

Routing Slip

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and much more...

www.lvchamber.com

White Hot 3 - Vegas Young Professionals heat up networking

Vegas Young Professionals (VYP) is hosting its 3rd Annual White Hot Fusion Mixer (White Hot 3), to showcase the dynamic organization that is now 1,000 members strong. Since its inception in 2006, VYP has attracted the cream of Las Vegas' 21-39 year old young professional crop and instituted a host of popular new executive development and networking programs. "The White Hot Fusion Mixer is a great opportunity for people ages 21-39 year old to come together and find out what all the excitement is about," says Michelle Shetrom, VYP member. "It's a fun, high-energy event that brings out the best and brightest from every industry in the valley."

White Hot 3 will be held at MOON Nightclub at the Palms. VYP's first White Hot Fusion Mixer attracted more than 500 attendees and White Hot 2 brought in more than 700. White Hot 3 allows non-members to come check out the organization, while mixing and mingling with VYP members and guests. For full details, see page 17. Sponsorships are still available!

Everyone is encouraged to dress in their "cool summer whites."

"VYP has quickly become the largest organization for young professionals in the Las Vegas market," explains

Jammie Hsu, VYP Advisory Council Chairman and owner of Element | 7. "As a division of the Las Vegas Chamber of Commerce, VYP has created programs and events designed to develop networking and professional skills and facilitate mentoring and career advancement opportunities."

In addition to the once-a-year White Hot Mixer, VYP hosts a Fusion Mixer, an after-work networking event that attracts nearly 200 VYP members each month. Other regular events include exclusive-seating "Bigwig Lunch Times," where 20 VYP members sit down to lunch with a well-known and influential "bigwig" for small group networking; "Excursions," which are "back-of-the-house tours" designed to give



participants an inside look at various industries; and the "Business 101" series, which features lunch time panel discussions on a wide range of important business topics. In the last year, VYP also debuted its own "Strip View Speakers" Toastmasters club, an energetic and supportive group of peers to help VYP members develop their presentation and public speaking skills. VYP Strip View Speakers chartered the group in just three months and has already received a "Distinguished Status," recognized by Toastmasters International.

Not only has VYP successfully introduced young professionals to the movers and shakers of

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Recovery Act gives SBA tools to boost small businesses

By Dennis Wengert, SBA Nevada Deputy District Director

The Obama Administration is taking actions to make a big dent in the small business credit crunch by offering new incentives to small business borrowers and lenders through the American Recovery and Reinvestment Act and Department of Treasury actions.

With tax incentives and steps to encourage lending, the Recovery Act recognizes that small businesses are part of the solution to getting our economy moving again. The bill's primary goals for the U.S. Small Business Administration are jump-starting job creation, re-starting lending, and promoting investment in small businesses.

The Recovery Act provides entrepreneurs and lenders financial relief from the current economic crisis that will help encourage borrowing and lending to all small businesses including start-ups.

The Recovery Act provides SBA with \$730 million in

total funding. This includes \$375 million to cover the costs of temporarily eliminating loan fees and raising guarantee limits on some loans, extra funding for SBA-backed Microlenders, and \$255 million for a new loan program to help viable small businesses with immediate economic hardship make payments on existing loans.

For small businesses, the Recovery Act temporarily eliminates SBA guaranteed 7(a) and 504 loan fees and offers tax credits. For lenders, it temporarily eliminates 504 loan fees. The fee eliminations are retroactive to February 17, the day the Recovery Act was signed. SBA is developing a mechanism for refunding fees paid on loans since then.

The Recovery Act also supports guarantees of up to 90 percent on most types of 7(a) loans to qualified small businesses. The temporary loan fee eliminations and 90 percent guarantee provisions will apply to approximately \$8.7 billion in 7(a) loans and \$3.6 billion in 504 loans. SBA estimates this will cover lending in both programs

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Dennis Wengert

SBA Nevada Deputy
District Director

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Editorial Policy:

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

Helpful Hints:

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

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Harry Reid to speak at August membership luncheon



Senator Harry Reid

United States Senator Harry Reid (D-NV) will be the keynote speaker at the Chamber's membership luncheon. Senator Reid will address national issues that are important to the Nevada business community including health care, green energy and economic stimulus. This is an excellent opportunity for Las Vegas business community leaders to hear about these pending national issues directly from the Senate Majority Leader and find out how Nevada can capitalize on future plans. This event is sure to sell out, so register early.

Join us on Thursday, August 26 at the Four Seasons Hotel for this important event. Registration and networking begin at 11:30 a.m. and the program is from Noon to 1:00 p.m.

has also been active in the Chamber's Customer Service Excellence committee, serving as the 2009 CSE chairman.

Chamber Names New Director of Member Services

Toni B. Bouchard has joined the Las Vegas Chamber of Commerce as director of member services. In her new capacity, Bouchard will be responsible for providing direction and leadership to the member services division including overseeing events, member benefits, retention and customer relations.



Toni Bouchard

Bouchard has a long history of community service as a volunteer and has worked with several charities and non-profit organizations in San Marino, CA. She also has extensive experience as an educator, teaching at award-winning schools in Austin, Texas and Las Vegas. Her professional profile includes becoming a Registered Representative licensed through the National Association of Security Dealers (NASD) and working as a Financial Advisor for Dean Witter Reynolds and Prudential Securities.

Online Options Make Paying Membership Dues a Snap

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

Doug Robinson Named August Circle of Excellence Recipient

The Las Vegas Chamber of Commerce is proud to recognize American Family Insurance (AFI) Nevada Sales Director Doug Robinson as the August recipient of the prestigious Circle of Excellence award. AFI has been a Chamber member since 2000. Robinson is a 2005 graduate of the Chamber's Leadership Las Vegas program and has been a member of the Chamber's Business Council since 2006. He



Doug Robinson

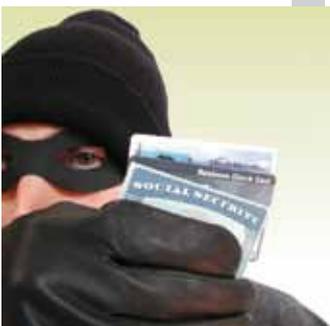
Nevada State Bank helps business owners fight fraud

"Business identity theft" and "corporate fraud" are frightening buzzwords in today's small business vernacular. Nevada State Bank is joining the anti-fraud movement with a variety of online tools designed to address key areas of concern:

- Protection against embezzlement
- Counterfeit money identification
- Check protection
- Individual and corporate I.D. theft prevention techniques

Nevada State Bank has enlisted the expert advice of Frank Abagnale, one of the world's most respected authorities on forgery, embezzlement and identity theft, to help its clients protect themselves from even the savviest criminals. You can learn more about the tips, tools and techniques that will keep your business safe by visiting <https://www.nsbank.com/fightfraud>.

The Las Vegas Chamber of Commerce has placed a link to this and more information on its website. Visit www.lvchamber.com, go to the Chamber section of the website and click on business continuity. ■





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Chamber launches innovative new website

The Las Vegas Chamber of Commerce debuted a fresh new look to its website www.lvchamber.com in early July. The impetus behind the redesign: to make it easier for consumers to do business with Chamber members, while making member-exclusive features more

relevant.

“While no effective, member-driven website is every really ‘done,’ we’re confident Chamber members will find our new design to be relevant, easy to navigate and content-rich,” explains Las Vegas Chamber of Commerce Marketing Director Carmen Gigar. “We’ve streamlined the organization of the site content, so it’s much easier for members to access information about our many programs, services, events and benefits. We’ve also made it easier for consumers to do business with Chamber members, and we’ve introduced a new array of cost-effective advertising vehicles.”

The new site features high-tech communication tools including Twitter and faceBook. Numerous files and images are available for download, and the future will bring enhanced photo and video offerings.

“We’ve always worked to create meaningful, low-cost advertising solutions to offer as benefits for members,” says Gigar. “Now we also have analytic capabilities, providing clear ROI on advertising investments. We’re already seeing visitor volume move up through the rankings, particularly on our ‘Visiting’ and ‘Relocating’ pages, which are always Web hot spots.”

Additionally, the new site has a number of features that enhance its relevancy as a research tool and “go-to” destination for all information related to Las Vegas.

“We anticipate the site will be used in a variety of ways by a wide range of people,” explains Gigar. “Members will use it to access their company profiles, preview and register for programs and events, and stay updated on everything from Chamber news to government affairs activities and benefit enhancements. The news media will use it for research, and of course, tourists and prospective new residents will utilize it as a resource to make informed decisions about purchasing, visiting and relocating to Las Vegas.” Adds Gigar, “Probably of greatest interest to our members, however, is how the site will work to drive new business to their doors.

