

## Routing Slip

Please share *The Business Voice* with others

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

## What's Inside

### Chamber News

4

### Biz E Awards to recognize small business excellence

6

### Flu Preparedness: Don't let the season drain your business profits

7

### Get "Green" purchasing best practices

10

### Cutting costs without cutting services

14

### September Calendar of Events

16

and much more...

[www.lvchamber.com](http://www.lvchamber.com)

**Preview2010**

### Save the date

Preview Las Vegas 2010  
 January 28, 2010  
 Thomas & Mack/  
 Cox Pavilion

## Chamber gears up for 2010 elections

The Las Vegas Chamber of Commerce is already working on the next election cycle, where as many as 30 seats could be up for grabs on the state level, including 11 seats in the Nevada State Senate and between 16 and 20 in the State Assembly. In addition, the Chamber is engaging in the Governor's race. While the political landscape and candidates continue to shift in these races, the Chamber is preparing now for the crucial months ahead.

One way to ensure the support of pro-business candidates is to cultivate the financial resources that will be required to make a meaningful impact in the November 2010 election. It is imperative that the best pro-business candidates be elected or re-elected into office - candidates who understand the challenges business members face everyday, who bring to office an open mind and a willingness to work in cooperation with the business community.

The Chamber has a proven track record of helping the right candidates who are business-minded get elected, and there has never been a more important time for all of us to combine our resources and get involved. Consider your own time and resources. Do you have the time and patience necessary to research all of the candidates about their positions on important business issues? Do you have the time and energy to read through legislation and contact lawmakers about all of the issues that may impact your business? Do you have the time and financial resources to make a meaningful contribution to all of the pro-business candidates who you would like to win elections?

Through your support of the Chamber's Business Political Action Committee (BizPAC), the Chamber does all of this for you. BizPAC allows the Chamber to be an influential, active organization that lawmakers must take seriously. Politically, the Chamber counts on member support to achieve these goals.

Times are tough right now, and many members are eliminating expenses and watching the bottom line more closely than ever before. But now is not the time to cut back on your BizPAC contributions. In fact, now is the time to increase your investment, if possible. Our work is just beginning, and the Chamber and the business community are going to need to increase advocacy efforts if we are going to help elect the pro-business, pro-job and pro-economy candidates who are essential to the future of our state.

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

during the 2009 Nevada State Legislative session:

- Passed meaningful, significant and long-term reform of the Public Employees' Retirement System and Public Employees' Benefits System. This reduction of the unfunded mandate associated with these systems eases the long-term tax burden on Nevada's businesses.
- Changed provisions of state law that will bring greater accountability and transparency to the collective bargaining process at the local government level.

*continued on page 28*





# No prescription benefits?

Find big savings on prescription drugs with the **free** Nevada Drug Card, a discount card.

The Nevada Drug Card helps you in many ways:

- 1.** More choices: Hundreds of drugs to choose from, not just generics. Brand names are available, too.
- 2.** More places: The Nevada Drug Card is accepted at independent pharmacies statewide and at most retail chain pharmacies.
- 3.** It's free: Unlike some discount drug programs, there is no sign-up fee.

Have insurance? If you have prescription coverage you can use this program for your non-formulary (non-covered) medications.

**Why pay more? Sign up at [www.nevadadrugcard.com](http://www.nevadadrugcard.com)**

Get it now! It's easy to go online, sign up and print your card. In most cases, there are significant savings-typically 30-75%. Everyone in your family can have their own card and save.

Sponsored by:



The Nevada Drug Card is not insurance.  
It is a discount card open to all residents of Nevada.

# Tough times require delivering excellence to customers

By Robert Inman, 2009 Biz E Awards Chairman

**S**o, you think the economy is bad; jobs are scarce and profits are diminished. Everyone else feels the same way – well, almost. There is some good business news to celebrate. Take a look at those individuals in the Las Vegas business community who are receiving Customer Service Excellence Awards every month and those businesses who are candidates for the upcoming Biz E Awards on September 17. They are all demonstrating that “when the going gets tough, the tough get going.”

The cornerstone of every newly-launched business should be to provide the best product or service possible at a fair price in order to generate a reasonable profit. It should be the theme of the business plan and the essence of the mission statement. Moreover, it should never be abandoned as the company flourishes and reaches its maturity, and beyond.

However, all sorts of things begin to happen that can blur this basic premise: finances, personnel,

operations, supply and demand dynamics, technology, politics and, oh yes, the economy – local, national and even global. This is where the dream meets reality and where business management is not just a course in one’s schooling. It is also where determination, diligence and persistence will make the difference in a mediocre or failed endeavor versus the success stories.

Dedication to excellence, innovation and customer service are keys to a business’ success, especially during tough economic times. When a customer is deciding how – and if – to spend their hard earned money, they want to feel good about their purchasing decision. Buying from someone they like, who gives them good value and a positive customer experience reinforces to the customer that they made the right choice in doing business with you.

When a business does not make excellence and customer service priorities, it shows. And the customer knows it. During these tough economic

*continued on page 27*



**Robert Inman**  
McCarthy Kaster CPA  
2009 Biz E  
Awards Chairman

## Las Vegas Chamber of Commerce 2009 Board of Trustees

### Executive Committee:

Steve Hill  
Chairman of the Board  
CalPortland

Hugh Anderson  
Anderson & Delutri @ Merrill Lynch

Richard S. Worthington  
The Molasky Group of Companies

Fafie Moore  
Immediate Past Chairman  
Realty Executives of Nevada

Kevin Orrock  
The Howard Hughes Corporation

Kara Kelley  
President & CEO  
Las Vegas Chamber of Commerce

Kristin McMillan  
Chairman-Elect  
EMBARQ

Michael Bonner  
Greenberg Traurig, LLC

Kevin Burke  
Burke and Associates, Inc.

### Trustees:

Bob Ansara  
Ricardo's of Las Vegas, Inc.

Cornelius Eason

Bruce Spotleson  
Greenspun Media Group

Charles Atwood  
The Smith Center for the  
Performing Arts

Robbie Graham  
NTC Global Holding Group

Vicky VanMeetren  
St. Rose Dominican Hospitals  
San Martín Campus

Jay Barrett  
Marnell Corrao Associates, Inc.

Corey Jenkins  
SAVMOR Rent a Car

John Wilson  
MedicWest Ambulance

Bob Brown  
Las Vegas Review-Journal

Bart Jones  
Merlin Contracting  
& Developing

Nancy Wong  
Arcata Associates, Inc.

Senator Richard Bryan  
Lionel Sawyer & Collins

Gina Polovina  
Boyd Gaming Corporation

Michele Tell Woodrow  
Preferred Public Relations, LLC

Tim Cashman  
Foghorn Consulting

Kevin Rabbitt  
GES Exposition Services

Michael Yackira  
NV Energy

Doris Charles  
Wells Fargo Bank

Larry Singer  
Grubb & Ellis I Las Vegas

## Member Services

Las Vegas Chamber  
of Commerce  
702.641.5822

Membership Sales	586.3855
Advertising Sales	586.3812
CSE	586.3839
Government Affairs	586.3805
InfoCenter	735.1616
Member Health Benefits	586.3887
Public Relations	641.5822
VYP	735.2196

### Editorial Policy:

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

### Helpful Hints:

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

*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

## Attract new customers, double your exposure with new affordable Chamber advertising options



Who do prospective visitors and new residents turn to before they arrive in Las Vegas? The Las Vegas Chamber of Commerce! For a limited time, the Chamber is offering an exceptional new promotional opportunity that will allow your business to reach these new prospects long before your competition.

Right now, advertisers can double their exposure with the Chamber's new print/Internet ad packages, starting at just **\$799 per quarter**. Packages include color ads in the quarterly *Las Vegas Chamber of Commerce Relocation Guide* and ads on [www.lvchamber.com](http://www.lvchamber.com).

For more than 20 years, the Chamber has published *The Las Vegas Chamber of Commerce Relocation Guide*, a comprehensive and credible relocation resource. It is the only local guide that:

- Is produced and endorsed by the Las Vegas Chamber of Commerce
- Provides extensive marketing exposure for members of the Chamber, as well as the broader business community, with an annual circulation of 40,000
- Provides Las Vegas Chamber of Commerce members with enhanced advertising exposure on [www.lvchamber.com](http://www.lvchamber.com), one of the most visited local websites by people interested in our city

To learn more about how the Chamber is working to provide comprehensive and cost-effective promotional opportunities for your company, call Peggy Franzino, Director of Sales, at 702.586.3847.

### Learn how to purchase your commercial building using government financing

Ownership is the key to building wealth for the small business owner. With affordable commercial real estate prices and historically low interest rates, Chamber members should consider whether this is an opportune time to buy their own commercial building. Business owners are able to borrow up to 90 percent of loan to value on a building they will purchase for their use. Furthermore, government loan programs provide fixed long-term rates that are lower than rates for conventional commercial loans. Find out how you can use government loan programs to move from being a tenant

to owning your own building. Bill Wilson, CFP, will be presenting a seminar to educate Chamber members on the numerous advantages of buying an owner-occupied building.

### Chamber account executives take top honors at national ACCE Awards

The Association of Chamber of Commerce Executives (ACCE) recently recognized two of the Chamber's top account executives for their professional achievements.

Chris Wilson, a Chamber employee for five years, was recognized as a first-place winner in new member revenue generation and second in new member sales.

Vance Adams, a Chamber employee for six years, took first place honors for new member sales and second place in revenue generation.

"In many ways, Vance epitomizes what the Chamber is about - connecting with people, learning about them, and finding ways to connect them to others in the business community," says the Chamber's Director of Sales, Peggy Franzino. "Vance will tell you he's never met a stranger, just a friend he hasn't known for very long. His work ethic and integrity have made him one of the most successful Chamber Account Executives in the country, winning one or both top honors in the ACCE National Sales contest for five consecutive years."



Vance Adams



Chris Wilson

"Chris Wilson has a long history with us as well," adds Franzino. "Her passion for the Chamber and everything it stands for is evident as soon as you talk to her, and her passion is what drives her to be so successful. She has the unique ability to bring the Chamber to life and paint a picture of how companies benefit from belonging, making membership irresistible. Chris has been awarded top honors in one or both of the ACCE National Sales Contest categories for the past four years, solidifying her place as one of the best Chamber Account Executives in the country."

According to Franzino, both Adams and Wilson deserve recognition not just for their sales abilities, but for their reputable "after the sale" care of Chamber members. ■

## Buy Your Own Building

September 29, 2009

5:30 p.m - 6:45 p.m.  
EMBARQ® Business & Conference Center at the Las Vegas Chamber of Commerce  
6671 Las Vegas Blvd. South, Ste. 300  
Las Vegas, NV 89119  
**\$20 for members**  
**\$40 for non-members and all walk-ins**  
Call 702.641.5822 to register



Why are more  
**professionals changing**  
to Bank of Nevada?

