 60th year of serving the Valley with a new store at 4435 W. Wigwam Ave., at Blue Diamond and Arville. So much more than just a tire store. www.tedwiens.com 702.735.5656



Element 7 announces its third year anniversary. Element 7 is a one-stop shopping source for giveaway, resell, corporate gifts, employee recognition and holiday basket needs. It can put your logo on just about anything. www.element7online.com 702.357.8819



Café Rio Mexican Grill is proud to announce the grand opening of its newest location, Centennial Gateway, located at 5765 Centennial Center Blvd. www.caferio.com 702.967.8800



Attorney Paula Gregory (center), Genie Serrano (right) and Mandie Gregory (left) celebrate the grand opening of Gregory Law Group, LLC. The office is located at 1450 West Horizon Ridge, Suite B 301 in Henderson. www.gregorylawgroup.com 702.485.2855



AVDB Group celebrated the open house for its Las Vegas office, located at 2470 N. Decatur Blvd., Ste. 170. AVDB Group provides professional audio, video and control system design, build and total integration services. www.avdb-group.com 702.586.4400



Beauty by Design's Dr. Robert J. Troell, MD, FACS poses with his satisfied patient Chris Wilson. Dr. Troell is board certified in three disciplines, including otolaryngology, head and neck surgery and facial plastic and reconstructive surgery. www.drtroell.com 702.242.6488



Sam's Club off the I-215 and Rainbow is proud to celebrate its one-year anniversary. Sam's Club is located at 7100 W. Arroyo Crossing Pkwy. www.samsclub.com 702.260.9003



Tuffshed, Inc. is proud to announce its membership in the Las Vegas Chamber of Commerce. Located at 7055 Windy St., Tuffshed has specialized in garage and storage buildings for 27 years. www.tuffshed.com 702.837.8833



European Wax Center opened its first of 13 locations in the greater Las Vegas area. Having perfected its hard waxing process, European Wax Center is located at 7210 W. Lake Mead Blvd. www.waxcenter.com 866.439.6200

March 11 Business Education Series

Cheryl Bella of The Firm Public Relations explains how to promote your company and maximize opportunities with social media.



March 12 Membership Luncheon Featuring Mac McIntire

Mac McIntire presents how companies can change to thrive in the new economy.



April 22 Membership Power Lunch



Mayor Oscar Goodman shares his predictions that the economy is bouncing back.



Chamber and LVCVA launch Stay and Play Here campaign



Rossi Ralenkotter, LVCVA, George Maloof, Kara Kelley, Kevin Kelly and Cindy Kiser Murphey launch new Stay and Play Here campaign.



Leadership Las Vegas

is dedicated to developing
leaders committed to
improving the community
 through service

Applications for the Leadership Las Vegas Class of 2010 are now available! Deadline is Friday, June 5

Leadership Las Vegas is an intensive, 10-month program devoted to strengthening and educating our community leaders. Leadership Las Vegas provides in-depth insights into a variety of issues impacting residents of Southern Nevada.

Leadership Las Vegas is an exclusive program accepting only 48 participants representing a diverse cross-section of the community to participate annually.