We feature an easily-accessed business directory and links and advertising tools to help connect member businesses with consumers and business-to-business-building opportunities. All of this benefits our members in a very tangible way.”

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CALL TO ACTION: EFCA still threatens small business

There has been movement in the anti-business, anti-employee federal legislation wrongly-named the Employee Free Choice Act (EFCA). Negotiations have been taking place to remove the “card check” provision from the bill that sought to prevent secret ballots in union voting. While preserving employees’ right to a secret ballot is a positive step, this is still a very dangerous piece of legislation that will be disastrous to businesses.

Perhaps the deadliest of the EFCA provisions is binding arbitration, which would allow either party in a first contract dispute to defer to the Federal Mediation and Conciliation Service for mediation after only 90 days and locking you into a two-year labor agreement. That means the federal government could ultimately be the decision-maker for private employees on issues such as pay, pensions, health care

and working conditions, taking you out of the mix.

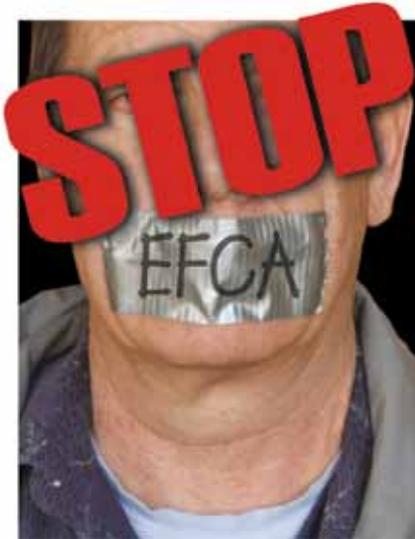
The Las Vegas Chamber of Commerce has visited policy-makers in Washington, DC to voice our concerns and strong opposition to this detrimental piece of legislation. We have also sent out numerous Calls to Action through *Advocacy in Action* and you have answered our calls. It is imperative that you contact our lawmakers in Washington, DC once again TODAY to let them know how harmful this legislation would be to your business, if passed.

Call the members of our Nevada Congressional delegation TODAY and tell them EFCA is a job and economic recovery killer.

U.S. Senator Harry Reid
702.388.5020 or 202.224.3542

U.S. Senator John Ensign
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Accentuate the positive aspects of Las Vegas when recruiting new hires

By Doug Geinzer, Director of Online Classified Advertising, Recruiting Nevada/ Greenspun Interactive

Despite a downturn in the economy, Las Vegas still has workforce shortages in the areas of healthcare, education, engineering and technology. While unemployment rates continue to rise, these fields are seeking proficient help, and these positions need to be filled. An abundance of people with strong skill sets are seeking jobs, and it's an employer's market. Recruiters will be able to choose their future employees from a selection of elite applicants.

In addition to having spousal support, encourage the candidate to create well-thought out plans around children to make relocating a smoother transition. There's no homework to "get behind on," and a move during the summer months gives families an opportunity to become acquainted with the community and city before a new school year begins.

Las Vegas as "prime relocation destination"

Las Vegas is a vibrant city with a lot to offer any individual or family. In addition to the temperate year-round climate, Las Vegas also offers access to fine dining, an assortment of shopping and world-class entertainment venues all year long. Recruiters should point out all of the positive aspects of the city as a destination, in addition to being the "go-to place" to find a rewarding job in today's market.

Las Vegas Chamber of Commerce Career Center

As an employer, you'll discover how easy and affordable it is to put the power of the Las Vegas Chamber of Commerce Career Center to work for your company. With just a few clicks, your job listings will appear on the Las Vegas Chamber of Commerce Career Center website. Employers should encourage jobseekers to visit the Las Vegas Chamber of Commerce Career Center to learn about the market and how they will find member jobs on the career center, which is powered by Recruiting Nevada.

Owned by Greenspun Media Group, Recruiting Nevada is a Las Vegas-based Internet company that publishes Nevada's largest network of employment websites including many of Nevada's professional association and news-related websites. ■

Many factors make this a great time to recruit professionals to move to the Las Vegas area, and Recruiting Nevada has outlined several key selling points employers may use when recruiting:

Discuss the advantages of the housing market in Las Vegas

Skilled individuals in these fields must be brought in from outside markets. Companies must highlight the favorable housing market in their recruitment copy and discuss these advantages with potential candidates. Real-estate is not what it was a few years ago, and homebuyers undeniably have the upper hand in today's market. Las Vegas offers an assortment of affordable homes in a variety of communities. From high-rise condos to lifestyle communities near schools and parks, Las Vegas offers something for those who are single or have a family.

Consider the family

If your ideal candidate has a family, many times this is a major part of the equation when making a decision to relocate for a job. Remind your candidate that families moving to Las Vegas in late summer are likely to ease into a transition between school systems better than in other



Free Nevada Drug Card can save you up to 75% on prescription drug fees

Are you or your employees struggling to pay expensive prescription drug costs? As the price of healthcare continues to grow, the Las Vegas Chamber of Commerce has become the exclusive partner of Nevada Drug Card. As a resident of Nevada, you, your family and your employees and their families are all entitled to access a FREE prescription drug card. By simply downloading the Nevada Drug Card at www.nevadadrugcard.com, you can receive savings of up to 75 percent (average savings is approx. 30 percent) at more than 50,000 national and regional pharmacies. You may create as many cards as you need.

This program has "LOWEST PRICE" logic to guarantee that you pay the lowest price on your prescriptions. The card can be used by any Nevada resident, whether you currently have drug prescription coverage or not. This card is particularly helpful to the uninsured and those without prescription drug benefits.

To learn more, visit www.nevadadrugcard.com. By entering your name and e-mail address you can generate a pre-activated printable membership card that can be used immediately. ■

Vegas Young Professionals

presents

WHITE HOT

wh3

3rd Annual White Hot Fusion Mixer

Thursday, August 20 | MOON Nightclub at the Palms | 7:00 - 10:00 p.m.

Join VYP for **White Hot 3!** Wear your summer whites and enjoy a party with a business networking twist! This event is open to all young professionals between the ages of 21-39.

RSVP: www.VegasYP.com or 702.735.2196

Cost: \$10 per person

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“Veterans are facing an even greater challenge re-entering the workforce, with some reports indicating that the unemployment rate among young veterans is nearly twice the national average..”



Federal work opportunity tax credit compensates employers who hire out-of-work veterans

The Las Vegas Chamber of Commerce has joined Rep. Dina Titus (D-Nev.) in promoting the “Federal Work Opportunity Tax Credit,” which rewards business owners who hire unemployed veterans. The American Recovery and Reinvestment Act expanded the work credit to include vets who left the military not more than five years from their hiring date, and who have been collecting jobless benefits for at least four weeks in the year preceding their hire.

How it works:

If you’re a business owner who has hired a qualified veteran between Jan. 1 - July 16, 2009, you have until Aug. 17, 2009 to file a claim with the Internal Revenue Service (IRS) and claim the credit. If you’re a business owner who hires a qualified veteran after July 16, you have 28 days from the date of hire to file for the credit. Businesses can write off up to 40 percent of the first \$6,000 of the veteran’s salary.

Why it’s important

“Clearly, this is a challenging economy for both employers and job-seekers,” says Chamber Chairman Steve Hill. “Veterans are facing an even greater challenge re-entering the workforce, with some reports indicating that the unemployment rate among young veterans is nearly twice the national average.” Adds Hill, “Business owners who step up and support our military by hiring veterans often find they’re getting dedicated, hard-working individuals who become exceptional long-term employees. It’s a scenario that creates a win-win for everyone involved.”

For more information, visit www.IRS.gov or call 1.800.829.3676. ■

Reach thousands of prospective customers before they visit or move to Las Vegas!

Thousands of families still move to the Las Vegas area each year. People interested in relocating to Las Vegas naturally turn to the Las Vegas Chamber of Commerce for information about the City. For more than 20 years the Las Vegas Chamber of Commerce has published the finest, most comprehensive and credible relocation resource guide in the market.

Market your brand in the only relocation publication endorsed and published by the Las Vegas Chamber of Commerce and the only one distributed by the Chamber to thousands of people across the nation interested in relocating to Las Vegas.

Chamber Members get bonus exposure on the Internet that only the Las Vegas Chamber of Commerce can offer:

Las Vegas Chamber of Commerce members get enhanced advertising exposure with listings and links to your website in our Relocation Section at www.lvchamber.com, one of the most visited local websites by people interested in the city.