It's Simple:

**Big Bank capabilities.**

**Small Bank personal attention.**

**Single Point of Contact.**

To make the change,  
call: **702.248.4200**

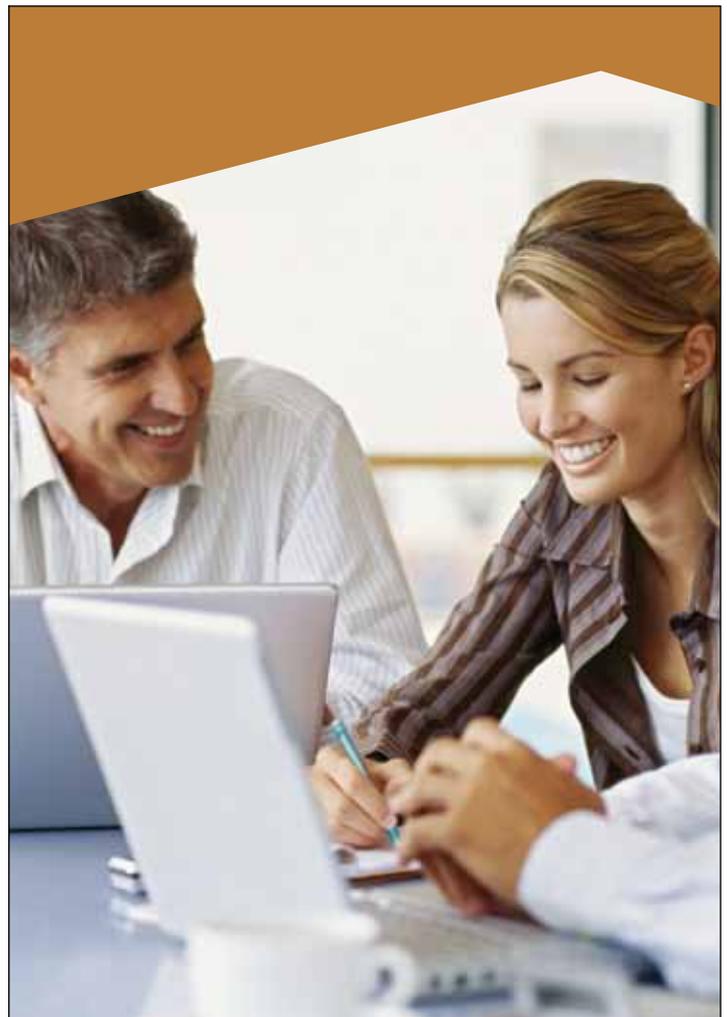
[www.bankofnevada.com](http://www.bankofnevada.com)



Member  
**FDIC**



Affiliate of Western Alliance Bancorporation  
2/09



We know a thing or two thousand  
about insurance.

**All the protection you know you need**, plus some  
you might have overlooked. That's the difference  
American Family expertise makes. For auto, home,  
business, health, life and more, all under one roof,<sup>®</sup>  
call today.

American Family Mutual Insurance Company  
and its Subsidiaries  
Home Office – Madison, WI 53783  
[amfam.com](http://amfam.com)



All your protection under one roof<sup>®</sup>

© 2008 003094 – Rev. 2/08

"In business, the  
security of client  
information is crucial.  
Shred-it removes  
the worry."

Shred-it's document destruction  
services can help you meet your  
compliance obligations.  
We can help you prevent identity  
theft and security breaches, and  
safeguard your clients' privacy.

**Call today**  
**for your free Security Audit.**  
**702.257.4733**  
**702 25-Shred | [shredit.com/lv](http://shredit.com/lv)**



Making sure it's secure.™

## The annual Biz E Awards honor the best in small business excellence in Southern Nevada

**T**op-performing small businesses will be saluted during the September 17 Las Vegas Chamber of Commerce Biz E's Awards Luncheon at the Rio All-Suite Hotel & Casino. The diverse businesses that make up this year's Biz E's finalists' pool demonstrate excellence in small business in Southern Nevada.

### Entrepreneur Finalists:

**Houldsworth, Russo & Company** has been providing accounting services and strategic planning consultation to businesses throughout the Las Vegas Valley for the past 15 years. Locally owned and operated, managing principal Dianna Russo is a founding owner. The company specializes in serving the unique needs of non-profit organizations and small businesses.

**Nannies & Housekeepers USA** is a dedicated team of knowledgeable, committed professionals who are passionately devoted to exceptional service. The company provides high integrity referrals for full, part-time and on-call nannies, housekeepers, caregivers, estate managers and chefs. Nannies & Housekeepers USA serves both families and hotels in Las Vegas.

**Paragon Pools** is an in-ground custom residential and commercial swimming pool construction company. The multi-award winning company is the only pool builder in the state of Nevada to be named to the AQUA 100 Hall of Fame, which recognizes top pool companies in the nation. Owner Joe Vassallo and his son, Joe Jr., both hold the elite CBP certification.

### Green Business Finalists:

**Tangerine** is a locally owned and operated independent office supply dealer. The company built its reputation on its high-quality, made in USA-compatible toner cartridges, office products and Xerox/HP machines. Its product line offers more than 5,000 green products, helping business owners reduce their carbon footprints.

**Ecologic Construction** is a general construction company that performs a wide variety of projects from residential to commercial construction. The company has established a reputation for offering cost-effective and time-saving alternatives.

**Ecologic Construction** is committed to becoming a leader in providing environmentally-friendly construction in Southern Nevada.

**Urban Environmental Research, LLC** is improving the way communities work and live by providing specific solutions through expert research, innovative products and training services. Founded in 1998 and based in Las Vegas, this nationally-recognized consulting firm offers public and private sector solutions that enhance community vitality by addressing the interactions of social, economic, security and environmental issues.

### Innovative Business Finalists:

**BannerView.com** offers a variety of eBusiness solutions including website development, e-mail marketing software, e-commerce systems and website hosting and maintenance. The company builds, promotes and maintains its clients' online presence. BannerView.com is a Cenicola-Helvin Enterprises brand. In August 2007, the company moved into its self-owned and operated high-tech data facility to offer superior backend support for clients.

**The Sandler Sales Institute** is a world leader in innovative sales and sales management training. For more than 40 years, Sandler has taught its non-traditional selling system, which has helped salespeople and managers take charge of the process. Sandler's training creates lasting "performance improvement" rather than the motivational "quick fix" typical of many seminar-based programs.

**Balance Effect, LLC** partners with individuals and organizations to build better relationships by holding them accountable and empowering them to create their own success. Mentoring techniques are used to round out the coaching and training experience, creating a highly successful end result: no apologies, no excuses, just results.

### Non-Profit Finalists:

**Lied Discovery Children's Museum** is a private, non-profit educational institution serving Southern Nevada children and families. The museum features more than 100 interactive exhibits in the arts, sciences and humanities, as well as traveling exhibits, workshops and demonstrations, and ongoing volunteer and job training programs.

**NCET, Nevada's Center for Entrepreneurship and Technology**, helps the people of Nevada start and grow businesses and connects them to the resources they need to succeed. NCET is an independent 501(c)(3) non-profit organization that conducts annual small business expos, college business plan writing competitions and venture capital conferences.

*continued on page 28*

**NEVADA STATE BANK**  
Member FDIC



**Nevada State Bank (NSB)** is the exclusive sponsor for the Biz E's Awards. Celebrating its 50th anniversary as a member of the Las Vegas Chamber of Commerce, NSB first opened its doors for business on December 9, 1959, earning it the distinction of being the oldest state-chartered community bank in Nevada. The bank was organized by a group of 12 business owners, with Charles Lee Horsey Jr. serving as president.

Today, NSB is a full-service bank offering a complete range of consumer, small business, real estate and corporate banking services. It operates 59 branches and more than 100 ATMs statewide, serving 20 different Nevada communities. NSB is the fourth largest bank in Nevada with more than \$4.0 billion in assets.

# Don't let the flu drain your business profits this fall

**T**hose sniffles, coughs and sneezes coming from the cubicle or office next to yours could be more than just annoying; if left unchecked, they have the potential to pull your company into the red.



Workplace illness costs businesses millions of dollars every year in the form of absenteeism and lost productivity.

The Las Vegas Chamber of Commerce has a **FREE** online flu preparedness plan available for download to

help you fight the flu and other pandemics. Go to [www.lvchamber.com](http://www.lvchamber.com) and click the Program header, then choose Business Continuity to read the plan and download a free copy.

The Centers for Disease Control (CDC) are predicting a hard-hitting 2009-2010 flu season, as well as offering some tips for keeping the flu bug out of your workplace. The key points are to:

- Prevent the severity of flu outbreaks through vaccinations and germ control
- Encourage employees to stay away from the workplace if they are ill

- Practice good hygiene in the workplace to prevent the spread of germs and avoid close contact with those who are sick

Here are several materials the CDC offers for employers to share with employees before the start of flu season:

**Take Three Steps to Fight the Flu:** This CDC poster urges employees to vaccinate, stop germs and take antiviral drugs to protect themselves and others against the flu. Go to [www.cdc.gov/flu/professionals/flugallery/](http://www.cdc.gov/flu/professionals/flugallery/).

**Clean Hands Save Lives!** This CDC hand-washing campaign (including a free, downloadable poster and flyer) promotes good hand hygiene. Go to [www.cdc.gov/cleanhands/](http://www.cdc.gov/cleanhands/).

**CDC Flu Prevention Toolkit:** This website provides tips on ways to protect yourself and others from colds and flu when vaccination is not possible. All print materials and graphics are available for download, are available in English and Spanish, and can accommodate additional logos. Go to [www.cdc.gov/flu/toolkit/](http://www.cdc.gov/flu/toolkit/).

For more information on how you can help employees stay healthy and productive during the upcoming flu season, visit [www.cdc.gov](http://www.cdc.gov). ■

## Advertisement



**AMY AYOUB,**  
Ayoub & Associates

**AMY AYOUB**, a leading success coach and noted speaker, will provide you with effective time management techniques that will keep you mindfully in the present as you strive to maximize your personal and professional potential each day. You will learn how to prioritize and better utilize traditional business management tools, from checking email to meeting important deadlines.

In addition, Amy will guide you through an innovative assessment to identify your "tolerations" and help you set appropriate boundaries, accordingly.



**DR. ROBERT J. DIORIO,**  
Health Care Consultants, Inc.

**DR. ROBERT DIORIO**, a specialist in the Advanced Techniques of Thought Field Therapy, will teach you highly effective treatments for diminishing stress and creating optimal health. You will focus on utilizing quick, effective, and practical techniques to reduce your physiological stress reactions that will improve your wellbeing and may ultimately extend your life.

Sponsored by:



TIME FLIES:

## ARE YOU THE PILOT?

Succeeding with Time to Spare

A Professional Seminar

September 24, 2009

1:00pm to 5:00pm

Las Vegas Country Club

- Become a more productive member of your professional team
- Attain greater success by re-prioritizing your goals
- Utilize your personal strengths identified by the *What's My Time Style?* assessment
- Create healthy motivational habits
- Identify and achieve work/life balance
- Improve your mental and physical health

To Register Online: [www.SpeakersBusinessServices.com](http://www.SpeakersBusinessServices.com) or  
Call 702-871-4471

## Choosing a group benefits plan: maximize your options and save money

By David Dahan, CEO, Orgill/Singer & Associates

In these difficult economic times, finding an affordable group benefits plan for your business can be a tall task. Ideally, you want to find an insurance plan that offers your employees the maximum amount of coverage possible for the least amount of cost. A variety of product options will allow your employees to select the health plan that's right for them while saving you money.

The first step is establishing who your insurance professional will be. You will be working closely with this person to find the coverage that is best tailored to fit your company's needs, so learn more about what services they can offer. During the first meeting, have a set of questions ready. For example:

- Do you have a qualified group benefits broker? It is important that the broker and support customer service staff you work with are licensed and experienced in group benefits insurance. Ask if they hold professional designations or are a

member of any industry organizations. Check for services such as claims support, enrollment process services and courier delivery.

- How many carriers does your group benefits broker have available? The benefit to choosing an independent broker is that they can offer a wide variety of products from a wide variety of carriers, which can save you substantial money.

- Will your group benefits broker proactively renegotiate your renewal rate? A qualified broker will advocate on your behalf and make certain you are getting the most out of your insurance dollars.

- Will your group benefits broker keep an eye on industry rates? On an annual basis, your broker should negotiate with other insurance carriers and research industry trends. This will help keep your rates and products competitive in the marketplace.

Next, establish your budget. The definition of "affordable" changes from employer to employer and your broker can help you identify what level of benefits is best for you. Once established, you can design a total benefit package, or "core" package, that is consistent with your employees' basic needs. There are a variety of qualified plans available, with Health Maintenance Organizations (HMOs), Preferred Provider Organizations (PPOs), Point of Service Plans (POS), and Health Savings Accounts (HSAs) being the most common

types. One way to save is to consider flexible benefit plans. A Section 125 plan allows employees to pay for certain qualified medical expenses (such as medical, dental and vision premium contributions) with pre-tax dollars. Pre-tax deductions result in an increase to the employee's actual take home pay. The plan is beneficial to the business owner as well, lowering their FICA contributions for every participating employee.