For more information log on to
www.lvchamber.com/programs/leadership



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

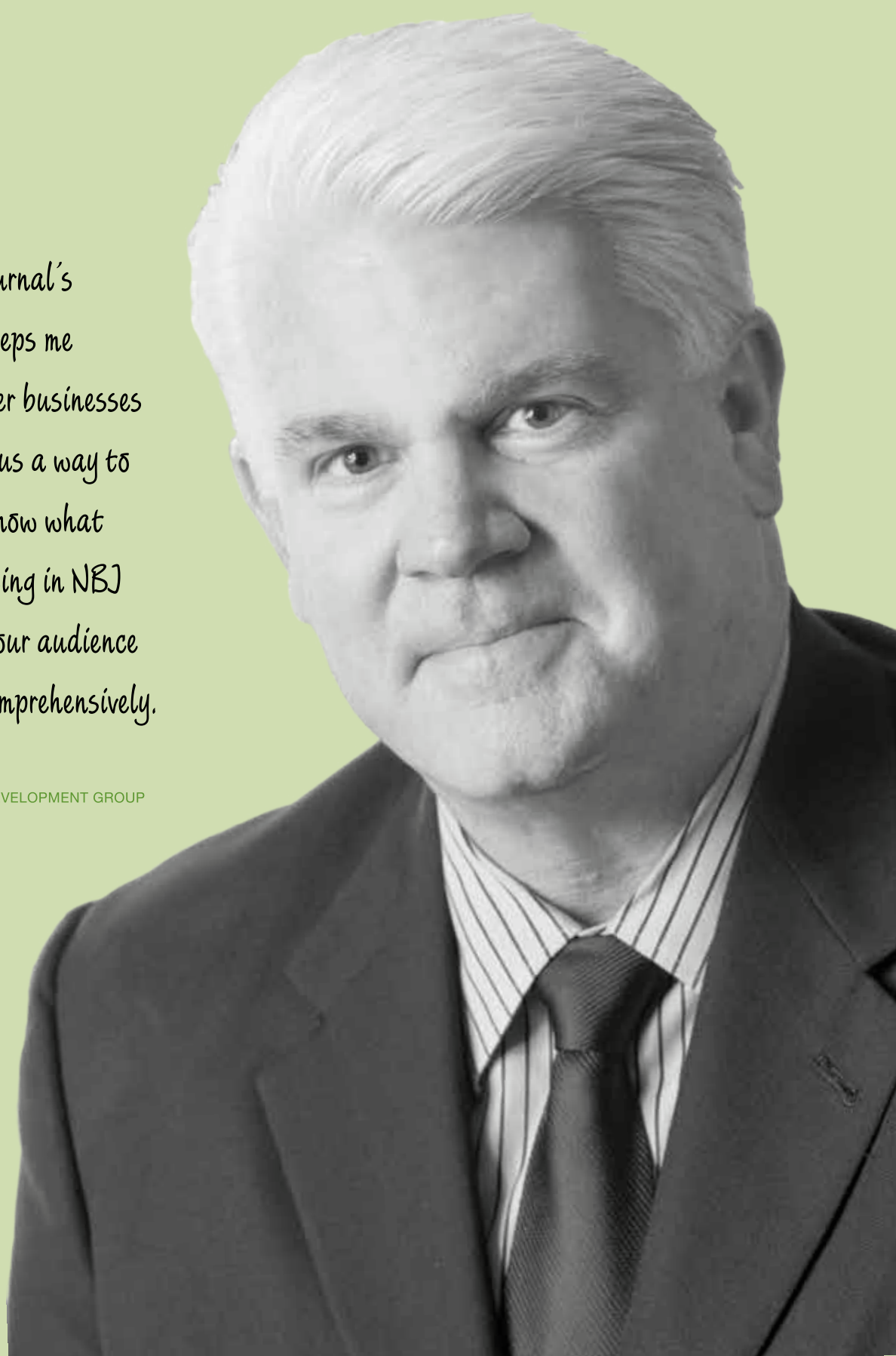
Nevada Business Journal's in-depth coverage keeps me abreast of what other businesses are doing and offers us a way to let the community know what we're doing. Advertising in NBJ allows us to target our audience and tell our story comprehensively.