Las Vegas Chamber of Commerce members receive a discount on advertising. The discounted advertising savings alone often offset the cost of membership.

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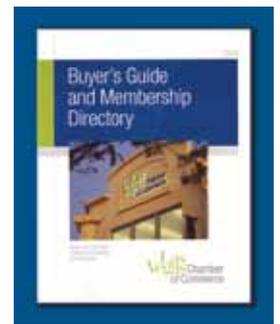
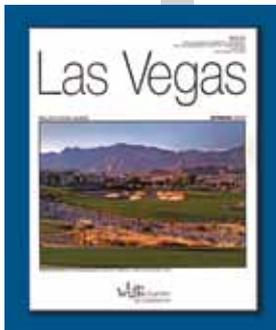
Only Las Vegas Chamber of Commerce members can advertise their products and services in the *Las Vegas Chamber of Commerce Buyer’s Guide and Membership Directory*.

The “Buyer’s Guide and Membership Directory” is distributed to business owners, high-level executives, and business, community and government leadership throughout the Las Vegas metro area.

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Join the Chamber as we recognize outstanding achievement in small business



Winners will be announced in five categories

- 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

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

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Chamber offers discounted merchant services program

The Las Vegas Chamber of Commerce has created a new way for you to save money when you run credit card transactions. Chamber members can now save 10-30 percent on processing fees when they participate in the Chamber's Merchant Services Program, offered in partnership with Heartland Payment Systems.

The Chamber chose to partner with Heartland because of the wide range of benefits it provides members:

- Heartland acts as a consultative business partner that can help you navigate the complexity of managing your card acceptance practices
- The company has one of the highest levels of local/personalized service in the marketplace today, featuring company employees rather than independent contractors
- Heartland offers local "face-to-face" relationship and servicing managers who are knowledgeable about the industries it serves, and offer 24/7 helpdesk service

Some of the benefits Las Vegas Chamber of Commerce members enjoy when using Heartland Payment Systems are:

- 100 percent "Interchange-Plus Pricing" with no surcharging of interchange, as well as disclosure of all costs and fees
- A three-year rate guarantee
- Technology products designed specifically for your unique business
- Online access to your account, including detailed information regarding transactions, batches, ACH deposits, charge-backs and month-end statements

Heartland is a Las Vegas Chamber of Commerce member that offers competitive customized credit/debit card services to Chamber members. Services include a pricing structure that is easy to understand and offers significant savings by reducing, and in many instances eliminating, traditional payment processor fees. Heartland itself is the founding supporter of The Merchant Bill of Rights, a public advocacy initiative that educates merchants about fair credit and debit card processing practices. For more information, visit www.heartlandpaymentsystems.com/leslieharris and the www.MerchantBillOfRights.com.

For more information on how the Chamber's partnership with Heartland can save your business money, and to receive a no-cost, no-obligation analysis, contact Les Harris at 702.982.5838 or e-mail leslie.harris@e-hps.com. ■

Business owners play a vital role in water conservation

Small business owners can have a tremendous impact on Southern Nevada's water conservation efforts. They can also take advantage of numerous rewards and incentives for their efforts.

As part of the Chamber's ongoing efforts to educate the business community about ways to green their corporate world, we conducted a Q&A with Doug Bennett, conservation manager, Southern Nevada Water Authority:

Q: What are the most pressing water conservation issues facing Southern Nevada at this time?

A: "Our outdoor water use is of the greatest concern. Water for landscape and cooling accounts for about 60 percent of all water used in Southern Nevada. In these applications, we only get a single use before it's evaporated into the atmosphere, so it's vital to assure we optimize these uses. Our research showed that lawns use four times as much water as water smart landscaping and that people grossly over-water their lawns. The average lawn receives about 10 feet of water every year. For contrast, our average rainfall is just over four inches.

On the other hand, all water used indoors is cleaned and recovered, either for direct use on parks and golf courses, or to be exchanged for additional Colorado River water. Also, because Las Vegas is a fairly young city, about two-thirds of our structures have reasonably efficient plumbing fixtures and appliances. Indoor conservation is important, primarily because it conserves energy and infrastructure, but it doesn't extend our water resources."

Q: In what ways can business owners be part of the water conservation movement?

A: "Just like homeowners, most businesses have landscaping and plumbing fixtures, so it makes sense for them to use the most efficient products and techniques. With few exceptions, there's little rationale for a business to have a thirsty ornamental lawn when other plantings can provide the same aesthetic appeal for a fraction of the water usage. Even if you lease your space, you can influence your landlord to invest in efficiency by explaining that you want to do business with companies whose philosophies and actions are well-aligned with yours.

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Cragin & Pike celebrates centennial anniversary

Established in August of 1909 as “Peter Buol’s Real Estate and Insurance Company,” today’s Cragin & Pike insurance agency, one of the Las Vegas Chamber of Commerce’s founding members, celebrates its centennial anniversary serving the Las Vegas community.

“Our involvement in the Chamber has enabled us to network with business owners throughout the valley,” says Cragin & Pike partner Greg McKinley “We’re proud to be the Chamber’s longest-tenured member.”

Cragin & Pike opened its doors just four years after the City of Las Vegas was established. Today the company holds the proud distinction of being Nevada’s longest-running insurance agency. The company has a solid reputation of providing high-quality products and services to individuals and commercial clients in a wide variety of industries.

“We stay involved in our community and our industry by volunteering and leading community organizations, and we have stayed very conservative, keeping to our core philosophies throughout the years,” notes McKinley.

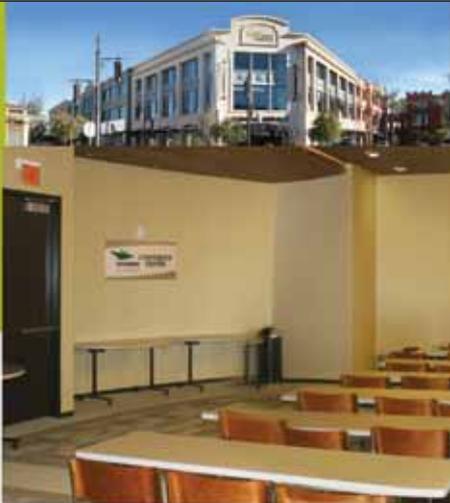
Cragin & Pike is dedicated to establishing long-term relationships through personalized service. According to McKinley, the longevity and success of Cragin & Pike can be attributed to maintaining core values: a focus on the clients’ best interest; never compromising ethics; hiring the best people available and doing everything it can to have a good working environment.



Looking back over 100 years of Southern Nevada history, McKinley says the insurance industry’s products and services have changed just as dramatically as the needs of Cragin & Pike’s clients.

“One hundred years ago, there were virtually no automobiles, no national highway system, no technology to speak of,” explains McKinley. “Our industry has had to respond to the growing needs of families, businesses and governments. The industry must continue to evolve like every other industry. We don’t know where the health care debate will go, but the insurance industry will play a role in whatever the outcome is. We will continue to use technological advancements to communicate with our clients and attract new clients. The industry will provide new products and services to address the ever changing needs of future societies.” ■

Need a space? We have the place!



Spacious and state-of-the-art meeting spaces for any size business are available at the Las Vegas Chamber of Commerce EMBARQ® Business Conference Center.

Meeting spaces are available Monday-Friday, 8 a.m. to 5 p.m. Hourly, weekend and extended hour rates available upon request.

Contact Business Services at 702.641.5822



Las Vegas Chamber of Commerce

Creating multiple contingency plans can protect your business during a sluggish economy

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

It used to be small business owners were advised to operate with a backup plan, or a “Plan B,” in the event they experienced an unexpected or sudden downturn in business operations. It made good business sense, planning for the “un-plannable.”

It's not enough to have a “Plan B” if you want your business to survive. You need a “Plan C,” a “Plan D,” a “Plan E”... the more susceptible your business is to economic uncertainties, the further down the alphabet you're going to need to go to ensure your own sustainability.



Planning for the present, warts and all

The typical business plan directs small business owners to fully research their market. This includes assessing current competitors and current economic and financial conditions, while making educated predictions for where things will be in one, three and five-year increments. Credit lines can suddenly dry up; long-time

clients can disappear overnight; and if you don't own your building outright, you could find yourself evicted due to a landlord's undisclosed financial woes.