With your plan selections established, it's time to offer your total benefits package to your employees in an orientation meeting. During the meeting, your broker will educate your employees and give them the knowledge necessary to make informed decisions regarding their coverage choices. In addition to your health plans, you can offer supplemental plans such as dental, vision, life insurance or disability that they can choose to fit their individual needs.

Additional cost-saving measures can include wellness programs, a "win-win" for both employers and employees. An ongoing health education and wellness program is designed to encourage employees to adopt healthy lifestyles. Remember, just because you have health insurance doesn't mean you have healthcare. Employees must do their part to take care of themselves, which will translate to lower insurance costs.

Also consider the concept of the "hidden paycheck." A hidden paycheck statement can illustrate to an employee the attractive benefits package the company offers over and above a salary by highlighting what the company pays in premium dollars on total health insurance coverage and retirement plan employer-matching contributions. These statements can also include paid time off, (i.e. vacation pay, sick pay, holidays) and employee "extras" such as birthday parties, holiday parties, bonuses, weekly breakfasts, birthday lunches, paid association dues, car service, employee recognition awards and educational reimbursement programs. Transparency is key - once your employees understand what you pay toward health insurance every year, they will appreciate the benefits and hopefully, become active healthcare consumers in the process. ■

*David Dahan is the chief executive officer of Orgill/Singer & Associates. Orgill/Singer represents a variety of national property & casualty carriers and can facilitate many auto and home insurance needs. The firm's divisions are Employee Benefits, Personal Life & Health, Business and Commercial Insurance, Personal Property and Liability Insurance, Physicians Services, Dentists Services and Bond Services.*



1909 **1910**



**A**ugust 16, 1909, Buol opens Peter Buol's Real Estate and Insurance Company. One year later, Buol is elected Mayor and hires William Pike to run the agency.

1916 **1920**



**E**rnies Cragin joins William Pike as a partner. When Peter Buol leaves Las Vegas, they take over operation of the agency to form Cragin & Pike.

1924 **1930**

**C**ragin & Pike Insurance Agency becomes a member of the newly formed Las Vegas Chamber of Commerce. The company is the oldest continuous member of the organization.



1931 **1937**

**E**rnies Cragin joins the committee to organize Helldorado, a western event that helps put Las Vegas on the map.



**N**evada legalizes gambling on St. Patrick's Day. Cragin & Pike insures the town's first gaming establishments. Congress approves funds to build Hoover Dam.

1939 **1940**

**E**rnies Cragin is elected Mayor of Las Vegas. He serves three terms.



1946 **1950**



**B**enjamin "Bugsy" Siegel opens the Flamingo Hotel on what is now known as "The Strip".

1951 **1959**

**A**tomtic bomb testing begins 100 miles north of Las Vegas.



1959 **1960**

**A**s Cragin & Pike prepares to celebrate their 50th Anniversary in Las Vegas, Ernie Cragin dies suddenly.



**T**he Beatles appear at the Las Vegas Convention Center on August 20, 1964.

1964 **1970**



**A**s Howard Hughes buys the Desert Inn and Sands, Cragin & Pike turns 60.

**C**ragin & Pike pays its most unusual automobile claim when Frank "Lefty" Rosenthal's Cadillac explodes on East Sahara.



1969 **1980**

1982 **1990**

**T**he UNLV Runnin' Rebels win the NCAA National Basketball Championship. Tom Kerestesi is named president of Cragin & Pike.



**A**t 90, Cragin & Pike is honored by U.S. Senator Richard Bryan as the 2nd oldest company in Las Vegas. Cragin & Pike adds the Risk Management department.

1999 **2000**



2009

**C**ragin & Pike celebrates 100 years of serving Las Vegas.



2603 W. Charleston Boulevard  
Las Vegas, Nevada 89102  
702-877-1111 | www.cragin-pike.com

## Green purchasing decisions can have a big impact on environmental stewardship efforts

**D**id you know that the buying decisions you make for your business can have as significant an impact on conservation efforts as the energy you use and the way you recycle? Marcel Parent of the Springs Preserve and Ellen Guise of Harrah's share their insights into how green buying power can make a serious statement.

ago, as there were fewer alternatives, and production/distribution was on a smaller scale, things have changed over time. Green purchasing today is well within the range of what is seen from business to business. When there are products with elevated costs, they often bring more extensive savings over the long-term."

**Q: How can business owners make a positive "green" impact through the purchasing of environmentally-conscious products?**

**A:** "Business owners make a positive 'green' impact through the purchasing of environmentally-conscious products by generally being more aware of their products, and the products' impact on the environment. This means having an idea of what the products are made of, where they come from, how they're produced, how they get to the customer, how their customer will use them, and how their customer will dispose of them. Organizations and individuals often only think of their impact on the environment when it comes to the disposal of items after consumption, but disposal is only one of the five stages of the lifecycle of a product. The stages are: extraction, production, distribution, consumption, and disposal. Purchasing policies affect each one of these stages, and at the end of the day, makes the largest impact on the environment.

By slanting the purchasing process toward environmentally-conscious products, business owners can influence where and how products are made, how they get distributed and used, and how they get disposed. Even more than their customers, business owners play a huge role in what resources – such as materials, water and energy - are used or abused in a product life cycle, because they make it available. By re-thinking their own purchasing process, and looking for environmentally-conscious products, business owners can make a huge impact."

**Q: Is there a misperception about elevated costs associated with "green purchasing?"**

**A:** "Generally speaking yes, and increasingly so. If 'green purchasing' was pricier a few years

**Q: Can you provide a few easy-to-implement suggestions for "greening" a company's purchasing process?**

**A:** "Nothing applies to every single business, but here are a few tips that may apply to several.

1. Address the purchasing process itself. Perhaps the quickest and easiest greening of a company's purchasing process is to GO ELECTRONIC! Eliminate paper from every aspect of the process, from the purchase order to the vendor bidding process to historical storage.
2. Give preference to local geographically close vendors.
3. Look for products with high recycled content, especially post-consumer sources.
4. Minimize packaging, and re-use/recycle the packaging you get.
5. Do larger orders less often, if you can.
6. Look for vendors who take back their product when its life cycle has ended. Many recycle them for the same, or new uses.
7. Start your focus on green purchasing on items that are thrown away: paper, paper towels, toilet paper, batteries, and products that either you can reduce/re-use/recycle, or are re-used/recycled.
8. Check out [www.greenseal.org](http://www.greenseal.org) to see if you can replace certain products you presently use with some of the ones they have certified.
9. When it comes to energy and water, focus first on conservation. The ROI is significant, and it starts in the very short-term.
10. Generally ask the right questions of your vendors, with the intention of:
  - a) reducing hazardous chemicals and minimizing human health risks;
  - b) efficient use of resources;
  - c) waste reduction;
  - d) energy efficiency"

Check out the Chamber's Green Initiative at [www.lvchamber.com](http://www.lvchamber.com). ■



The future of clean energy once again took center stage in Nevada in early August. Senate Majority Leader Harry Reid, the University of Nevada, Las Vegas, and the Center for American Progress Action Fund brought together respected leaders from a variety of industry, science, government and advocacy organizations the week of Aug. 10. The focus: discuss a policy agenda for creating jobs by accelerating the deployment of clean energy and energy efficiency, advancing energy independence and ensuring long-term prosperity for Nevada, the nation and the world. This year's National Clean Energy Summit 2.0 explored the progress that's been made since the first summit in 2008 and touched on clean energy and energy efficiency investments in the American Recovery and Reinvestment Act. For more information on the various aspects of the summit, visit <http://cleanenergysummit.org/2009.html>.

### Save The Date!

"Green Roots"  
Sustainability Café  
Launch Event  
October 1, 2009  
EMBARQ® Conference Center  
at the Las Vegas Chamber  
of Commerce



"Green Roots"

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



That includes investing more in energy efficiency and conservation programs. We have programs for residential customers, small businesses and commercial programs. So take control of your energy use and visit [NVEnergy.com](http://NVEnergy.com).



## Stepping up your customer service game can result in a bottom-line profit boost

October's National Customer Service Week is an excellent time to recognize and reward two of today's most precious business commodities: customers and employees.

It can be easy to get lost in the everyday aspects of running your business, especially in a challenging economy. However, numerous national studies prove time and again that happy customers are repeat customers, and trained, knowledgeable and courteous employees create an atmosphere that is conducive to cultivating repeat business. What can you do to step up your service levels?

### For employees:

Many businesses facing economic woes today are cutting back on staffing levels. The result is often a skittish, over-worked and under-trained workforce that is providing less than stellar service. The solution?

- Don't automatically view service positions as "expendable," despite the economy. You may think you'll save money on payroll, but what about the customers who have to wait in longer lines or deal with inexperienced workers? Can you afford to risk losing them?
- Make sure you provide proper customer service training to all employees. Give them the knowledge they need to be effective in selling and servicing your products, services and your company's reputation.
- If you're forced to make lay-offs, do them all at once so there's no feeling of an "ax waiting to fall" for other employees. Try to help former employees find new work, if possible.
- If you're cutting back on perks or increasing workloads to battle the economy, look for other benefits to share with employees: flexible work schedules, the ability to wear casual clothing where appropriate, and team-building programs to increase morale.

so are other things: work/life balance, a feeling of being valued and appreciated, and the opportunity for career advancement.

- An employee recognition program is easy and inexpensive to implement, and provides an instant morale boost. The Chamber's Customer Service Excellence program is a free and easy way to recognize your top performers. For information on using the Chamber's CSE program in your workplace, go to [www.lvchamber.com/programs/CSE](http://www.lvchamber.com/programs/CSE).

### For customers:

Many consumers are feeling battered today by a souring economy. You can stay one step ahead of the competition by touting your honest and trustworthy business practices, and by finding creative ways to say "thank you" to the customers who help you keep your doors open.

- Rather than look for gimmicky promotions, work toward establishing a reputation for quality products and honest service. Many consumers have grown so wary of "too good to be true" offers and conditioned promotions that a fresh breath of good old-fashioned, high-quality service will work wonders.
- Revisit common courtesies, such as saying please and thank you, apologizing when something goes awry, and having flexible policies that allow employees to "fix" customer complaints without a lot of hassle.
- Create non-conditional promotions that compete with the fine print of your competitors.
- Give your customers "something for nothing." The word "free" has become a negative term in many business circles, but customers who feel like they're being singled out for special treatment gain a sense of loyalty toward your company.

The Las Vegas Chamber of Commerce promotes service excellence year-round with our Customer Service Excellence (CSE) program. Managed by the Chamber in partnership with the Las Vegas Convention and Visitors Authority, CSE is a **FREE** program that encourages and recognizes excellence in all aspects of local business. For more information on how you can be involved, visit [www.lvchamber.com/programs/CSE](http://www.lvchamber.com/programs/CSE). ■

- Look for both tangible and intangible ways to let employees know they are valued and appreciated. Nationwide employee surveys often reveal that while the bottom line on the paycheck is indeed important,

*And the Winner Is...*

**Register today to attend the annual  
Las Vegas Chamber of Commerce  
Customer Service Excellence Luncheon**

Friday, October 23, 2009  
The Rio All-Suite Hotel & Casino  
11:00 a.m. - 1:30 p.m.  
Register online at [www.lvchamber.com](http://www.lvchamber.com)

# Reduce your recruiting costs with the Las Vegas Chamber of Commerce Career Center

If you need to fill a position in your organization, but simply don't have the time and manpower to sift through countless resumes looking for the right match, consider conducting your search through the Las Vegas Chamber of Commerce Career Center!