RICHARD E. MYERS
PRESIDENT, THOMAS & MACK DEVELOPMENT GROUP

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Jack Ball

Delta Gunite, Inc.
Matthew Manhinney

Dickey's Barbeque Pit
Jason Rivera

DMX
Rick Rodrigo

Do It Yourself Sprinklers
David Moore

Double Eagle Coatings, LLC
Larry Wood

Drive Line Service
Brent Barton

DynaWell Diagnostics, Inc.
Gunilla Mjardsjo

Elite Fabrication and Supply, LLC
Loren Ritchie

Emerald Aire
Rita McReynolds

Farmers Jeff A. Venuto
Jeff Venuto

First Christian Church (Disciples of Christ)
David Jarman

First Data Merchant Services
Linda Winters

Floyd's Ace Hardware
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Grand Canyon University
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Planned Parenthood of Southern Nevada
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Tom Gaede

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Laurie Clemens

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The Smith Center for the Performing Arts
Charles Atwood

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Gin Camp

Stanley Access Technologies
Deborah Hazzard

Starlight Tattoo Las Vegas
Mario Barth

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Jenny Hwang

Zimmerman Goldman & Carson, LTD. P.C.
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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 **May 2009**.

TWENTY+ YEARS

- AAA Nevada (54)
- Blystone Family Investments (44)
- First American Title Company Nevada (38)
- University of Nevada, Las Vegas (UNLV) (30)
- Yellow Checker Star Transportation (27)
- Carlino & Carlino Advertising (27)
- Bechtel Infrastructure Corporation (27)
- Green Valley Grocery-Corporate Office (25)
- Muscular Dystrophy Association of Southern Nevada (25)
- Nevada Legal News, LLC (22)
- Toll Bros., Inc. (21)
- Perini Building Co. - Lic. # 2396 (20)

FIFTEEN YEARS

- All Temp Air Conditioning & Heating, Inc.
- Big Brothers Big Sisters of Southern Nevada
- Fertitta Enterprises
- Production Resource Group, LLC
- Rosario Music Co.

TEN YEARS

- AAA Air Filter Co., Inc.
- Abbott's: A Technology Design Group
- AJ's Mini Mart
- Allen R. Anderson, CPA
- Anderson Valuation Group, LLC
- The Auto Collections
- Hillcrest Enterprises, Inc.
- James J. Barbieri Pharmaceutical Consultant
- Kinetico Quality Water Systems
- LDK Insurance-Allstate-Larry Karp
- MedicWest Ambulance
- Nevada Association Services, Inc.

- NV Energy
- Piero's Italian Cuisine
- Protocol Insurance Services
- Regus
- Restrepo Consulting Group LLC
- Southwest Pacific Realty Investment-Linda C. Groover
- Tompkins & Peters CPAs, P.C.
- UNLV Research Foundation

FIVE YEARS

- All-Star Vending
- American Clay Stabilization, LLC
- Anthony's Draperies & Blinds
- Decatur & Craig Chiropractic
- KHS & S Contractors
- MEET Las Vegas
- National University
- Nevada Safes & High Security Cabinets
- Pet Pros
- Realty Executives of Nevada-Joe & Rose Huffman
- RSZ Enterprises
- Sperry Van Ness Transwestern
- Investment Realty
- Sun Valley Spa



WEST SIDE STORY

CHAMBER NIGHT AT SPRING MOUNTAIN RANCH

Performance of *West Side Story* hosted by the Las Vegas Chamber of Commerce Prospectors

Tuesday, July 21, 2009

Spring Mountain Ranch State Park
 Gates open at 6:00 p.m. • Performance begins at dusk
 \$5 Tickets • Children under 10 are free • No parking fee after 5:00 p.m.
 702.641.5822 or www.lvchamber.com

Pack your picnic basket and head out to Spring Mountain Ranch for a fun-filled event. Prizes will be awarded for the best picnic spread and raffle tickets will be sold. The grand prize raffle will be a pair of round-trip tickets on Southwest Airlines.