Planning for alternative future

The ability to act swiftly is going to be the saving grace of business owners who survive today's economic storm. Far too often, blips on the radar signaling potential problems are seen as just that – small anomalies that will pass. Today, every sign of potential trouble needs to be taken seriously. Some warning signs to watch for:

- Are your regular clients significantly cutting back on the business they do with you? Communicate with your regular clients to assess their financial health. You'll establish yourself as someone interested in the well-being of your client, and if it appears a customer is getting ready to jump ship, you can plan accordingly.
- If you lease your business space, is your landlord keeping up on general maintenance? Recent reports from Nevada's commercial real estate experts indicate an anticipated rise in commercial foreclosures is coming on the heels of still-rising residential real estate woes. Keep a careful eye on the retail real estate in your area.

If office space similar to yours starts fading fast, it's an indication that your building is probably declining in value, which could signal trouble ahead.

- How heavily do you rely on a line of credit for your daily business operations? The news is ripe with stories of small businesses that went under after their bank unexpectedly pulled their credit lines. Make inquiries as to the status of your lines of credit and investigate alternate financing options should your current ones disappear.

Contingency planning can feel like an added weight to an already stressful economic environment. However, having a plan of action in place can buy you peace of mind. You can get started with your own contingency planning by asking yourself the following questions:

- How stable is my existing client base?
- If I start seeing a decline in regular customers, what steps can I take to bring them back into the fold?
- How many of my customers are new, as opposed to repeat customers? How can I increase the number of new customers I bring into my business while maintaining the existing ones?
- Are there products or services that are underperforming that could or should be improved or eliminated?
- Are there new products or services I can introduce to complement existing “best sellers?”
- Are my employees stable in their own lives? If my top sales rep left tomorrow, what would I do to replace him or her?
- If I experience a significant downturn, how many months of operating capital do I have readily at my disposal? What will I do if that funding stream disappears?

In addition to taking a hard-and-fast look at your potential contingency plans, also consider costs you can eliminate if push comes to shove. Rank your expenditures in order of necessity and both eliminate, and reintroduce them, as your financial picture warrants.

It's never easy envisioning a “worst case scenario” in life, or in business, but in today's economy, assuming and planning for the worst could result in the best business move you'll ever make!

NCET, Nevada's Center for Entrepreneurship and Technology, helps Nevadans start and grow businesses and connects them to the resources they need to succeed. Visit www.NCET.org for more information. ■

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

10:45 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.



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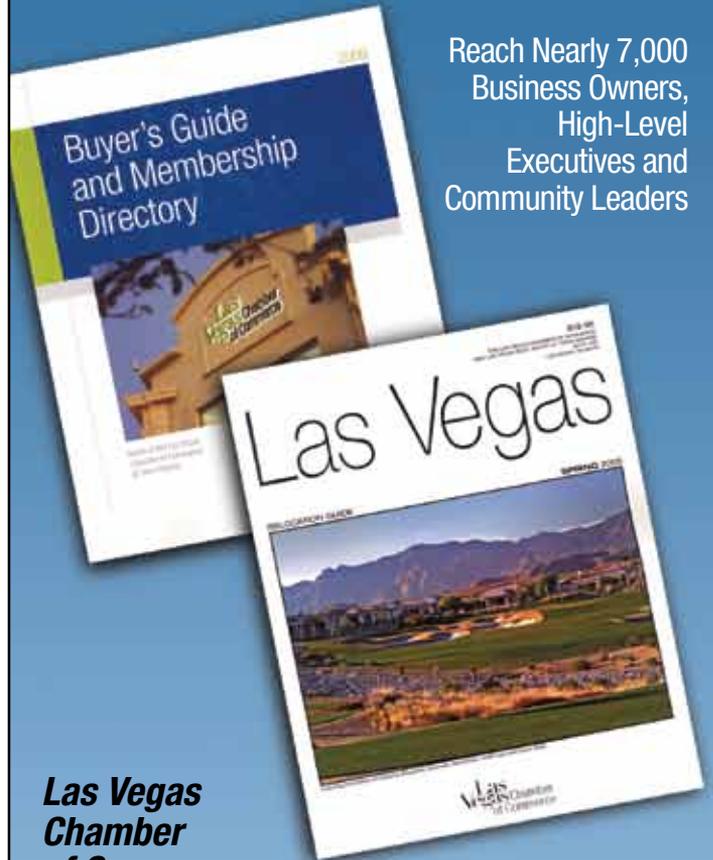
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Reach Thousands of Prospective Customers Before They Visit or Move to Las Vegas!

Showcasing your products or services through advertising in Las Vegas Chamber of Commerce publications allows you to stand out from your competition with maximum impact!

Contact us at 702.586.3856.

Las Vegas Chamber of Commerce

August Chamber Events

4

Business Survival Counseling Sessions

Presented by the Chamber and SCORE

FREE one-on-one help sessions

When: Tuesday, August 4
Time: Appointments available at 9:00, 10:00 or 11:00 a.m. (one member per session)
Location: EMBARQ® Conference Center at the Las Vegas Chamber of Commerce 6671 Las Vegas Blvd. South, Ste. 300 at Town Square
Details: SCORE counselors will be on hand to provide FREE one-on-one help sessions exclusively for Chamber members. Expert business professionals will help you assess your business concerns and provide you with the advice, tools and resources you need to keep your business operating during this slow economy. There is no charge for this service, though an appointment is required. Call Monica McColor at 702.586.3844.



4

Business Survival Legal Solutions

Presented by the Chamber and Holland & Hart

FREE one-on-one help sessions

When: Tuesday, August 4
Time: Appointments available at 6:00-6:50 & 7:00-7:50 p.m. (one member per session)
Location: EMBARQ® Conference Center at the Las Vegas Chamber of Commerce 6671 Las Vegas Blvd. South, Ste. 300 at Town Square
Details: Attorneys from Holland & Hart's Las Vegas office will be available to provide free legal counseling to Chamber members on a variety of topics. In these tough times, the Chamber brings 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.



10

Vegas Young Professionals (VYP) Toastmasters

When: Monday, August 10
Time: 5:30 - 6:00 p.m. Check-in & networking
 6:00 - 7:00 p.m. Program

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. Membership in Toastmasters is just \$45 every six months. There is no charge for guests.



Hosted by:



11

Member-to-Member Marketing Expo

When: Tuesday, August 11
Time: 4:00 - 6:00 p.m.
Location: EMBARQ® Conference Center at the Las Vegas Chamber of Commerce 6671 Las Vegas Blvd. South, Ste. 300 at Town Square
Details: 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 members via table-top displays.

Sponsored by:



12

Chamber Voices Toastmasters

When: Wednesday, August 12
Time: 10:30 a.m. - Registration & networking
 10:45 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: Looking for a way to improve your communication skill in both your personal and professional life? The Chamber is home to a Toastmasters club, Chamber Voices, open exclusively to Chamber members. Membership in Toastmasters is just \$45 every six months. There is no charge for guests.



13

Business Survival Counseling Sessions

Presented by the Chamber & SCORE

FREE one-on-one help sessions

When: Thursday, August 13
Time: Appointments available at 2:00, 3:00 or 4:00 p.m. (one member per session)
Location: EMBARQ® Conference Center at the Las Vegas Chamber of Commerce 6671 Las Vegas Blvd. South, Ste. 300 at Town Square
Details: SCORE counselors will be on hand to provide FREE one-on-one help sessions exclusively for Chamber members. Expert business professionals will help you assess your business concerns and provide you with the advice, tools and resources you need to keep your business operating during this slow economy. There is no charge for this service, though an appointment is required. Call Monica McColor at 702.586.3844.



18

Business Survival Counseling Sessions

FREE one-on-one help sessions

See August 4 for time and location details



19

Business Survival Workshop - Complimentary

Using Email Marketing & Blogging to Sell Your Brand

When: Wednesday, August 19
Time: 8:00 - 8:30 a.m. Check-in & networking
 8:30 - 10:00 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: Is your website not generating any new business for your company? It could be the way your website communicates or DOESN'T communicate with your customers. Find the solutions to your website woes as Mark Cenicola and Jeff Helvin of BannerView.com share their expertise on the Web 2.0 and Social Media trends and help you move beyond the hype and towards real Internet business development.



RSVP Policy

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

19

TBAN August Luncheon

When: Wednesday, August 19
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.