The Las Vegas Chamber of Commerce has partnered with Recruiting Nevada to provide members with a user-friendly portal for job postings. Chamber members get special discounts and pricing to post jobs on one of the largest employment sites available.

- Cross-posted to DiversityJobs.com, the #1 diversity job board
- Ability to include a company profile page that can be customized with pictures, logos, video and links to your company website
- Special marketing to “trailing family members” looking to relocate to Las Vegas

You can also track your progress through a detailed monthly report, measuring key recruitment advertising metrics.

Listing your job openings on the Las Vegas Chamber of Commerce Career Center gives you a competitive advantage over other companies, allowing you to attract top talent. As a valued member of the Las Vegas Chamber of Commerce, you're entitled to:

- FREE one-time premium job posting (\$449 value)
- Premium-level services at standard pricing (40% savings – exclusive to Las Vegas Chamber of Commerce Members only)
- Members of the President's Club and Board of Advisors receive additional 10% discount on postings

For personalized service, call 702.240.4100. You can also learn more by visiting <http://lvchamber.recruitingnevada.com/>. ■

Here are a few of the benefits you'll enjoy:

- Precision of a head hunter for the price of a classified ad
- Cross-promotion to more than 800 national employment websites

## Save 10-30% on your processing fees



### Heartland Payment Systems offers:

- A consultative business partner who can help you navigate the complexity of managing your card acceptance.
- One of the highest levels of local/personalized service in the marketplace today that has company employees versus independent contractors.
- Local **Face-to-Face** relationship managers and servicing managers who are knowledgeable about the industries we serve.
- Excellent customer service via a Help Desk available 24/7/365.



Call Les Harris at Heartland Payment Systems, 702.982.5838 to provide a free no obligation analysis of your statement for credit card and or e-mail at [leslie.harris@e-hps.com](mailto:leslie.harris@e-hps.com) or [www.heartlandpaymentsystems.com/leslieharris](http://www.heartlandpaymentsystems.com/leslieharris).



# Cut costs without cutting services

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

When a business' finances start to flounder, the first thought that springs to mind is, "Where can I cut?" At first glance, tightening up the budget seems like a smart and natural first move. However, be aware that if cuts are made in a hasty and arbitrary manner, you can actually do your business more harm than good. Here's how you can take a thoughtful and prudent approach to shoring up your finances without cutting vital services.

## Step one: Make a list

Go through your budget and make a list of all non-essential costs. By non-essential, I mean every single line item that your business can operate without in a "worst case" scenario. This is your first run through the budget, so take it down to the bare bones. Tally up the monthly savings of each item on your list. In this step and in later steps, a handy test is to ask yourself, "What happens to my

business if I DON'T spend money on this item?" You'd be surprised how often the answer is, "Nothing."

## Step two: Check it twice

Once you have your list of non-essentials, it's time to use a bit of care in culling the next round. Look at each item and make note of the short and long-term financial ramifications of temporarily or permanently removing that item from your budget. This is where you have to be both thoughtful and careful in your assessment, looking beyond the dollars-and-cents figures. For example: let's say you own a small retail operation. You're thinking about cutting one of your two cash register positions, saving you \$10 per hour per person, plus benefits. However, the wait time for your customers to make their purchases now doubles. You're saving money, but you have a new problem: over-worked employees dealing with unhappy customers who may walk out the door. What does this translate to in terms of short and long-term cost savings, employee morale and customer satisfaction?

Apply this analogy to each of your items and make a calculated decision on what the potential is for creating a new financial burden in the process of "fixing" an old one.

## Step three: Pick the low-hanging fruit

Whether you're working on a household budget or a business budget, most people are usually surprised at the waste and non-essentials they find when they see

each and every expenditure written down in black and white. It's easy to justify a \$5 cup of coffee as being "just a few bucks," but when you have two a day every day, the numbers add up. The same principal applies to your business budget. Before you make drastic cuts that could negatively impact the performance of your business, look for ways to do the following:

- Reduce consumption. Repurposing office materials and replacing paper cups with ceramic mugs saves money and "greens" your operation. Other energy-saving plans can do the same.
- Look for better deals. Chances are, your vendors are in the same financial boat as you. Don't be afraid to ask for discounts, specials and price reductions. Shop the competition for bargains.
- Replace rather than eliminate. Cutting out employee perks may save money, but hurt morale. Be creative. Instead of a monthly catered lunch, host a no-frills BBQ at a local park.
- Seek employee input. If you need to cut back hours, consider offering job-sharing, work-from-home options or reduced work weeks. Many employees may happily take a small reduction in pay in exchange for more flexibility in their schedules.

Remember, not all cuts need to be permanent. Often, customers and employees can cope better with "temporary" cutbacks and reductions than across-the-board slashes in the status quo. Above all else, remember the old adage of not "cutting off your nose to spite your face." Take care to not make off-the-cuff cuts that could result in financial losses down the road.

Reviewing and tightening your budget is an exercise that's smart to undertake on a regular basis, regardless of the state of the economy. It will keep your company operating lean and mean, putting you in a powerful position of financial stability – not something to be taken for granted in an uncertain economy.

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](http://www.NCET.org) for more information. ■



## 2009 Business Education Series (BES) provides strategies for sales and networking

**W**hat does it take to stay on top during this slow economy? Innovative selling techniques, developing a strategic networking plan, and perhaps most important of all, a solid work/life balance. The Las Vegas Chamber of Commerce Fall 2009 Business Education Series (BES) lineup was created with these vital business-building approaches in mind. Each of our three powerhouse fall programs will provide you with expert advice, insight and easy-to-implement strategies you can start taking advantage of right away!

**Wednesday, September 9**

**Scott Whitney**  
**“Guess What? Traditional Sales Techniques are Killing Your Bottom Line!”**



Description: Why is it that in this increasingly difficult economy, there are some companies that keep right on selling. It's because they recognize that selling isn't about price - it's about how you position yourself against your competition and effectively present the value you bring to the market. In this session, returning BES Speaker Scott Whitney will address the following:

- The key to sales is relationships, but what's the key to relationships, and how do you attain it?
- How to QUADRUPLE the reasons for a prospect to buy from you
- How to develop a calling script that WILL generate call backs and appointments

This highly-interactive session will make you re-think all of your sales training. You should expect to leave this session with life-long techniques you can use immediately to improve your probability of sales, and thus, your bottom line. Special pricing for September, two seats for \$60.

**Wednesday, October 7**

**Betty Mahalik**  
**“Go Ahead – Get a Life!”**  
**Keys to Finding the Balance in Your Life”**



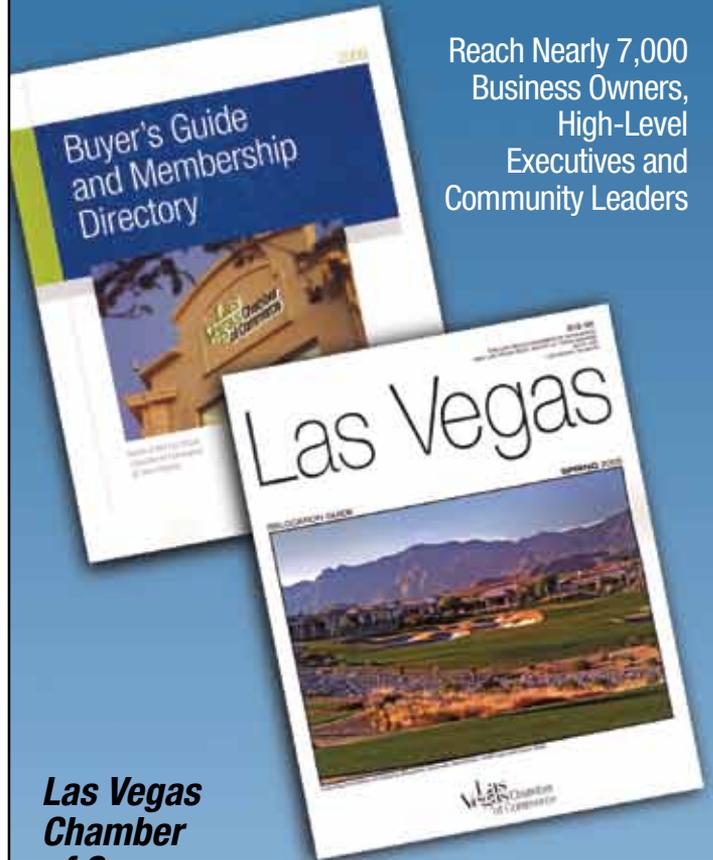
Description: If you've ever felt like the plate juggler at the circus, then this BES program is for you! Betty Mahalik will teach you:

- How to identify and eliminate your energy drains
- How to prioritize your activities around what's most important rather than what's most urgent

*continued on page 26*

## *Las Vegas Chamber of Commerce Buyer's Guide and Membership Directory*

Reach Nearly 7,000 Business Owners, High-Level Executives and Community Leaders



## **Las Vegas Chamber of Commerce Relocation Guide**

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

# September Chamber Events

8

## Business Survival Legal Solutions

Presented by the Chamber and Holland & Hart

*FREE one-on-one help sessions*

**When:** Tuesday, September 8  
**Time:** Appointments available at 6:00-6:50 p.m. & 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. There is no charge for this service, though an appointment is required. Call Jeanette Ratcliffe at 702.586.3843.



9

## Business Education Series

**When:** Wednesday, September 9  
**Time:** 7:00 - 7:30 a.m. Registration & breakfast  
 7:30 - 9:00 a.m. Program  
 9:00 - 9:30 a.m. Networking  
**Location:** EMBARQ® Conference Center at the Las Vegas Chamber of Commerce  
 6671 Las Vegas Blvd. South, Ste. 300 at Town Square  
**Program:** "Guess What! Traditional Sales Are Killing Your Bottom Line What Businesses Need to Know"  
**Details:** Join guest speaker **Scott Whitney**, President & CEO of PodWorx, Inc. as he instructs you how to quadruple the reason a prospect buys from you and how to develop a calling script that WILL generate call backs and appointments. \$35 for members with a guaranteed prepaid reservation, \$50 for non members with a guaranteed prepaid reservation, \$55 for all walk-ins. Additional \$5 for week of event.  
*Special Pricing: Members buy two for \$60.*

Sponsored exclusively by:



9

## Chamber Voices Toastmasters

**When:** Wednesday, September 9  
**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.



10

## Business Survival Counseling Sessions

Presented by the Chamber and SCORE

*FREE one-on-one help sessions*

**When:** Thursday, September 10  
**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 Member Services at 702.641.5822.



10

## 5-Minute Networking - Joint Chamber and Vegas Young Professionals (VYP)

**When:** Thursday, September 10  
**Time:** 5:00 - 5:30 p.m. Check-in  
 5:30 - 6:30 p.m. Program  
 6:30 - 7:30 p.m. Mixer  
**Location:** EMBARQ® Conference Center at the Las Vegas Chamber of Commerce  
 6671 Las Vegas Blvd. South, Ste. 300 at Town Square  
**Details:** 5 Minute Networking provides the opportunity to connect with numerous other professionals you want to know. This highly effective technique is quickly gaining national recognition - find out why! Cost for this event is \$30 for prepaid Chamber members with a guaranteed reservation and \$45 for non-members with a guaranteed prepaid reservation. All walk-ins are \$50.

Sponsored by:



14

## Vegas Young Professionals (VYP) Toastmasters

**When:** Monday, September 14  
**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](mailto:vyp@lvchamber.com) if you plan to attend. RSVP is appreciated.



Hosted by:



15

## Business Survival Counseling Sessions

*FREE one-on-one help sessions*

**When:** Tuesday, September 15  
**Time:** Appointments available at 9:00, 10:00 or 11:00 a.m. (one member per session)  
 See September 10 for location and details.