Corporate sponsors (as of 4.21.09):

American Family Insurance • American Medical Response
 Chamber Insurance & Benefits, LLC • Denny Weddle & Associates
 EMBARQ • GES Exposition Services • HSBC Bank Nevada, N.A.
 MedicWest Ambulance • NV Energy • Realty Executives
 Shred-It Las Vegas • Ted Wiens Tire & Auto Centers • Wells Fargo Bank

Signature Sponsor:



HEALTH PLAN OF NEVADA
 A UnitedHealthcare Company



From my desk... continued from page 3

Convention Center rotunda, or the Las Vegas News Bureau that originated with the Chamber, the Chamber and the Las Vegas Convention and Visitors Authority (LVCVA) have had a strong partnership over the years that continues today.

These residents are valuable contributors to our hospitality industry and natural ambassadors for the destination.

Stay and Play Here Campaign

As the economy continues to dictate the travel and spending patterns of Americans, many are choosing to stay closer to home and spend their hard-earned dollars at places where they can get a great deal. The LVCVA and the Chamber are delighted to introduce a new resource,

StayandPlayHere.com just for locals, which provides a great opportunity to essentially take a break in their own backyard. There's no better backyard to have than the glittering Las Vegas Strip, the Fremont Street Experience downtown, or any of the many resorts throughout the destination. There is a plethora of entertainment options, exquisite dining, world-class shopping, rejuvenating spas and exciting attractions. Locals can even take advantage of scenic outlying areas with adventure tours to Red Rock Canyon and Lake Mead or quick getaways to Mesquite, Laughlin, Primm or Boulder City.

Our newly launched web site, *stayandplayhere.com*, is a one-stop resource for any resident who is seeking incredible offers on shows, restaurants, hotel rooms, nightclubs, spas and much more. As you begin to plan your summer getaways, take advantage of the special deals available right here in Las Vegas, the Entertainment Capital of the World, or in the surrounding destinations within Clark County.

Please share this resource with your employees, family, friends, colleagues and any other locals who may wish to take advantage of these limited-time offers and experience the very best that our city has to offer. ■

With more than two million square feet of convention and meeting space, the center hosts more than 1.5 million visitors and generates more than \$2 billion annually for the Southern Nevada economy. The Convention Center hosts the International Consumer Electronics Show, the largest annual show in North America, as well as the National Association of Broadcasters, MAGIC (men's and women's fashion industry show) and many more. While the forefathers of the Las Vegas Convention Center may have thought the facility would provide a boost to mid-week visitation, they could never have imagined the success of that re-invention.

Las Vegas has expanded to the premier convention destination in the country, attracting approximately six million meeting and convention visitors annually. The convention industry generates 22,000 events and approximately \$8.5 billion to the local economy every year.

The LVCVA remains dedicated to driving visitation and business to our great city. While we continue to focus our advertising and marketing efforts nationwide and throughout the world, we also acknowledge the nearly two million people living right here who call Las Vegas home.



Chamber

News...continued from page 4

Update your member information to stay connected

The Las Vegas Chamber of Commerce strives to provide members with accurate information on all activities and pertinent business related issues. To ensure you are receiving correspondences on a timely basis, we ask you to take just a few minutes to review your membership information in our system for your business. In these fast changing times, it is critical that you get all the information necessary to help you survive and thrive.

You can login to the "Members Only" section of www.lvchamber.com to verify that your business' information is current by:

- Review your contact information, descriptions and preferred method of communications and make any

necessary changes

- Enter your name, phone number and e-mail address in the "Changed By" fields – Email notifications of discounts and special programs offers are sent weekly so don't miss out...
- Click "Save Change Requests" to submit any changed information

This is not an automated update. Information submitted will be processed and verified. We thank you for helping ensure we are able to assist you more efficiently! If you have questions please contact Member Services at 702.641.5822. ■