19

New Member Breakfast

When: Wednesday, August 19
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: Sponsored by:



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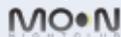


20

Vegas Young Professionals (VYP) White Hot Fusion Mixer

When: Thursday, August 20
Time: 7:00 - 10:00 p.m.
Location: MOON Nightclub at the Palms Casino Resort
4321 W. Flamingo Rd.
Details: VYP's White Hot Fusion Mixer is Back! Join us for White Hot 3, VYP's 3rd annual white party with a business networking twist! This event is open to all VYP members and interested non-members between the ages of 21-39. RSVP: Prepaid Price: \$10 per person. Walk-In Price: \$20 per person. **PREPAID REGISTRATION IS STRONGLY RECOMMENDED.** Sponsorships for this event still available! Email vyp@lvchamber.com or call 702.735.2196 for more info today! *Prepaid guests will receive express check-in and VIP

Hosted by:



Sponsored by:



26

Membership Power Lunch

When: Wednesday, August 26
Time: 11:30 a.m. Registration & networking
Noon - 1:00 p.m. Program
Location: The Four Seasons Hotel
3960 Las Vegas Blvd. S.
Details: United States Senator Harry Reid (D-NV) will be the keynote speaker at the Chamber's membership luncheon. Senator Reid will address national issues that are important to the Nevada business community including health care, green energy and economic stimulus. \$50 for Chamber members with a prepaid reservation and \$65 for non-members with a prepaid reservation. All walk-ins \$70.

Sponsored by:



27

Business Survival Counseling Sessions

FREE one-on-one help sessions



See August 13 for time and location details

27

Vegas Young Professionals (VYP) Business 101

When: Thursday, August 27
Time: 11:30 a.m. - Noon Registration & networking
Noon - 1:00 p.m. Program
Location: To be announced
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, visit www.vegasymp.com. Cost is \$20 for VYP members and \$35 for non-members and for all walk-ins. Register online at www.vegasymp.com or call 702.735.2196.

Sponsored by:



24

Vegas Young Professionals (VYP) Toastmasters



See August 10 for time and location details



26

Chamber Voices Toastmasters



See August 12 for time and location details

Check out our new website
www.lvchamber.com

President's Club



President's Club Member



President's Club Member



President's Club Member



President's Club Member

Spotlights

Russell Joyner, CSM **Executive Vice President & General Manager** **Miracle Mile Shops at Planet Hollywood Resort & Casino**

Russell Joyner is responsible for all aspects of shopping center management, development and construction for Boulevard Invest LLC, parent company of the Miracle Mile Shops. Over the past 20 years, Joyner has become one of the leading experts of retail entertainment centers in the U.S. He also developed and managed Fashion Show Mall and Hollywood & Highland in Los Angeles. Joyner received his Bachelor of Science degree from Boston College in 1983, where he was captain of the 1982 Tangerine Bowl football team.

Kerry McGonigal **Director, Las Vegas Region** **Sprint**

As director of the Las Vegas region, Kerry McGonigal is responsible for management and execution of retail, enterprise, public sector and indirect sales. He also oversees local marketing strategies and monitors network performance and build out for Las Vegas. McGonigal has been with Sprint for more than eight years. He began as a business account executive and has been a top performer in every role, including winning President's Council. Most recently, McGonigal was the director of sales in the Los Angeles metro area.

Dale Redden **Business Solution Division District Manager** **Office Depot**

As district manager, Dale Redden directs Office Depot's Business Solution division including products and services designed specifically for businesses. Office Depot has developed a partnership with the Las Vegas Chamber of Commerce to offer special discounts and services to Chamber members through the Office Depot program. Redden is involved with numerous Chamber programs including Preview Las Vegas, Business Expo and the Business Education Series. In addition, Redden is involved with Inner-City Games, After School All-Stars, City of Hope, Communities in Schools, the Clark County Education Association and Nevada PTA.

Marilyn G. Winn **Regional President** **Paris**

Marilyn Winn is responsible for overseeing the day-to-day operations of Bally's, Rio and Paris with a combined total of more than 11,000 employees. Harrah's Entertainment has 40 properties in 12 states and three countries. It employs 95,000 and expects to generate \$8 billion in annual revenues. Winn has held several executive positions with the company, including senior vice president and general manager of Harrah's Las Vegas and the Rio, senior vice president of human resources and senior vice president and general manager of Harrah's Shreveport Hotel & Casino in Louisiana.

Board of Advisors Spotlights



Robert Barnes **Vice President**

Surgery Center of Southern Nevada
Boston native Robert Barnes brings a Masters 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.



Sherman R. Frederick
President & Publisher
Las Vegas Review-Journal/Stephens Media, LLC
Sherman R. Frederick is president of Stephens Media, LLC and publisher of *The Las Vegas Review-Journal*. Stephens Media, LLC includes 12 daily newspapers and numerous weekly publications. *The Las Vegas Review-Journal* is the largest newspaper in the state of Nevada and the flagship publication of Stephens Media, LLC.



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 Camp Foundation in Sedona, Arizona.



Douglas (Doug) T. Geinzer **President/Publisher** **Recruiting Nevada**

Doug Geinzer began Recruiting Nevada in 1993, publishing Nevada's first employment-specific newspaper, to solve Nevada's workforce shortages. Today, he operates the largest network of employment websites in Nevada. He uses the Internet to attract professionals to Nevada. Geinzer is a past board member of Entrepreneur's Organization, Southern Nevada Human Resource Association, and Technology Business Alliance of Nevada. He is chairman of the recruitment task force of Southern Nevada Medical Industry Coalition.



Ryan Kerr **Founder and Director** **Hit N' Run Entertainment**

Ryan Kerr, founder and director of Hit N' Run Entertainment, is a ten-year veteran of the entertainment industry. Kerr has been a member of the Canadian Academy of Recording Arts and Sciences, working with international acts ranging from Paul McCartney to Mariah Carey. In 2004, Kerr founded Hit N' Run Entertainment, which provides turn-key street level marketing solutions for a host of products and generates unique marketing campaigns and promotional services. Its mobile video solutions bring video to street-level marketing.



Howard Lefkowitz
President/CEO
Vegas.com

Since joining Vegas.com in 2001, Howard Lefkowitz has transformed the company from a run-of-the-mill, occasionally visited, online magazine-style website into the largest city e-commerce travel site in the world. The company also operates LasVegas.com. Together the two sites reach 2.7 million visitors each month. Lefkowitz has created technology tools, infrastructure, staffing, and extensive marketing programs specifically geared toward the Vegas market. Lefkowitz also led the acquisition of Casino Travel & Tours in 2005, expanding Vegas.com retail and concierge locations.



Kim Owens
General Manager
Del Frisco's Double Eagle Steak House

Del Frisco's Double Eagle Steak House features USDA prime, corn-fed beef that has never been frozen. Del Frisco's is dedicated to offering guests the finest cuisine with a special emphasis on personal service and customer satisfaction. The restaurant also features an extensive wine cellar. Originating in Dallas, Del Frisco's has been recognized as one of the country's finest restaurants. In 1994, the restaurant received the Ivy Award, one of the industry's highest honors.



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 is 2005-2006 president of the Las Vegas Rotary Club.



J. Alan Pughes
President/CEO
Community One Federal Credit Union

J. Alan Pughes joined Community One Federal Credit Union in 1999 and made membership in the credit union available to anyone who lives or works in Clark County. Pughes has more than 35 years experience in the credit union industry. He serves as a member of the board of directors of Consumer Credit Counseling and CU Business Partners, LLC; a member of the President's Council for UNLV; and a former president of the Nevada Council of the Credit Union Executives Society.



John Repetti
Sr. VP/Director of Operations for the Downtown Region
Fremont Hotel & Casino

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.



Lou Richards
Vice President/General Manager
WAXIE Sanitary Supply

Since joining WAXIE Sanitary Supply's Las Vegas division in 1995, General Manager Lou Richards has increased the size of the Las Vegas operation more than six times. He was promoted to vice president in 2000. Richards has 32 years of experience selling janitorial supplies in the Las Vegas market. WAXIE Sanitary Supply was founded in 1946, and has grown to become the country's largest full-line, family-owned distributor of janitorial products and equipment. WAXIE prides itself in providing its customers with the best products and services in the industry.



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.



John Wilson
General Manager of Las Vegas Operations
MedicWest Ambulance

John Wilson founded MedicWest Ambulance and currently serves as general manager of Las Vegas operations for MedicWest Ambulance and American Medical Response – Las Vegas. Wilson serves on the Las Vegas Chamber Prospectors and on the Board of Trustees for the Las Vegas Chamber of Commerce. He is a past co-chair for the Customer Service Excellence Program and a 1997 Leadership Las Vegas graduate. He is a member of the American Ambulance Association, Board of Directors of the Nevada Highway Users Coalition and International Association of Fire Chiefs.