16

## TBAN September Luncheon

**When:** Wednesday, September 16  
**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](http://www.tban.us).



17

## Biz E Awards Lunch

**When:** Thursday, September 17  
**Time:** 11:30 a.m. Registration & networking  
 Noon - 1:15 p.m. Program  
**Location:** The Rio All-Suite Hotel & Casino  
 3700 W. Flamingo Rd. Las Vegas, 89103  
**Details:** The annual Biz E's are the Las Vegas Chamber of Commerce salute to small business. Nominees and winners are recognized for their contributions and dedication to excellence in small business in Southern Nevada. Cost for this event is \$50 for prepaid Chamber members with a guaranteed reservation and \$65 for non-members with a guaranteed prepaid reservation. All walk-ins are \$70. For more information and to register, visit [www.lvchamber.com](http://www.lvchamber.com) or call 702.641.5822.

Sponsored exclusively by:



17

## Vegas Young Professionals (VYP) Fusion Mixer

When: **Thursday, September 17**  
Time: 6:00 - 8:00 p.m.  
Location: **Hard Rock Café Strip**  
3771 Las Vegas Blvd. Ste 120



Details: Mix and mingle VYP-style at this month's Fusion Mixer! Enjoy complimentary appetizers and great drink specials, while networking with more than 100 fellow young professionals. Cost is \$10 per VYP member; \$15 per non-member. Online registration at [www.vegasy.com](http://www.vegasy.com), or call Joanna at 702.735.2196

Sponsored by:



## Business After Hours Mixer

When: **Tuesday, September 22**  
Time: 5:00 - 7:00 p.m.  
Location: **Ferguson Bath & Kitchen Gallery**  
4175 S. Grand Canyon Dr. Ste. 109

Details: Mix, mingle and network with other Las Vegas business professionals surrounded by a spectacular display of appliances, plumbing, lighting and accessory products at the Ferguson Bath, Kitchen & Lighting Gallery. The event is complimentary for Chamber members. A \$15 entry fee and business card are required for nonmembers.

Hosted by:



22

## Vegas Young Professionals (VYP) Bigwig Lunch Time

When: **Tuesday, September 22**  
Time: 11:30 a.m. - Noon Registration & networking  
Noon - 1:00 p.m. Lunch & program  
Location: **TBD**



Details: Join VYP for this exclusive, intimate luncheon with a local "bigwig." Enjoy an informal setting that allows for open dialogue with one of the most important business leaders in Las Vegas. Twenty seats are available for this event; RSVPs are first come, first serve, so sign-up today! RSVP at [www.vegasy.com](http://www.vegasy.com). This event is open exclusively to VYP members. Cost is \$45 per person. No walk-ins please. For more details on how to register, visit the event page on [www.vegasy.com](http://www.vegasy.com).

Sponsored by:



23

23

## Chamber Voices Toastmasters

See September 9 for time, location and details.

## New Member Breakfast

When: **Wednesday, September 23**  
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:



Audio visual provided by:



24

## Business Survival Fight Fraud Workshop

*FREE workshop*

When: **Thursday, September 24**  
Time: 8:00 - 8:30 a.m. Registration  
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: Guest speakers from Las Vegas Metropolitan Police Department, the Federal Trade Commission, the Attorney General's Office and more will provide key information on fraud prevention – and take your questions. Register online or call Member Services at 702.641.5822.

24

## Vegas Young Professionals VYP Business 101 Yahoo! Means Business

When: **Thursday, September 24**  
Time: 11:30 a.m. - Noon Check in  
Noon - 1:00 p.m. Lunch and program



Location: **Greenspun Media Group "strip view conference room"**  
2360 Corporate Dr 4th floor. Las Vegas 89074

Details: Enjoy lunch and interactive discussion with **Mike Ober**, Senior Director of Yahoo! Small Business. He will share his expertise in getting your business up and running online, selling online and marketing online. This event is open exclusively to VYP members. Cost is \$20 per person, \$35 non members and walk-ins. For more details on how to register, visit the event page on [www.vegasy.com](http://www.vegasy.com).

Sponsored by:



24

## Business Survival Counseling Sessions

*FREE one-on-one help sessions*

See September 10 for time, location and details.

24

## Business Survival Legal Solutions

*FREE one-on-one help sessions*

See September 8 for time, location and details.

29

## Business Survival Counseling Sessions

*FREE one-on-one help sessions*

See September 15 for time, location and details.

29

## Financial Seminar Buy Your Own Building

When: **Tuesday, September 29**  
Time: 5:00 - 5:00 p.m. Registration & networking  
5:30 - 7:00 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: With affordable commercial real estate prices and historically low interest rates, Chamber members should consider whether this is an opportune time to buy their own commercial building. **Bill Wilson, CFP**, will be presenting a seminar to educate Chamber members on the numerous advantages of buying an owner occupied building. Cost: \$20 for members, \$40 for non members.

Sponsored by:



30

## President's Club and Board of Advisors Mixer

When: **Wednesday, September 30**  
Time: 5:00 - 7:00 p.m.

Location: **Las Vegas Hilton in the Tempo Lounge**, 3000 Paradise Rd, 89109

Details: Join us for an elite networking mixer at the ultimate gathering place; Tempo, a high-energy lounge at the Las Vegas Hilton. This is an exclusive event for President's Club and Board of Advisor members.

Hosted by:



An RSVP is encouraged. Call 702.641.5822 or online at [www.lvchamber.com](http://www.lvchamber.com)

## President's Club

## Spotlights

## Board of Advisors Spotlights



President's Club Member

### David Dahan CEO

#### Orgill/Singer & Associates Inc.

David Dahan has positioned himself as a prominent community leader. In 2004, he was named "Business Person of the Year" at the Las Vegas Chamber of Commerce Community Achievement Awards. Under Dahan and Orgill/Singer president Eric Springall's leadership, Orgill/Singer has established itself as an award-winning insurance brokerage firm, including being recognized on numerous occasions by the Southern Nevada Human Resources Association's "Best Places to Work" awards. Several Orgill/Singer employees have earned the Chamber's Customer Service Excellence Award.



President's Club Member

### Les Harris Account Executive

#### Heartland Payment Systems

Since 2006, Les Harris has been serving the Southern Nevada business community, leveraging his business development/operational skills with companies of all sizes and in numerous industries. His past experiences as a business owner, international corporate executive and customer service resource have provided value to his nationally-expanding client base. Harris is committed to serving the member base of the Las Vegas Chamber of Commerce,



President's Club Member

### Curt Howell Market President Humana, Inc.

Curt Howell has been part of the Humana organization for more than a decade. Prior to his current position, Howell served as Director of Provider Contracting/Administration for Humana in Las Vegas from April 1999 to April 2000, as executive director for North American Medical Management and as operations manager/administrative resident for Sierra Health Services, Inc. in Las Vegas. Howell earned a Masters of Health Administration from the Medical College of Virginia and holds a Bachelor of Science degree in Human Biology from the University of Utah.



President's Club Member

### Paula Yakubik Managing Partner MassMedia Corporate Communications

Paula Yakubik, founder of MassMedia Corporate Communications, has more than 15 years of experience in communications. She serves as managing partner, where she supervises the daily operations and management activities of the firm. In addition to Yakubik's work for MassMedia, she is a founding board member of Nevada Child Abuse Prevention, a non-profit organization committed to breaking the generational cycle of child abuse in the state of Nevada. Yakubik is a recipient of the Small Business Administration's Young Entrepreneur Award and The Moms In Business Network "Create Your Dreams" award.



### John V. Anderson President and CEO SHarchitecture

John Anderson's work in Southern Nevada over the past 23 years includes residential, retail, commercial, industrial, government and higher education projects. As president and CEO, he provides design oversight, quality assurance, customer service excellence and ensures successful project delivery for SHarchitecture. SHarchitecture is a member of the Design Build Institute of America. Anderson's ambition is to expand the use of integrated project delivery methods, such as design-build and construction management.



### Susan M. Brennan IT and Telecommunications Executive NV Energy

Susan M. Brennan has led the information technology and telecommunications (IT&T) department for NV Energy since May 2001. Previously, she held the position of executive director of customer service. Since 1992, Brennan has held numerous executive-level positions with the company. She has also held various financial, technical and leadership roles at Merrill Lynch, Fidelity Investments and Sprint. Brennan is a graduate of the Chamber's Leadership Las Vegas Class of 1998.



### John Gibson Chairman, President & CEO American Pacific Corp.

American Pacific Corp. (AMPAC) is a specialty chemical producer. AMPAC is the sole North American producer of ammonium perchlorate (the oxidizer used in solid rocket fuel, including space shuttle boosters) and sodium azide (the primary pyrotechnic chemical used in the automotive airbag inflator). John Gibson is a member of the Aerospace Industries Association Board of Governors and the Association of Iron and Steel Engineers and a member of several other industry and community organizations.



### John Grady President Grady & Associates

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



### Bob Hoffman Regional Manager Wells Fargo Wealth Management Group

Bob Hoffman is the regional manager of Wells Fargo Wealth Management Group in Southern Nevada. Previously, he had the same role running the Southern California region. He has owned several companies in the publishing, computer retail and commercial development fields. Hoffman is a Life Underwriters Training Council Fellow and holds a bachelor's degree from California State University at Humboldt. He is involved in Three Square, is a former board member of the International Humanity Foundation and enjoys many outdoor activities.



**Bret Holmes**  
**Vice President of Operations**  
**Advanced Management Group Nevada, LLC**  
 Advanced Management Group Nevada, LLC is a full-service real estate management company. With more than eight years of experience, including conventional, hotel and weekly property management, Bret Holmes works with property owners to achieve optimal results. Holmes is president of the Southern Nevada Multi-Housing Association for 2009 and is a delegate for the National Apartment Association. He is a licensed property manager and also holds a Nevada real estate license.



**Fafie Moore**  
**President/Owner**  
**Realty Executives of Nevada**  
 Realty Executives of Nevada is repeatedly ranked the No.1 woman-owned business in the *Business Press Las Vegas Book of Lists*. The firm ranked number 94 in the "Top 100 Real Estate Offices in the United States" by RIS Media Power Broker Report for the year 2007 sales. Fafie Moore, immediate past chairman of the Las Vegas Chamber of Commerce Board of Trustees, serves on the boards of Service1st Bank, FIT for an Independent Tomorrow and numerous positions within the Greater Las Vegas Association of Realtors and Women's Council of Realtors.



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



**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 to 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.



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



**Peter O'Neill**  
**Senior Vice President of Public & Community Relations**  
**UnitedHealthcare**  
 Peter O'Neill is the senior vice president of public and community relations for UnitedHealthcare. O'Neill directs corporate communications, media relations, community relations and corporate social responsibility activities for the company's Nevada operations. He is a founding board member of the Las Vegas Fire and Rescue Foundation, a trustee of the CSN Foundation, a member of the board of trustees of Three Square and KNPR. O'Neill is a 2003 graduate of the Chamber's Leadership Las Vegas program and the recipient of the 2004 Community Achievement Award in Communications.



**Steve T. Linder**  
**Vice President/Director Community Development**  
**HSBC Bank Nevada, N.A.**  
 Chartered in 1993, HSBC Bank Nevada now serves more than 15 million customers nationwide. The company's major partners are General Motors and Union Privilege. Steve Linder joined HSBC Bank Nevada in 1987. He is a 1996 graduate of the Las Vegas Chamber of Commerce Leadership Las Vegas program and serves as a Chamber Prospector. Linder also sits as a board member for many notable non-profits.



**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 past-president of the Las Vegas Rotary Club.



**Neill Miller**  
**Founder**  
**PM Digital Group**  
 Neill Miller formed PM Digital Group in 2001, and along with partner Sonia Miller, has seen tremendous growth of the company over the last seven years. PM Digital Group provides complete video production services, DVD & CD duplication and packaging, Web site development, and graphic design. Video projects include commercials, infomercials, convention and event coverage and web video. Clients include many local and nationally-known companies. Prior to PM Digital Group, Miller was in the entertainment industry for 30 years.