**Your money
Your life
Your radio station**



News, Traffic & Weather throughout the day

Community shows on finance and lifestyle

plus Paul Harvey, Ray Lucia, Bruce Williams & Andy Vierra

Streaming on the web 24/7 970KNUU.com

**Crunches numbers.
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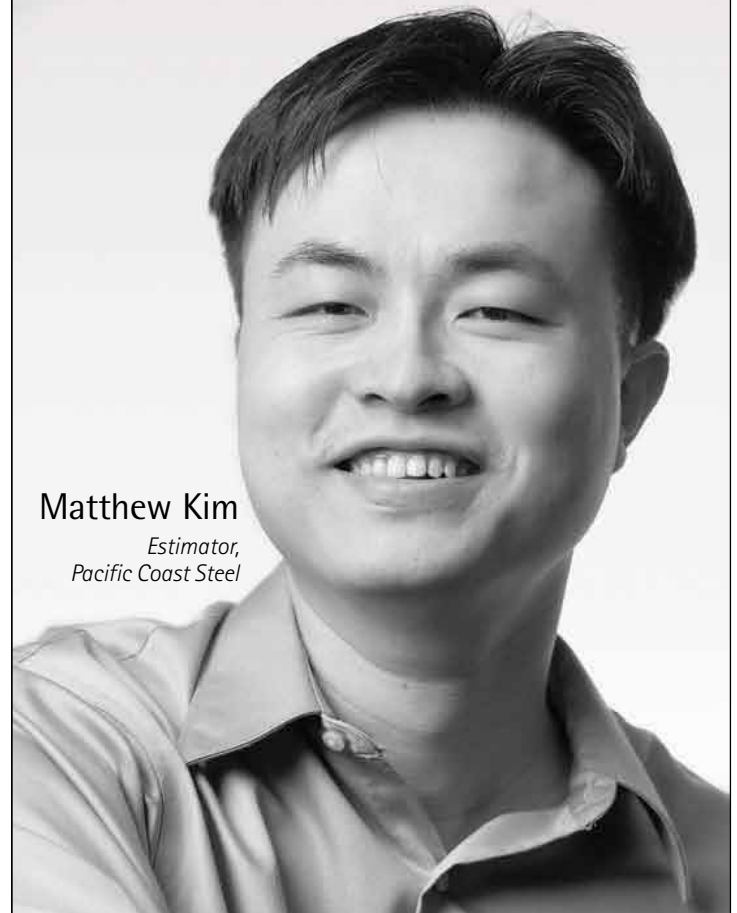
KNPR listener.

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I'll put it on. It's very smart radio.

It's how I start my day."



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Bills pending in Legislature... *continued from front page*

an accusation of deceptive trade practices. AB 381 would restrict the use of arbitration by businesses and could result in a major increase of litigation, costing your business more money. And AB 491 would make it tougher for businesses to collect debt for services rendered.

Workers' Compensation

There are several bills that, if passed, will change Nevada's workers' compensation laws and negatively impact business. One of the most onerous is AB 178, which if passed, would change several key aspects of workers' compensation laws that would result in much higher costs for businesses. In addition, AB 511 would eliminate Nevada's no-fault workers' comp system as a sole remedy and would permit lawsuits against insurance companies, third-party administrators and employers.

Education

Senator Steven Horsford has proposed SB 330, which enacts the Initiative for a World-Class Education in Nevada. The Chamber believes that this could be a significant step towards implementing a performance pay system for teachers that would result in rewarding teachers who are measurably improving student performance and the quality of education in our classrooms.

Currently, two bills are being considered that would establish a public education stabilization fund. They are SB 150 and AB 55. Creating such a fund is one of the Chamber's top reform priorities. It would allow money expressly for education to be set aside during good economic years that can be utilized to stabilize the education system during downturns in the economy.

Health Care

The increasingly high cost of health insurance makes providing coverage a struggle, particularly for the self-employed and small business. As a result, many of Nevada's workers remain uninsured.

AB 162 requires certain private sector health care plans and policies of insurance to provide an option of coverage for screening, diagnosing and treating autism spectrum disorders. While adding more coverage may sound like a good idea, mandates often increase the cost of health care insurance, making it even more expensive and causing more people to become uninsured.