Tim Wong
President
Arcata Associates, Inc.

Arcata Associates, Inc. is a 28 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.



Roberto's Taco Shop is proud to announce the grand opening of its newest restaurant. Opened in April, it is located at 6355 E Russell Rd. (702) 436.5189 www.robertostacoshop.com.



Dolphin Babies Swim School has moved from Tampa Bay to Las Vegas! Located at 353 E Eldorado Lane, the school specializes in training infants and toddlers to save themselves from drowning, along with swimming for fun. (702) 755.3575 www.DolphinBabiesSwimSchool.com



Henderson Engineers, Inc. (HEI) is pleased to announce its new Las Vegas location at 3980 Howard Hughes Parkway. HEI is a national mechanical, electrical, and plumbing design firm, also offering specialty design services for various facilities across the country. (702) 697.2187 www.hei-eng.com



The Professional Institute of Technology is proud to announce the grand opening of its computer training center specializing in technology and accounting software training. The company is located at 4270 S Decatur Blvd. # A2. (702) 853.7482 www.lv-pita.com



Maez Group Inc. is proud to announce the grand opening of its location in Las Vegas. "Gina's Cuisine" is located at 2585 E Flamingo, #15. Gina's Cuisine is a family-owned and operated home-style American restaurant. It is looking forward to serving you! (702) 696.1609



CrossFit Las Vegas: This fresh workout facility isn't your typical gym. Personal fitness coaching, group classes, kettle bells, weightlifting, gymnastics, and sprints are combined into one program to give the most effective training experience possible. Commitment, dedication and a strong mind are required! (702) 361.4428 www.crossfitlasvegas.com



FixYourPDA.com Incorporated is proud to announce the grand opening of its first "e-Commerce outlet" which is situated within the In-n-Out retail plaza located at 9640 W Tropicana Avenue, #114. It specializes in PDA, iPod, Smartphone and iPhone repairs/parts/accessories. (702) 247.6850 www.fixyourpda.com



FDM4 America is proud to announce the grand opening of its office in Henderson, Nevada. The company develops integrated software solutions and offers implementation, training and consulting services for e-commerce, warehouse logistics and ERP. (866) 676.3364 www.fdm4.com



Rory Vohwinkel and Zach Roberts announce the opening of **Paladin Legal Advocacy Center and Vohwinkel & Associates**. Both law firms specialize in commercial and residential real estate transactions and litigation. 9980 W Flamingo Rd. www.paladinlegalcenter.com (702) 838.7522 and (702) 838.3874 www.rovolaw.com



CIEE is proud to announce the opening of its Las Vegas office. With more than 60 years of experience to help you with your staffing needs, CIEE hopes to "change the world one student at a time!" (702) 418.3991 www.ciee.org



Telesphere, a nationwide business phone and Internet services provider, celebrates the opening of its Las Vegas office with Mayor Oscar B Goodman, CEO Clark Peterson, GM Michael Simmons and LVCC Chairman Steve Hill. Located at 4670 S Fort Apache Rd., #200. (702) 966.7800 www.telesphere.com



Farmers Insurance Venuto Agency is proud to celebrate its seven year anniversary. If you need life, health, commercial, auto or home insurance, please call for a FREE quote. (702) 458.1475 Farmers Insurance is the largest insurance company in Nevada! www.farmersagent.com/jvenuto



Tony Shelton's Dealing School, 618 E Carson, LV, NV, will teach students to deal all games offered at major poker tournaments including the World Series of Poker, enabling graduates to acquire positions in Las Vegas and beyond. (702) 366.1276 tonyspokerschool@embarqmail.com, www.tonyspokerschool.com



The Salvation Army held the grand reopening of its premier thrift store on Friday, June 12. The store has been completely refitted and will carry the entire spectrum of merchandise. For additional information, contact Charles Desiderio at (702) 870.4430 x 112.



Shaw Contract Group offers a broad range of flooring solutions to meet all commercial market segment needs, while providing innovative sustainable products and unmatched service, quality and performance. Tony Robson (702) 292.2247 and Tara Lewis (702) 575.2574. www.shawcontractgroup.com



It Works is in Vegas! Its "Ultimate Body Applicator" is an herbal, transdermal patch, which naturally stimulates a detoxification of the fat cells causing them to shrink in as little as 45 minutes. (702) 493.6770 www.lasvegas.shopitworks.com



Stanley Security Solutions "Protecting What's Important to You". We design, install and maintain systems that integrate intrusion, hold-up, fire, video surveillance, access control and monitoring applications for commercial, residential, industrial, government and national account customers. (702) 252.4200 www.stanleycss.com



Five Star Butter Co. President Clint Arthur celebrates his company's new butter portion factory with a ribbon cutting ceremony at the Chamber's Business Expo. Five Star Butter Company now manufactures portion-control butter pieces for clients here in Las Vegas. (702) 987.0113 www.fivestarbutter.com



Johnny McGuire's Deli is proud to announce the grand opening of its new Las Vegas location. The deli is located at Town Square, 6599 LV Blvd., #209. It specializes in handcrafted sandwiches. For more information, call (702) 982.0002 or www.johnnymcguires.com



The Summer Business Institute and Manpower interns working for the Las Vegas Chamber of Commerce are proud to announce the grand opening of **Vegas Curbside Kiosk**. Vegas Curbside is an intern-operated souvenir business located in the center of Town Square.



Pismo Beach: This nostalgic beach town is located between Los Angeles and San Francisco on the beautiful Pacific Ocean. Pismo Beach has many miles of California's only drive-able beach. Our year-round Mediterranean weather makes Pismo Beach "a beach for all seasons." www.ClassicCalifornia.com



Just two hours northwest of Las Vegas, **Furnace Creek** features the historic, 4-Diamond Inn and the family-oriented ranch. Amenities include restaurants, lounges, tennis, horseback riding (seasonal) and the world's lowest golf course, 214 feet below sea level. (760) 786.3351 www.furnacecreekresort.com



The Utah Shakespearean Festival presents Shakespeare plays, contemporary plays, and musicals in Cedar City, Utah. Located just two and a half hours away, the Festival is a perfect escape from the heat! For more information call (800) 752.9849 or go to www.bard.org



IT Pitstop in Henderson, NV is a professional service provider of leading edge technology to its customers. Its partnerships with Juniper, ShoreTel, VBrick, and Meru, allows it to provide a customized solution at a very competitive price. IT PITSTOP is the one stop for your business network solutions. www.itpitstopinc.com

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Buffalo Wild Wings Grill & Bar - Flamingo
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Buffalo Wild Wings Grill & Bar - Galleria
James May

Buffalo Wild Wings Grill & Bar - Henderson
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Buffalo Wild Wings Grill & Bar - Horizon
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Buffalo Wild Wings Grill & Bar - Montecito
Kim Cyphers

Buffalo Wild Wings Grill & Bar - North Las Vegas
Ted Beuke

Buffalo Wild Wings Grill & Bar - Rhodes Ranch
Brad Van Loon

Buffalo Wild Wings Grill & Bar - South Strip
Rich Forbush

Calvary Chapel Spring Valley
Jim Davis
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Louis Schneider

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LeFevre Insurance Services
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Kevin Shepherd
Bryan Shepherd

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Nathan Jones
Valerie Weber
Mark Keays

Wells Fargo Home Mortgage
Lisa Foster

Wingate by Wyndham
Charles Strickland
Amber Johnson

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 **August 2009**.

TWENTY+ YEARS

Jones Vargas **(56)**

Clark County Bar &

Restaurant Supply **(33)**

Ewing Brothers **(33)**

MWH Americas, Inc. **(33)**

Wells Fargo Bank **(33)**

Grove, Inc. **(31)**

Tuxedo Junction **(29)**

Bishop Gorman High School **(26)**

Construction Management
Systems, Inc. **(25)**

Affordable Concepts, Inc. **(24)**

For Rent Media Solutions **(24)**

The Jewelers **(23)**

Jeffrey P. Cichon, MD **(22)**

Desert Research Institute **(22)**

Planned Parenthood of Southern
Nevada, Inc. **(22)**

Abbott Trophies **(21)**

American Pool Supply, Inc. **(20)**

American West Homes **(20)**

Battista's Hole In The Wall **(20)**

Bob & Deanna Werner **(20)**

Levy Realty Co.-Joanne Levy **(20)**

National Multiple Sclerosis Society **(20)**

Nevada Advertising & Events, Inc. **(20)**

FIFTEEN YEARS

Consolidated Resorts, Inc.