**Daniel J. Sabaka**  
**Senior Vice President**  
**Lawrence/Kreeft & Associates**  
 Daniel Sabaka leads the Lawrence/Kreeft & Associates benefits team, delivering outstanding market expertise as well as creative and cost-efficient executive and employee benefit plans to his clients. Sabaka has 25 years of executive experience working for small, Fortune 500 and non-profit companies. Sabaka serves as treasurer on the advisory board for the Salvation Army, the Nevada Homeless Alliance and is a graduate of the Chamber's Leadership Las Vegas Class of 2007.

To arrange your ribbon cutting, contact Georgia Allen at 702.586.3838 or email [gallen@lvchamber.com](mailto:gallen@lvchamber.com).



**Personalized Brain Training** is a non-invasive, drug-free solution for those with anxiety, depression, sleep issues and addictions. Its advanced form of neurofeedback helps restore balance and harmony in brain activity. Clients report clarity, focus, motivation, restful sleep and improved business results. 702.726.0134 [www.brainstatetech.com](http://www.brainstatetech.com).



**Pacific West Marketing** is excited to offer its brand new collection of quality one-of-a-kind products on a direct factory basis to the Las Vegas business community for corporate gifts, incentives, giveaways, fundraising and promotions, etc. 949.489.2110 [www.pacificwestmarketing.com](http://www.pacificwestmarketing.com).



**Innovative Network Solutions** and two of its industry business partners, Syncsort Incorporated and BorderWare Technologies, all proud members of the Las Vegas Chamber of Commerce, celebrated their ribbon cutting at Business Expo 2009. 702.568.9006 [www.insllc.com](http://www.insllc.com).



**LV Ink Tattoo** is proud to announce the opening of the first school of Tattoo arts in Las Vegas. LV Ink Tattoo is located at 1501 S. Las Vegas Blvd. 702.474.6563 [www.lvinkschool.com](http://www.lvinkschool.com).



**Elysian Red Carpet Event!** Elysian at St. Rose celebrated its ribbon cutting and the release of its Final 48. Elysian is located at 11425 S. Bermuda Rd. 702.260.6766 [www.elysianatstrose.com](http://www.elysianatstrose.com).



**Canyon Creative** celebrated its 13th anniversary by moving to a new office at Durango Village, 6018 S. Durango, Suite 100. Canyon Creative offers branding, logo design, graphic design, print advertising, website design, marketing, writing, packaging and retail product development. 702.262.9901 [www.canyoncreative.com](http://www.canyoncreative.com).



As your friendly neighbor, we want to invite you to relax and enjoy the towering red rock cliffs of Zion National Park, Springdale, Utah. As a member of the Las Vegas Chamber of Commerce for ten years, the **Best Western Zion Park Inn** welcomes all Chamber members. 800.934.7275 [www.zionparkinn.com](http://www.zionparkinn.com).



Las Vegas Chamber of Commerce and **Heartland Payment Systems** are proud to announce an exclusive member benefit partnership to offer affordable credit card processing to Chamber members. This partnership was formally introduced at this year's Business Expo on June 24. Contact Les Harris @ 702.982.5838 for more information. [www.heartlandpaymentsystems.com](http://www.heartlandpaymentsystems.com).



**Barrett-Jackson** is proud to announce its second annual car auction and lifestyle event in Las Vegas at Mandalay Bay Resort and Casino, October 7-10. For more information visit [www.barrett-jackson.com](http://www.barrett-jackson.com) or call 480.421.6694.



**Roberson Orthodontics**, 700 E. Silverado Ranch Blvd., Las Vegas, is proud to announce its grand opening. Dr. Glen Roberson offers state-of-the-art treatment options including Invisalign, clear ceramic braces as well as traditional metal braces. Please call for a free consultation 702.951.9734 or [www.robersonortho.com](http://www.robersonortho.com).



Introducing **Three Brothers Masonry, Inc.** A locally-owned demolition company with more than 40 years experience in saw cutting, core drilling, concrete, masonry and 211 phases of demolition. 702.898.1884.



**Dr. Ellen Merkin** is proud to announce the relocation of her optometric practice. The office is located at 2920 S. Rainbow, Suite 120, LV, NV 89146. 702.363.7372 [www.eyefinity.com/DrMerkin](http://www.eyefinity.com/DrMerkin).



**Beauticontrol** is proud and honored to be a part of the Las Vegas Chamber of Commerce. It can be reached through email at [mgb@gmtel.net](mailto:mgb@gmtel.net), by phone 563.357.9245 or web [www.beautipage.com/sue\\_burke](http://www.beautipage.com/sue_burke).



Now in Las Vegas, wholesale pricing on all your flooring needs. **Floor Covering Factory Outlet** has carpet, tile, wood, vinyl and laminate. Visit the showroom at 6000 S. Eastern Ave., Suite 4C, across from Walmart or call 702.823.1500 [www.floorcoveringoutlet@lvcoxmail.com](mailto:www.floorcoveringoutlet@lvcoxmail.com).



**I.T. Wiz Kidz** debuted GCloud3 at the Chamber's 2009 Business Expo. This technical services company has developed an innovative all-in-one business network in a box solution. For more information, please visit: [www.GCloud3.com](http://www.GCloud3.com).



**Champions Realty** is a full real estate service company. It sells and markets SFR, condo, short sell, REO, court auction, commercial and investment real estate sales and marketing and property management. It welcomes experienced agents, buyers and sellers. 702.576.2228 [www.championsrealtywest.com](http://www.championsrealtywest.com).



**911 Collision Centers** is proud to announce the grand opening of its Henderson location. The company is located at 7730 Eastgate Road and specializes in collision repair and auto glass. 702.240.9119 [www.911collision.com](http://www.911collision.com).



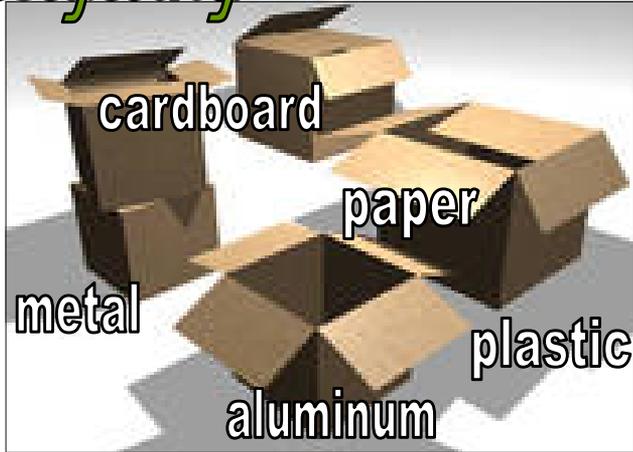
For more than 23 years, **Toby Neverett Auctioneers, Inc.** has been providing professional support services to the financial, legal and business community as auctioneers, liquidators, and asset appraisers. Additionally, it has been retained by bankruptcy courts nationwide to assist in the orderly "wind down" of numerous entities. 800.330.8629 [www.neverettauctions.com](http://www.neverettauctions.com).

**LAS VEGAS**

3030 North Lamb Blvd. St. 112  
Las Vegas, NV 89115  
(702) 644-0528 - Phone  
(800) 591-5543 - Toll Free



*recycling*



*together we are  
making a difference*

THE RIGHT PLACE FOR...

COMMERCIAL REAL ESTATE

Office | Industrial | Land | Retail | Mixed-Use  
Tenant Representation | Investment Services  
Property Management

Visit us online to see how Colliers can help  
your business: [www.lvcolliers.com/LV](http://www.lvcolliers.com/LV)



**CORPORATE HEADSHOTS**

Update Your Image  
With Uniform or  
Individually Creative Portraits.