AB 495 removes the \$350,000 cap for noneconomic damages in a medical malpractice case if the doctor's conduct is determined to constitute gross negligence. The result of the legislation would be that by eliminating the cap, all suits would likely be filed alleging gross negligence. This bill, if passed, would likely drive up the cost of malpractice insurance, making it more difficult to recruit and retain medical specialists and potentially reducing the quality of health care for Nevadans.

State Budget/Fiscal Policy

It is imperative that the Legislature adopt a set of "best practices" when it comes to writing its biennial budget. The Chamber is supporting AB 165 that would make the current Budget Stabilization Fund a better tool to confront tough economic times.

If you have any questions regarding pending legislation, please contact Veronica Meter, vice president of government affairs, at vmeter@lvchamber.com or 586-3815. ■

Join a Chamber Action Team

The Chamber has formed action teams to help ensure the voice of business is being heard loud and clear. Action teams consist of fellow members who are passionate about particular areas of public policy and have committed to actively take action by calling legislators, sending letters, testifying and other forms of advocacy. If you are interested in being on a Chamber Action Team, contact Barbara Spehar at bspehar@lvchamber.com or 586-3815.

"Green" Powering Economic Recovery... *continued from page 12*

existing investment tax credit to eliminate the dollar caps for solar, geothermal, and small wind property.

Treasury Grants for Energy Investment: Acknowledging the decreased effectiveness of energy tax credits due to the economic downturn, the law permits taxpayers to apply for grants from the Treasury Department in lieu of certain renewable energy investment tax credits.

Advanced Energy Investment Tax Credit: The law creates a new 30% tax credit to be awarded through a competitive process for investment in facilities that manufacture "advanced energy property," for example, technologies for producing renewable energy, conserving energy, transmitting renewable energy, and reducing greenhouse gas emissions, among other purposes determined by the Secretary. Among other incentives, the bill provides increased authorizations for clean renewable energy bonds (increased by \$1.6 billion) and qualified energy conservation bonds (from 800M to \$3.2 billion).

For a complete summary of the law, please visit:

<http://appropriations.house.gov/pdf/PressSummary02-13-09.pdf>

While some of these opportunities may not be relevant to your business, it is important to know that "green" practices are becoming more "mainstream" and that there are ways you too can save money for reinvestment back into your business.

Making your business more sustainable and reducing energy costs is vital in this current economic climate. Now is the time to find out how you can participate in the American Recovery Act and bring "green" back to your bottom line.

For more information on the Chamber's Green Initiative contact Lauren Boitel at 702.641.5822 or at lboitel@lvchamber.com. ■

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 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.

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Las Vegas Chamber
of Commerce

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 pr@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 the Public Relations department at 702.641.5822 or email at pr@lvchamber.com

Coming Events

Las Vegas Fire and Rescue and **Grant Writing USA** invite you to attend a grant writing workshop in Las Vegas, May 18-19. This workshop is applicable to city, county and state agencies as well as nonprofit organizations, K-12 schools, colleges and universities.

Congratulations

Rich White, owner of **PROforma imPRINTS**, was recently recognized with the Highest Average Order award in the emerging category at the 2009 PROforma Regional Meeting.

Armstrong Teasdale LLP was among only 100 law firms in the nation cited by general counsel for exceptional client service in *The Survey of Client Service Performance for Law Firms: The BTI Client Service A-Team 2009*.

Jennifer DeHaven of **Millenium Staffing Services** was honored as the 2009 Woman of Distinction in the Business Services category by the National Association of Women Business Owners, Southern Nevada Chapter.

SHarchitecture's Ray Finkel was recently presented with the 2009 Bill Laub Award as the International Code Council's Person of the Year.

Wells Fargo & Company announced that Fortune magazine rated the company 14th on its annual list of "World's Most Admired Companies" and is the survey's highest-ranking financial services company.

The national publication *Nursing Professionals* named **Sunrise Hospital & Medical Center** one of the 2009 "Top 100 Hospitals to Work For."