Klai Juba Architects, Ltd.

Prudential Americana Group

Realtors-Bill Berning

Realty Executives of Nevada-

Judie Woods

Yates-Silverman, Inc.

TEN YEARS

600 Racing Inc.

All Foreign Auto Parts

Cal-State of Nevada

Desert Community Bank

Dynamic Solutions

Faustina Racing

Gymcats Gymnastics

International CES / Consumer

Electronics Association

Krispy Kreme Doughnuts

Miracle Mile Shops at Planet Hollywood

Resort & Casino

Shred-It Las Vegas

SK Enterprises

FIVE YEARS

Addus Healthcare

Allstar Marketing, LLC.

American Screen Printing

Best Buy

Christian K. Clark Insurance

Services, Inc.

Consolidated Laboratories, Inc.

Dragone Productions, Inc. USA

Elegant Kitchen Cabinets

E-Z Up Stirrup Extender Co.

Image Quest World Wide, Inc.

International Marine Products, Inc.

Jetstar Investments, Inc.

Jorant Commercial, LLC

Karol Western Corp

Kathleen Lofland, Ltd.-Kathy Lofland

Meadow Gold Milk and Ice Cream

Medical Claims Adjuster Services

Michael H. Singer

Morris Goldstein & Associates, Ltd.

Nevada Foot Institute

Quality Care Home Cleaning

Salon West

Shonkwiler and Partners Advertising

Silver State Marketing Group

To The Mac's Inc.

Happy Anniversary



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Water conservation... *continued from page 12*

Don't overlook specialty equipment. Older water-cooled ice machines, for example, may create ice from as little as 5 percent of the water going into the unit. A single ice machine can send enough water down the drain annually to meet the needs of up to three homes. Upgrading to a new Energy Star ice machine not only saves electricity, it can increase water efficiency ten-fold.

The human front is important, too. The single most powerful water conservation device is the human brain.



Teach your employees to use efficient practices, to call out waste and to submit their conservation ideas. Not only are you advancing workplace empowerment, you're reducing your unnecessary overhead expenses at the same time.

Lastly, don't count out your customers. People want to do business with responsible organizations. I know of a restaurant that lost a loyal customer because they failed to repair a leaking fixture he had told them about on a previous visit. Not only did he feel ignored, but the experience made him feel that the business was not

committed to quality. Once you've made the transition to higher efficiency, let your customers know. It's not only good for business, it also helps expand the community conservation ethic."

Q: Are there particular savings plans, rebates, incentives, etc., that are available to small business owners?

A: "Absolutely. The Southern Nevada Water Authority offers rebates of up to \$1.50 per square foot to convert lawns to Water Smart Landscape. Considering the average conversion also saves about another \$0.20 per square foot in water costs every year, these conversions have a fairly rapid return on investment. As water costs escalate, so will your ROI.

The Authority's Water Efficient Technologies Program (WET) can provide up to a 50 percent cash rebate for the cost of qualifying water-efficiency equipment. More information about these programs, along with how-to guidance, can be found at SNWA.com. If you're a restaurant, hotel, landscape contractor or car wash, you can join one of our industry partnership programs."

Q: Why should business owners be concerned about water conservation in Nevada?

A: "The economic environment is huge, particularly in Las Vegas, making it difficult for owners to fully grasp where their customer dollars come from. You've got to look at both the short and long term, by considering the water savings right under your nose, as well as your influence on the larger community. Having a sustainable, reliable and safe water supply is one of the bare essentials for any economy. It is a resource for which there is no substitute.

Business growth and expansion is critical to a vital economy. Some business owners may be surprised to know that the availability of capital money from lenders may hinge upon assessments of a community's water supply stability, among other things. The possibility of a resource shortage means less money will be available to businesses in that community. Despite the drought, Southern Nevada has received favorable ratings for having a solid plan to assure water resources. Still, that plan requires continued water efficiency progress.

Finally, your customers are watching. About nine out of 10 Southern Nevadans actively support water efficiency efforts. Why not court and support them?"

To learn more about the Chamber's Green Initiative visit our website at www.lvchamber.com, choose programs and click on the Green Initiative. ■

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

through calendar year 2009.

In addition, the Treasury Department will commit up to \$15 billion in TARP funds to help unfreeze the small business lending market, which will particularly benefit community banks, credit unions and other small lenders. Treasury will purchase existing and new SBA-backed loans made by banks, freeing up more capital so these banks can restart SBA-backed lending to local small businesses. This is yet another step in President Obama's plan to assist small businesses during this economic crisis.



The Recovery Act also authorizes SBA to use its 504 program to refinance existing loans for fixed assets as part of a business expansion project; to use its guarantee authority to establish a secondary market for bank loans made under the 504 loan program; and to make loans to broker-dealers who buy SBA-backed loans from lenders and pool them for sale to investors on the secondary loan market.

Another element of the Recovery Act that is already in place is SBA's Microloan program. These non-profit, community-based lenders make loans of up to \$35,000 to small businesses and start-ups. Because this program is already operating, you can go to a Microlender today and apply for a loan. The Act funds \$50 million in new loans by these Microlenders, plus \$24 million to help pay for the technical assistance and training they provide to loan applicants.

We have already seen significant interest in a new program, America's Recovery Capital, or ARC Stabilization Loans. This temporary new program offers interest-free, deferred-payment loans of up to \$35,000 to viable small businesses that need help making payments on an existing, qualifying business debt for up to six months. These loans are 100 percent guaranteed to participating lenders by SBA. Repayment does not begin until 12 months after the loan is fully disbursed, giving small businesses time to re-focus their business plans in order to succeed in the long run.

Finally, I want to emphasize that all of SBA's existing programs are open for business – we are backing loans, and providing technical assistance, training, and contract help to entrepreneurs every day. And, we will continue to develop solutions that will provide avenues for strengthening the health and viability of the small business community.

In short, SBA is working overtime to knock down the obstacles that are keeping credit from flowing to small business entrepreneurs, whose proven ability to create new jobs and commerce is second to none, and in whose hands the next phase of our economic recovery rests. ■

BEYOND THE LIGHTS, BEYOND THE HEADLINES



A DESERT COMPANION FOR THE WAY WE LIVE NOW

Las Vegas' only city magazine dedicated to in-depth coverage of the culture, travel, dining and style found throughout southern Nevada. Produced by Nevada Public Radio, the **Desert Companion** brings the type of informative, entertaining stories heard on News 88.9 KNPR to an audience of over 125,000 readers each issue.

For sales and sponsorship information, please contact Christine Kiely at Christine@nevadapublicradio.org



VYP is white hot... *continued from front page*

Las Vegas' business scene and launched innovative professional development opportunities, the organization has also provided local business owners with effective professional development venues.

"VYP has given small business owners a competitive advantage in the marketplace by providing opportunities for young employees to mix, mingle and build their business contacts," says Will Paccione, VYP Advisory Council member and owner of WSI-We Simplify the Internet. "The investment in VYP membership and activities is small, but the return is significant." VYP



has also created a whole new level of advertising and sponsorship opportunities for companies looking to reach the highly-influential 21-39 demographic.

Membership in VYP is just \$45 per year if your company belongs to the Las Vegas Chamber of Commerce and \$50 per year if you work for a non-Chamber member. To learn more about VYP, go to www.vegasy.com

or call 702.735.2196. You can also find VYP on Twitter, Facebook and LinkedIn. Take time to "get in the mix." ■

EFCA remains a threat... *continued from page 7*

U.S. Representative Shelley Berkley
702.220.9823 or 202.225.5965

U.S. Representative Dean Heller
702.255.1651 or 202.225.6155

U.S. Representative Dina Titus
702.387.4941 or 202.225.3252

The efforts of the Chamber in protecting your business from potentially costly and harmful legislation on all levels of government are supported by the financial resources of the Chamber's Business Political Action Committee or BizPAC.

Here are just a few of the accomplishments made possible through your support of BizPAC:

- Passed meaningful and significant reform of the public employees retirement system and benefits during the 2009 Legislative session
- Changed provisions of state law that will bring greater accountability and transparency to the collective bargaining process
- Defeated a proposal that would have eliminated Nevada's no-fault workers' compensation system as a sole remedy and permitted lawsuits against insurers and third-party administrators that would have likely raised insurance rates and litigation costs on businesses

Please help us continue to fight these proposals in the halls of the City, County, State and U.S. Congress by investing in BizPAC today. Please visit www.lvchamber.com and click on Government Affairs. ■

New Chamber website... *continued from page 6*

The Chamber's new site features a global navigation system that is simple, clean and easy-to-navigate. Special features include a regularly-updated calendar of events, a "member spotlight" section, and an opportunity for members to share their views via polls and surveys.