**SPECIAL RATES  
For  
Chamber Members!**

To Make Arrangements  
For You And Your Staff,  
Call 702-365-6660



3595 S. Highland Drive #3 Las Vegas, NV 89103  
[www.cashmanproductions.com](http://www.cashmanproductions.com)

**President's Club**

**Calply Door Systems, LLC**  
Paul Montgomery

**Board of Advisors**

**Environmental Ink**  
Dario Herrera

**Farrah Gray Foundation**  
Farrah Gray

**Peter Lik Fine Photography**  
Annette Fortuner

**Premier Members**

**Aztech Inspections & Testing, LLC**  
Kelley Rushton

**New Members**

**5Linx**  
Tonya McKinney

**944 Magazine**  
Michael Skenandore

**A Shine Cleaning Service, LLC**  
Edgar Valencia

**ABC Pharmacy & Medical Supplies**  
John Anozie

**Aflac**  
Nancy Marcellus

**Aidan Aron Appraisals**  
Todd Kieffer

**Alan and Lynn Property Management**  
Alan Berk

**All Caring Health Provider**  
Glofe Granado

**American Diabetes Association**  
Laura Landon

**Anthony's Coal Fired Pizza**  
Adam Goldstein

**Astor & Black Custom Clothiers**  
Sean Dunn

**Barrett Jackson Auction Co.**  
Phil Neri  
Natalia Hipp

**Big John's Ranch**  
Daniel Deniston

**BMAS, LLC**  
James Crothers

**Boulder Medical Clinic**  
Michael Falvo

**Calply Door Systems, LLC**  
Ray Jasma

**Cardio Vascular Bio Therapeutics, Inc.**  
Jody Mack

**CareMore**  
Elizabeth Madrigal

**Cheyenne Rock, Inc.**  
Arnold Clark

**CMS Agency, Inc.**  
Jonathan Campbell

**Committed Construction Clean, Inc.**  
Amy Ostrovsky

**Daddy Mac's**  
Douglas MacDonald

**DM Stanek Corp.**  
Mark Stanek

**Donmar Gifts & Souvenirs**  
Donna Krutka

**Double J's Custom Quality Technologies**  
Jose Ortiz

**EHR Solutions Management, LLC**  
Monique Wonders

**EMS Training Center of Southern Nevada**  
Debra Dailey

**Encore Financial Group, LLC**  
Rolane Grinnell

**Fairfield Properties Avanti**  
Michelle Symonette

**Fairfield Properties Liberty Square**  
Michelle Symonette

**Fairfield Properties Loreto Apartments**  
Lychel Dreyfus

**Fairfield Properties Mosaic**  
Martin Estrada

**Fairfield Properties Mountain Gate**  
Martin Estrada

**Fairfield Properties Mountain Trailers**  
Martin Estrada

**Fairfield Properties Palacio Apartments**  
Lychel Dreyfus

**Fresh Start Family Services, LLC**  
Kelly Gafford

**GAB Consultancy**  
Karen Miller

**Green Living Nevada**  
Justin Krosta

**Guinness Law Firm**  
Guinness Ohazuruike

**Holiday Inn Las Vegas**  
Kelley Camp

**Hydro Arch**  
Cheryl Berg

**ICS Communications**  
Dan Harned

**Ideal Office Equipment**  
Barbara Kirsh

**Improv Vision Business Unscripted**  
Michael Abdoulah

**Jackson Hewitt Tax Service**  
Vikki Young

**Jaramillo Landscape & Maintenance, LLC**  
Christopher Jaramillo

**Jax Rox & Lisa's Collectables**  
John Miller

**JB Brokerage, Inc.**  
Jim Rogers

**Juliet Property Co.**  
Jason Ahlstrom

**Just Professionals**  
Gabriel Shepherd

**K & R Painting and Drywall, Inc.**  
Francesca Dodaro

**K 9's and Kitty's**  
Dottie Whitaker

**The Kabbalah Centre Las Vegas**  
Barbara DeMarco

**Kalman Enterprises**  
Carl Wald

**Law Office of Michael A. Koning, PC**  
Michael Koning

**KW Commercial**  
Derek Belanus

**Kwiky Mini Mart**  
Sam Hamika

**Las Vegas Home Watchers, Inc.**  
Dan Kruger

**Mark Cordner & Associates**  
Mark Cordner

**McCandless International Trucks**  
John McCandless

**Memories & Memorabilia**  
Heidi Watt

**Mountain View Pest Control**  
Malise Squires

**Nelson Davison Administrators, Inc.**  
Anne Davison

**Nevada Concrete Coatings, Inc.**  
Rayson Shizuru

**Nevada Precision Sheet Metal**  
Gianni Yghelzi

**Nielsen Brokerage, Inc.**  
Steven Nielsen

**Oasis Baptist Church**  
Mark Neal

**Oasis Dental**  
Michael Rice

**Omni Trading**  
Christine Russell

**OnPointe Creations, LLC**  
Tricia Ann McFarlane

**Philippine Times of Southern Nevada**  
Leizel Trinidad

**Phillips Plumbing Co.**  
Gary Phillips

**Planet Hollywood**  
Darren Green

**PR Media Professionals**  
Amy Veloz

**Quality Ford Truck Parts & Equipment, LLC.**  
Mike Summerhays

**Reliance Health Care, LLC**  
Paul Sarrano

Ripple Trading & Distributors  
Deshvir Singh

Sandstar Industries  
Linda Nardozi

Scott Weaver, DDS  
Scott Weaver

Showbiz Lighting  
Dale Meeker

Showcaseid.com  
Glenn Martin

Silver State Holding  
Joseph Roach

Sportco Sporting Goods  
Brenda Campbell

Spring Hill Suites by Marriott Las Vegas  
Convention Center  
Bruce Belcoure

Star Productions, LLC,  
dba The Soprano's Last Supper  
Maggie Cupp

Stephen R. Schooley, Insurance Consultant

Superior Event Services  
Ray Esposito

Synergycs Nutrition, Inc.  
Pierre Renevey

TCCS, LTD  
Marc Holboke

TitleOne of Las Vegas  
Clayton Freeman

Tri City Construction  
Obama Hailcal

The T Shirt Lady, LLC  
Sheryl Frazier

United Networks of America  
Brian Oliver

Wendoh Media Companies  
Justin Weniger  
Ryan Dohery

Western Architectural  
Jessie McCaskill

Woodworks Construction  
Jeff Perkins

Worldwide Merchant Services, LLC  
Richard Kasey



**Listen to  
what  
Financial  
Planners are  
saying  
about your  
money**

**Business & Financial Talk with  
News, Traffic & Weather throughout the day**

**plus Ray Lucia, Lou Dobbs, Phil Grande, Mike Huckabee,  
Andy Vierra & the Wall St Journal Reports**

**970 AM**  
**KNUU LAS VEGAS**  
**BUSINESS & FINANCIAL TALK**

**Streaming on the web 24/7 970KNUU.com**

*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 **September 2009**.

**TWENTY+ YEARS**

Credit Bureau Central, Inc. **(81)**

Young Electric Sign Co.  
(YESCO) **(58)**

Kaercher Campbell & Associates **(48)**

Las Vegas Paving Corp. **(48)**

Nevada Dept. of Transportation **(41)**

Jim Marsh Automobile **(38)**

Vegas PBS **(29)**

Nathan Adelson Hospice

& Foundation **(27)**

Nevada Title Co. **(26)**

Desert Radiologists **(25)**

Las Vegas Events, Inc. **(24)**

A Scenic Outdoor Wedding **(22)**

Health Plan of Nevada **(22)**

Goodwill of So. NV, Inc. **(21)**

Las Vegas Area Council, BSA **(21)**

Safe Nest **(20)**

Kafoury, Armstrong & Co. **(20)**

Nigro Development **(20)**

**FIFTEEN YEARS**

American Factoring, Inc.

Boulevard Trophy & Engraving, Inc.

Far West Factoring, Inc.

Joseph F. Zerga, Ltd.

Las Vegas Apparel & Promotions

Lone Mountain Factoring, Inc.

Nevada Receivable Factoring, Inc.

Sierra Nevada Factoring, Inc.

Tri-State Factoring, Inc.

**TEN YEARS**

Aquarian Pools, Inc.

Complete Association

Management Co. (CAMCO)

Coustic-Glo of Las Vegas

Donald W. Reynolds Foundation

The Juice Bar At LVAC

Los Viajeros Inn

North American Video Security  
& Surveillance

Quantum Leap Leadership, Inc.

QVS

Reg Baker, CPA/PFS

Sandy Valley Ranch

Southern Nevada Pain Center

Sunrise MHP, Inc.

Vance's Day Care

W.E.C. Engineers, Inc.

**FIVE YEARS**

Advantage Civil Design Group, LLP

Air Filter Sales & Service  
Company, Inc

Amethyst Center, Inc.

The Capital Grille

Dog Galleria

Eyes on Las Vegas

Hansen's Home Improvement

King of Clubs Las Vegas, LLC

Lawrence Nathan Associates

Lendall Mains Architect, LLC

Pinpoint Publications -

The Zip Code Magazine

Quinn Development

& Construction, Inc.

Robinson & Wood, Inc.

Silverado Services, Inc

Stephen Carlson & Associates

## 2009 Business Education Series... *continued from page 15*

- Keys to bringing greater harmony, peace and enjoyment to your life
- How to use technology to calm you down, rather than speed you up

### Business Education Series:

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

**Time:** Registration & Breakfast: 7:00 – 7:30 a.m.  
Program: 7:30 – 9:00 a.m.  
Networking: 9:00 – 9:30 a.m.

**Cost:** \$35 per member w/ pre paid registration  
\$50 per non member w/ pre paid registration  
\$5 additional for all week of prepaid registrations  
\$55 for all walk-ins

To register: [www.lvchamber.com](http://www.lvchamber.com) or call 702.641.5822.

During this presentation Mahalik, a veteran life and business coach, will help you gain perspective on exactly what balance is and isn't and how to find the right balance between your work and your life. You'll walk away with a personal plan to begin living with greater authenticity, energy and personal power.

**Wednesday, November 4**

### **Punam Mathur & Amy Ayoub** **“Is Your Networking Working?”**



**Description:**  
Punam Mathur and Amy Ayoub return to share tried and true tips

for building and strengthening your personal and business networks, including relationship building and word-of-mouth marketing. Presentation points include:

- The finer points of relationship building
- How to turn networking efforts into business opportunities
- Ways to maximize the power of established relationships through word-of-mouth

This always-popular program will give you new insight into building a strong and vital network in any economy. ■

## Chamber News... *continued from page 4*

### Save the Date: Preview Las Vegas 2010

Make plans to attend the premier economic forecasting and networking event of the year. Join nearly 2,000 potential customers at Preview 2010 on Thursday, January, 28, 2010 at the Thomas & Mack/Cox Pavilion for a high-energy conference and trade-show. Get the latest information vital to help your businesses prepare for the year ahead.

The Las Vegas Chamber of Commerce Presents  
**Preview 2010**  
Thursday, January 28, 2010

**For sponsorship or exhibiting information contact MJ Dennis at 702.586.3827**

### Special member meeting notice

The Las Vegas Chamber of Commerce Board of Trustees Chairman Steven Hill has called a special member meeting on Wednesday, October 14, 2009 at 5:30 p.m. The meeting will be held at the Las Vegas Review-Journal located at 1111 W. Bonanza Road, Las Vegas NV. The purpose of the meeting is to present a proposed amendment\* to the Chamber's Bylaws

Reservations Required : Call 702.641.5822.

\*ARTICLE III, Member Meetings, Section 3.2 Quorum for Member Meetings. A total of fifty (50) one hundred fifty (150) regular and /or associate members shall constitute a quorum for the transaction of business at any member meeting.

Kara Kelley, President & CEO

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

times, can you really afford to risk alienating your customers by giving them less than your best?

The Las Vegas Chamber of Commerce has two business outreach programs whose purpose is to encourage, promote and recognize high levels of excellence and achievement in the local business community: The Biz E Awards and Customer Service Excellence Awards.

The Biz E Awards recognize the best in small businesses excellence. Awards are given in five categories: Small Business, Green Business, Non-Profit Business, Innovative Business and Entrepreneur of the Year (individual). Companies and individuals are nominated by other businesses, fellow Chamber members, or even employees. The Biz E Awards celebrate the opportunity to acknowledge and applaud those companies that set themselves apart in any economic conditions, but absolutely shine during the tougher times. The Biz E Awards will be presented at the Chamber's September membership luncheon on Thursday, September 17, at the Rio All-Suite Hotel & Casino. I encourage you to attend and celebrate the best in small business in our community. In addition, the luncheon is an outstanding opportunity to network with fellow Chamber members.

The Customer Service Excellence Awards recognize employees who go the extra mile in delivering high quality customer service. Employees are nominated by a company's clients/customers and/or their peer workers and supervisors. Employees are recognized at special ceremonies held throughout the year with Mayor Oscar Goodman. The Chamber hosts the annual Customer Service Excellence luncheon to celebrate customer service and recognize those employees who earned multiple awards throughout the year. This year, the CSE luncheon will take place on Friday, October 23, at the Rio All-Suite Hotel & Casino.

The Customer Service Excellence program is free and can be utilized as part of your company's employee recognition program. For more information on how your company can get involved, contact Summer Collins at the Chamber, 702.586-3839.

The smart business owner is the one who looks at times like these as an opportunity to go the extra step over competitors, try something new or reach out a little further in kindness to customers. Now is when everybody could use that extra touch and smile. ■

# 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](mailto:Christine@nevadapublicradio.org)

NEWS 88.9  
**knpr** CLASSICAL  
89.7 KCNV  
NEVADA PUBLIC RADIO | HD Radio

NEVADA PUBLIC RADIO'S  
**desert**  
COMPANION

## GA story... *continued from front page*

- 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 who would have likely raised insurance rates and litigation costs on businesses.
- Defeated proposals that would have substantially increased the opportunities for frivolous lawsuits against businesses.



One of the keys to this record of success is the efforts of BizPAC, the fundraising mechanism for the Chamber's political action endeavors. BizPAC was instrumental in helping the Chamber support pro-business lawmakers, communicating the needs of the business community, explaining how all Nevadans benefit from a positive business climate, and laying the groundwork as we entered the Legislative session.

Let's be honest: effective advocacy takes money. It isn't enough to have a good position on important issues. The political reality is that it takes financial resources to ensure that pro-business candidates have enough money to win,

that messages can be communicated to the general public, and that public awareness is raised on important issues that affect our economy, the business community, taxpayers and employees.

BizPAC gives Chamber members an edge in the public policy arena. Your investment in BizPAC allows the Chamber to advocate aggressively for government fiscal restraint and accountability on behalf of the business community. Through these efforts and BizPAC funds, the Chamber has saved businesses many millions of dollars by defeating anti-business bills.

By investing in BizPAC, you pool your political financial resources with fellow Chamber members to create a strong voice for business, amplifying the effectiveness of your political clout. Contributing to BizPAC is without doubt one of the most cost-effective investments that you can make to protect your business.

Investing in BizPAC is simple. Please visit [www.lvchamber.com](http://www.lvchamber.com) to contribute online or call the Chamber's Government Affairs department at 702.641.5822 to set up convenient automatic monthly deductions. ■

## Biz E Awards Luncheon... *continued from page 6*

Since 1973, Olive Crest Homes and Services for Abused Children has been a leader in providing care for abused, abandoned and severely neglected children. Olive Crest is dedicated to preventing child abuse, to treating and educating at-risk children and to preserving the family, one life at a time.

### Small Business Finalists:

Established in 2000, **Imagine Marketing of Nevada** is a full-service marketing company specializing in strategic planning, public relations, graphic design, advertising, public/government affairs and video shorts. Imagine Marketing's 14-person team works with businesses and organizations in industries across the board and throughout Nevada and California.

**DebtBusters** was formed in 1989 to assist consumers and businesses in resolving debt through negotiated settlement. Because of its dedication to outstanding customer service, DebtBusters is able to provide answers to debt questions without any obligation. DebtBusters prides itself on its Better Business Bureau A+ accreditation, which it has held since 2002.