SR Construction was honored with several Excellence in Construction Awards from Associated Builders and Contractors, Las Vegas Chapter.

The **Nevada Contractors Association** recently honored Howard "Howdy" Wells of **Wells Cargo Construction** with a lifetime membership, recognizing his past and present service, leadership and industry contribution.

Daniel J. Doherty, SIOR, of **Colliers International**, was honored with the 2008 People's Choice Broker of the Year and Top Producer awards by the Society of Industrial and Office REALTORS® (SIOR), Nevada Chapter.

Dynamic Solutions' Betty Mahalik's first book, *Living a Five Star Life*, was selected as the Simple Truths' "book of the month" in January.

The Nevada District office of the SBA honored Connie Brennan, publisher of **Nevada Business Journal**, as the "Small Business Journalist of the Year," Lisa McQuerrey of **Professional Writing Services** as the Micro-enterprise Business Person of the Year and Janis Stevenson of the **Nevada Small Business Development Center** as the Minority Small Business Champion.

McDonald Carano Wilson LLP announced that a resolution memorializing the firm's founding partner, Robert L. McDonald has been approved.

Community Service

Nevada Childhood Cancer Foundation is the recipient of donations from Pico North America at the EXHIBITOR2009 trade show for the second year.

For the second year, **Cox Charities** recently awarded \$70,000 to 14 Southern Nevada non-profit organizations that support children, families and/or education. Grant recipients include: **Big Brothers Big Sisters of Southern Nevada, CLASS!, Courtney Children's Foundation, I Have a Dream, Las Vegas Area Council of Boy Scouts of America, Nevada Child Seekers, Three Square, Nevada Partnership for Homeless Youth** and the **Nevada Association of Latin Americans**.

Big Brothers Big Sisters raised more than \$50,000 at the Community Bowl Event.

Rosemary's Restaurant will be donating 5 percent of their Tuesday profits to a different charity each month during the 2009 calendar year.

Community One Federal Credit Union donated hams for Gibson Middle School's annual Ham Run. Students ran a race in their physical education classes to win a ham to bring home to their family for Easter dinner.

SHarchitecture recently donated \$5,000 to two disadvantaged schools in the Clark County School District. The funds will go towards books, supplies and activities.

On the Move

The statewide law firm of **Kummer Kaempfer Bonner Renshaw & Ferrario** has elected John W. Griffin, Brandon E. Roos, Steve E. Tackes and Jason D. Woodbury to become members of the firm's Board of Directors and named Robert J. Gronauer as new managing partner. Gronauer replaces Michael Bonner, who will become chairman of the firm's executive committee.

The PENTA Building Group's Project Engineer Devin Underberg has received

LEED accreditation from the U.S. Green Building Council.

Cheryl Fox has joined **Paragon Healthcare** as the organization as Director of Marketing.

Several **MATT Construction** team members recently received LEED accreditation from the US Green Building Council: Project Superintendent Dave Condrey and Project Managers David Noble and Shaun Kriedeman.

Loretta Moses has been named the new marketing manager for the Las Vegas market of **Telesphere**.

Humana's Medicare Operations in Nevada named Michelle (Shelly) Martin, R.N., B.S.N., director of Health Services and J. Todd Ray director of Finance.

Katie Cahill joined **Datanamics** to lead the technology firm's Educational Services division.

Duane Morris LLP has hired Lucas M. Gjovig as a litigation associate and moved to The Molasky Corporate Center in downtown Las Vegas.

Michael Fennell has been named chief of operations at **Payroll Solutions Group**, and Rock Rocheleau has been named chief marketing officer for Payroll Solutions and its insurance division, **Brock Rock Insurance**.

Community Bank of Nevada is pleased to announce the hire of Rosalee Hedrick, vice president, branch manager for the Maryland Parkway Branch.