"One of our greatest ongoing challenges as a membership-based organization is in finding new and innovative ways to communicate with our members and give them the high-tech tools they need to be successful and make their membership investment work for them," says Gigar. "Our goal is to be an effective partner for every member, and to that end we have an

incredibly wide range of programs, benefits and services designed to meet the needs of a constantly evolving member demographic. The new design of the site will make it much easier for members to truly make their membership work for them to the greatest degree possible."

Check out the Chamber's updated look and functionality by logging onto www.lvchamber.com. For information on Web-based advertising opportunities, contact Jackie Chambers at jchambers@lvchamber.com. ■





SBA Roundtable: July 1

Speaker Karen G. Mills, Administrator of the U.S. Small Business Administration, speaks to Chamber members at the EMBARQ® Business Conference Center at the Chamber offices. Chairman Steve Hill served as host for the event.



Press Conference: June 29

The Las Vegas Chamber of Commerce hosted a press conference at the EMBARQ® Business Center with Rep. Dina Titus (D-Nev) in promoting the "Federal Work Opportunity Tax Credit," which rewards business owners who hire unemployed veterans. Chairman of the Board of the Las Vegas Chamber, Steve Hill, joins Titus, in making the official announcement along with Shalimar Cabrera, Site Director of U.S. VETS and William Anton, Nevada adjutant for the Disabled American Veterans,.

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 your next special event, or publicity about your grand opening or new product launch?

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

Chamber Members \$69

Non - Members \$99

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

Coming Events

The **University of Southern Nevada** will present its third annual Chefs, Wine & Spirits Too on Thursday, August 13, from 6:00 – 10:00 p.m. at The Ritz-Carlton, Lake Las Vegas.

Big Brothers Big Sisters of Southern Nevada is holding Back to School Bowl 2009 Saturday, August 29, from Noon – 2:00 p.m., or 2:30 – 4:30 p.m. at Sunset Station.

Congratulations

Eleven attorneys from **Lewis and Roca** have been named to the 2009 edition of Mountain State Super Lawyers, a listing of outstanding lawyers who have attained a high degree of peer recognition and professional achievement.

Clark County School District Superintendent Walt Rulffes was named Nevada's Superintendent of the Year by the Nevada Association of School Administrators.

The Hampton Inn & Suites-St. Rose Parkway earned a 95.67 percent quality assurance rating by the Hilton Hotel Corporation, the highest quality assurance score in its history.

Lionel Sawyer & Collins won first place in Wild Wild Law's recent poll of the "Best Legal Place to Work in Vegas."

Nevada Contractor, the official publication of the **Nevada Contractors Association**, won the 2009 Apex Award of Excellence for "Most Improved Magapaper & Newspaper."

Deborah L. Danielson of **Danielson Financial Group** was named one of the "Top 100 Women Financial Advisors in the U.S." by *Barron's* magazine for the second consecutive year.

Four **Holland & Hart** attorneys from Nevada were recognized in The Legal 500. The recognized attorneys are Bradley Boodt, Karen Dennison, David Garcia and Craig Howard.

Element 7, a company specializing in promotional products, celebrated its 3 year anniversary.

Announcements

Nevada Public Radio named Christine Kiely corporate support manager. Kiely oversees sales for KNPR, KCVN and *Desert Companion* magazine.

Nevada Real Estate Services has changed its name to **Sellstate NRES**. The company specializes in a variety of real estate services.

Gina Sterling joined **Nevada Commerce Bank** as vice president/business development officer. Sterling is responsible for new business development and marketing the bank to the business community.

Datanamics, Inc. renewed its Premier Certification from Cisco, meeting standards for networking competency, service, support and customer satisfaction.

M. Curt Howell was named president of commercial products for **Humana Inc.'s** Nevada operations. Howell is responsible for the overall management and strategic planning for the company's commercial, consumer-choice and self-insured health benefit products in Nevada.

Paul R. Wassgren joined **Duane Morris LLP** as special counsel with a focus on corporate and securities law.

PSAV Presentation Services hired Joseph Browning as Director of Sales at **Planet Hollywood Resort & Casino**, a partner hotel.

Anna Kristina Lantz was appointed principal of the **Academy of Nevada Ballet Theatre**. She oversees the Academy's student body and faculty.

Telesphere hired Nguyen "Newt" Lam as account executive. She has six years of information technology sales experience.

St. Rose Dominican Hospitals are now entirely smoke free as part of the company's commitment to health. The use of any form of tobacco anywhere on the property is prohibited.

McDonald Carano Wilson LLP named Kathleen Drakulich as a partner in the firm. She joins the Energy, Environment and National Resources practice group.

Mary Ann McQueen Butcher of **Red Carpet Marketing & Public Relations** was appointed vice president of Women in Communications and will serve as chairperson of the 2009 Electronic Media Awards.

Going Green

Farmers Insurance Group of Companies now offers a new eco-friendly supplement to its homeowners insurance. "Eco-Rebuild" allows customers to replace destroyed property in ways beneficial to the environment.

Kama-EEBS Structural Systems has been named one of the top 10 green building products of 2009 by Sustainable Industries magazine.

Eric J. Tune, P.E., project manager at **Crisci Builders**, has qualified as a LEED Accredited Professional.

Community Service

Nevada Title Company is hosting its first back-to-school supply drive to benefit the Clark County School District Focus School Project. School supplies can be dropped off at Nevada Title until Friday, August 14.

Cox Communications committed to a five-year sponsorship of the Annual Danny Gans' Partee Fore Kids that raises funds to support children in Southern Nevada.

Colonial Bank kicked off its support for the Senior Housing Crime Prevention Foundation to help ensure the safety and security of seniors in the community.

SH Architecture and **CORE Construction** supported the Christmas in July food drive by collecting non-perishable food items, canned goods and monetary donations.

TPC Summerlin raised funds to support services for military men and women and their families through its Birdies for the Brave programs and events.

1-800-GOT-JUNK announced its new national partnership with American Campus Communities to remove thousands of pieces of furniture from college markets and donate them to charity.

On the Move

Ecologic Construction has moved to a larger location at 2825 Lochbroom Way in Henderson, Nevada.

Projects and Deals

Grubb & Ellis Las Vegas brokered 5,427 square feet of office space at McCarran Center valued at \$105,764; 1,288 square feet of office space at Eastgate Plaza I valued at \$166,345; and 2,074 square feet of office space at Pageantry Professional Center valued at \$130,667.

Commercial Executives brokered a 60 month lease of office space valued at nearly \$350,000. It also negotiated a 36.5 month lease valued at \$129,174.

RE/MAX Commercial Professionals represented Dr. James Gabroy in securing a 36-month lease of office space valued at more than \$117,000. The company also represented Studio Salons in renting retail office space valued at \$427,852.

Patrick McNaught of **Colliers International-Las Vegas** represented the Carmelite Monastery of Carmel in the sale of 2.5 acres of vacant land. The transaction was valued at \$1.15 million.

“City National helped us become a global brand.”

The success of any good company is having an effective capital structure in place. City National understands that. They provided us with the necessary credit services to build our infrastructure and grow our business.

The one thing I don't lose sleep about is wondering if City National Bank is going to continue to be there to support us. We share the same core values, we believe in the same things. It's about people and human interaction. We're not just a transaction for City National – we matter, and they care about us.

City National is *The way up*® for our business.

Mel Elias

President, The Coffee Bean & Tea Leaf

To hear Mel's complete story visit cnb.com/thewayup.

For a relationship you can trust, call Larry Charlton at (702) 952-4431.



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Health & Wellness Fair



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**Free and Low-Cost Health Screenings for
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Chamber Insurance & Benefits believes early detection of potential health issues is an important factor for your long-term wellness. Simple screening tests for high blood pressure, high cholesterol, prostate, and thyroid problems can make all the difference in the world. It's better to be proactive than reactive when it comes to your wellbeing and that of your family. Join us at the fair.

Cholesterol	\$5.00*	PSA (prostate for men)	\$10.00
Glucose	\$5.00*	Thyroid (T3, T4, TSH)	\$15.00
Blood Lipid Panels	\$30.00*		

*These tests require a 10-12 hour fast (we recommend at least 8 hours for accuracy); participants can drink water only.

Wednesday, August 5, 2009
9:00 a.m. to 2:00 p.m.

For more information and to RSVP, call:
702.586.3887
www.chamberib.com

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