Since 1976, **Baskow & Associates** has been the standard in event, meeting and destination services. Producing

more than 700 events annually, Baskow & Associates' team of professionals focuses on execution, service and exceeding clients' expectations. Baskow has repeatedly been named Global Events Partner of the Year and TOP 25 DMC's in North America 2004-2008 by Special Event Magazine.

The annual Biz E's are the Chamber's salute to small business and are sponsored exclusively by Nevada State Bank. In addition to recognizing this year's Biz E Award winners, this luncheon will also spotlight the accomplishments of Cragin & Pike Insurance. As one of the Chamber's most tenured members, Cragin & Pike is celebrating its 100th anniversary serving the Las Vegas community. Register now for this exciting event!

- Location:** The Rio All-Suite Hotel & Casino  
3700 W. Flamingo Rd.
- Time:** 11:30 a.m. Registration & networking  
Noon - 1:15 p.m. Program
- Reservations:** \$50.00 for members with prepaid reservation  
\$65.00 non-members with prepaid reservation

*All reservations made the week of the event will be subject to an additional \$5 fee.*

Walk in at the door, without a guaranteed prepaid reservation, both members and non members, \$70.00 upon availability. RSVP at [www.lvchamber.com](http://www.lvchamber.com). ■



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

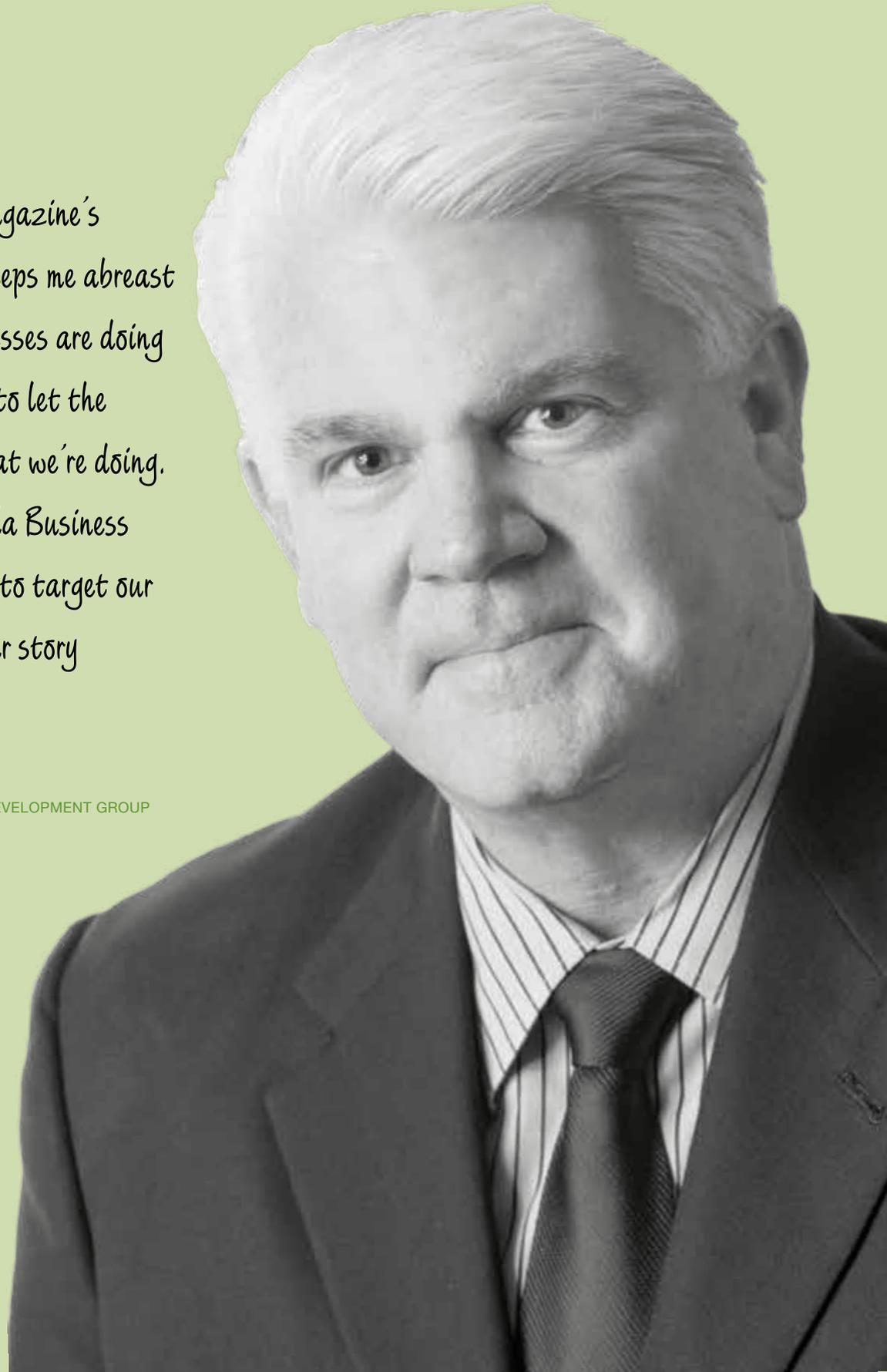
*Nevada Business Magazine's in-depth coverage keeps me abreast of what other businesses are doing and offers us a way to let the community know what we're doing. Advertising in Nevada Business Magazine allows us to target our audience and tell our story comprehensively.*

RICHARD E. MYERS  
PRESIDENT, THOMAS & MACK DEVELOPMENT GROUP

**Nevada Business**  
the decision maker's magazine

ADVERTISE / SUBSCRIBE  
[WWW.NEVADABUSINESS.COM](http://WWW.NEVADABUSINESS.COM)

THE MAGAZINE FOR  
DECISION MAKERS



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](mailto: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 new 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](mailto:pr@lvchamber.com)

## Coming Events

Author and journalist Geoff Schumacher will speak at the **Nevada Contractors Association's** luncheon on September 8, at the Rio All-Suite Convention Center.

**The Foundation for Positively Kids** will host its 10-year anniversary fundraising dinner on September 9, at the Four Seasons.

**Snell & Wilmer L.L.P** will host "Paint the Town" on September 10, from 6:00 – 9:00 p.m. to benefit several local charities.

Greg Kihn and Skip Martin will co-host "The Big 80's Remix" on September 11, at 6:30 p.m., at LAVO inside the Palazzo Hotel & Casino to benefit **Big Brothers Big Sisters of Southern Nevada**.

**LargestMixer.com** will host Las Vegas' Largest Mixer V on September 23, from 5:00 – 9:00 p.m. at the Plaza Hotel & Casino.

**Nevada Commerce Bank** will host a **United Blood Service** blood drive from 8:00 a.m. to Noon, on September 23, at the bank's corporate office at 6795 Edmond Street.

The 5th Annual Goodwill Gala, to benefit **Goodwill of Southern Nevada**, will be held on September 19, at the Texas Station Gambling Hall & Hotel.

The American Diabetes Association is holding "Step Out: Walk to Fight Diabetes" at Spring Mountain Ranch State Park on October 3 at 9:00 a.m.

**NCET-Nevada's Center for Entrepreneurship & Technology** presents its 9th Annual Silver & Gold Venture Capitol Conference on October 14, at the Atlantis Casino Resort Spa in Reno.

## Congratulations

Twenty-three **Lionel Sawyer & Collins** attorneys were recognized as Mountain States Super Lawyers and Mountain States Rising Stars for 2009.

**Answer Plus**, a locally owned telephone answering and tele-messaging company, was recognized as one of the Best Companies to Work For by **Nevada Business** magazine.

**Harrh's** employees Cindy O'Keefe, Suzanne Trout, Elisa Shen and Christina Donaldson were named to the Women's Chamber of Commerce 2009 Hall of Fame.

**Holland & Hart LLP** was named among the 2009 Best Law Firms for Women by

Working Mother magazine and Flex-Time Lawyers for its attention to work/life balance and women's issues.

**A Bookkeeper's Corner** celebrates its one-year anniversary in its commercial office location in Las Vegas.

The Society of Certified Insurance Counselors honored John Maksimik of **Orgill Singer & Associates** for his dedication and leadership in the insurance industry.

**The Town Square Las Vegas** project was recognized with a 2009 Award of Merit by the Illuminating Engineering Society.

## Announcements

Daniel Hutto is the new vice president of business operations of **Cox Communications, Las Vegas**, and will be responsible for financial operations.

Karen Stewart joined **Datanamics** as director of business development and brings more than 20 years of industry experience to the company.

**Colliers International** promoted Suzette La Grange to senior vice president of its industrial division.

Katie Hutching was appointed assistant account executive by **MassMedia Corporate Communications**, and will assist in communications strategies.

Elisabet Romero joined the **University of Nevada Cooperative Extension** as an aging and health policy specialist.

A.J. Fernandes and Cory DeNuccio have joined **Windermere Prestige Properties** as sales associates.

Aubrey O'Day will join the cast of **PEEPSHOW** at **Planet Hollywood Resort & Casino**. O'Day's opening night is September 14.

**Urban Environmental Research** has hired former City of Henderson Fire Chief Jim Cavalieri as senior project manager.

Charlie Johnson has joined **Stanley Convergent Security Solutions** as a security consultant for the Las Vegas area market.

**Country Wide Proserve** opened its complimentary inspection division to help customers identify potential plumbing problems before they become emergencies.

Attorney Jeffrey M. Verdon was named of counsel, attorney Jerry M. Hesch was named senior special tax counsel and attorney Scott B. Flaherty was named associate in the state planning department of the **Law Offices of Oshins & Associates, LLC**.

Valerie Weber joined the **University of Phoenix Las Vegas** Campus as community relations and outreach coordinator and Nathan Jones was promoted to director of enrollment.

**The Penta Building Group** appointed Jennie Bowman to marketing manager.

**Vanguard Media Group** was retained by **Goodwill of Southern Nevada** to promote its Career Connections program.

**Skinvisible, Inc.** was approved for a new United States patent for its polymer technology Invisicare.

**Floor Covering Factory Outlet**, offering outlet pricing on carpet, tile, stone, wood and laminate flooring, has opened its showroom at 6000 S. Eastern Ave

## Community Service

**Buffalo Wild Wings** is holding a school supply drive to benefit at-risk schools. Backpacks and school supplies can be dropped off at all nine Buffalo Wild Wings locations through September.

**Quality Towing** was presented a Special Recognition Award by the Clark County Fire Department for its role in a training session for all local fire departments.

The **UNLV Athletic Department** launched the UNLV Rebel Kids Club for children 8th grade and younger.

## On the Move

**Community Outreach Medical Center** moved to 3603 North Las Vegas Blvd., Ste. 109 in Las Vegas.

## Projects and Deals

**Telesphere**, a nationwide business phone and Internet services provider, is acquiring the VOIP services business of United Business Networks.

Ron Ventura of **RE/MAX Commercial Professionals** brokered a 64-month lease of retail space valued at more than \$106,000.

**Jaynes Corporation** completed the 60-acre Deer Springs Town Center project in North Las Vegas.

Soozi Jones Walker and Bobbi Miracle of **Commercial Executives** brokered a 36-month lease of office space valued at \$61,551.

**CORE Construction** completed the interior build out for Las Vegas Cancer Center inside Sunset Professional Offices.

# “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](http://cnb.com/thewayup).

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



**CITY NATIONAL BANK**

The way up.®





**Strength in numbers.**  
**Security of coverage.**

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](http://www.chamberib.com)

**CI&B**  
**Chamber Insurance  
& Benefits, LLC**

  
HEALTH PLAN OF NEVADA  
A UnitedHealthcare Company

  
SIERRA HEALTH AND LIFE  
A UnitedHealthcare Company

**Las Vegas** Chamber  
of Commerce

\*Some restrictions and eligibility requirements may apply. CI&B is a wholly-owned subsidiary of the Las Vegas Chamber of Commerce.