Miscellaneous

Elissa "EJ" Denels of **Face Reality** hosts Infidelity Talk with EJ. Elissa brings the drama and reality of infidelity to everyday conversation every Saturday from 1-2 p.m. on **KNUU Radio 970 AM**.

Casual to Elegant Events, an event and party planning firm, recently opened in Las Vegas.

AM1140 began to feature family friendly music programming with the launch of KYDZ Radio, a **CBS RADIO** station based in Las Vegas.

Philip Chun North America, a building code consultancy, now offers fire department permit services, including high piled storage.

Sandler Sales Institute expanded its programs with an additional weekly public sales training session and monthly management session.

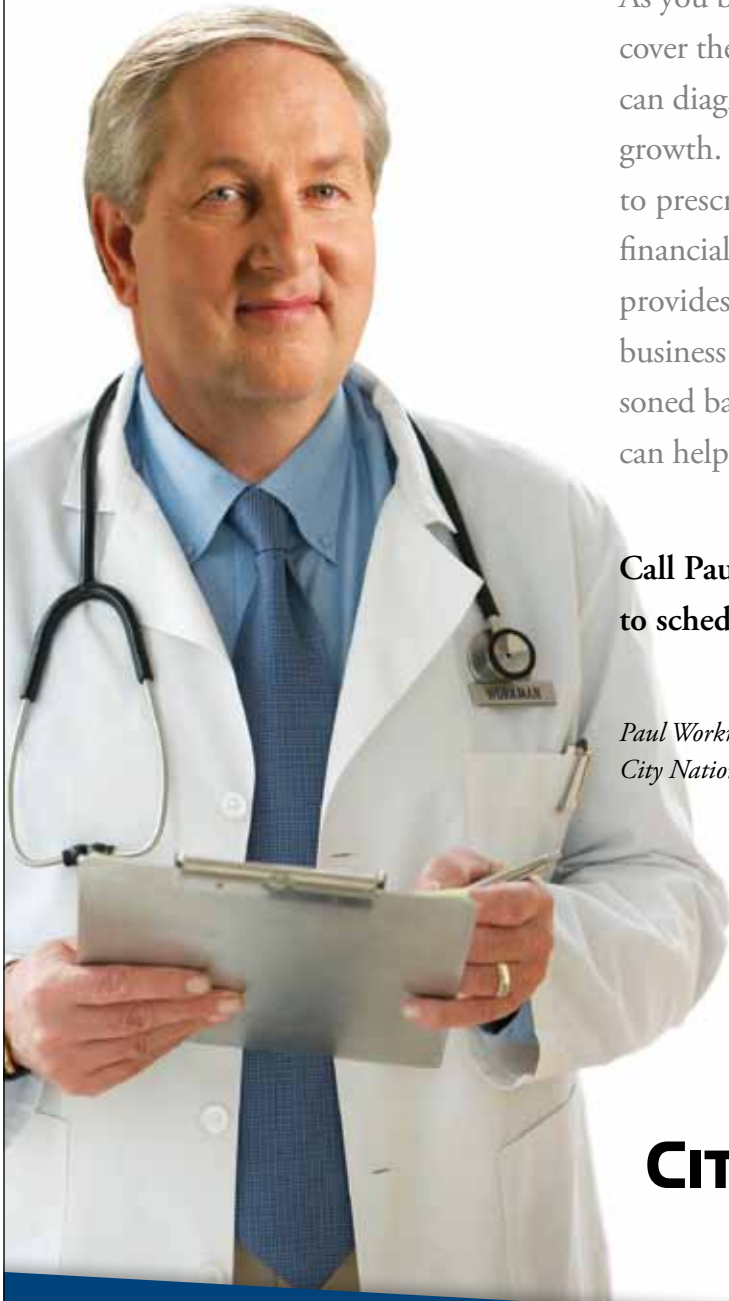
How's your company's fiscal health?

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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Las Vegas Chamber
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